

9. Your Market Entry Strategy

Before approaching the Canadian Government offices in India for help you must ask yourself "what do I really need?" Why are you contemplating approaching the Canadian Consulate in Bombay or the High Commission in New Delhi? Ideally you are chasing a business lead arising from a joint venture inquiry or need help in making an exporting decision, developing a market entry strategy, identifying potential partners, etc. But this will become much clearer once you have developed your overall international marketing strategy for your company.

10. First Things First: Do Your Homework

You will eventually have to visit the Indian market to really understand it. But do your market research before getting on the airplane. Experienced exporters tell us that 70 to 80 percent of your research must be done before you step on the plane. Developing an export strategy as part of your business plan is the first step to success. Doing your homework in Canada first to develop this strategy will help you answer many questions you have about India. If, after doing extensive market research you still have questions, then contact the Canadian High Commission/Consulate. Increasingly, to access government trade promotion resources, you must show that you are "export ready". Developing an export strategy helps to prove that you are serious and ready to be in the Indian market.

11. Getting Help In Canada

It is easier and faster for the Trade Commissioner Service (TCS) and Commercial Officers to serve you in Canada. There are a number of resources (government departments and agencies, industry associations, educational facilities, etc.) here to help you. First there is your local economic development agency officers. Next, are provincial government trade and industry departments: International Trade Centres located across the country are available to help; and the federal government in cooperation with provincial governments has established Canada Business Service Centres in every province.

These resources can also provide information on the process and eligibility criteria for accessing the PEMD and CIDA INC programs. In addition, all of the major Chartered Banks have Trade Finance Sections that will provide you with information and advice on their services, and two -- Bank of Nova Scotia and TD Bank -- have offices in India. Similarly the State Bank of India which has offices located in Toronto and Vancouver can be another source of help in certain cases.

Finally, there are the facilities and services of DFAIT in Ottawa including the voice Hotline, Faxlink, Electronic Bulletin Board and World Wide Web Internet services designed to provide one stop shopping for electronic trade information through your PC, modem and telephone. DFAIT's InfoCentre voice Hotline can be reached at 1-800-267-8376. A key document to obtain from almost all of these organizations is the "RoadMap to Exporting and Export Financing" produced by the