

**What follow-up needs to be done?**

Tailored newsletters to importers to maintain knowledge of potential of Canadian supply is a good idea. Everywhere we went importers seemed interested but always, wanted to be kept informed on supply, prices, etc.

Follow-up by Canadian companies to build on any benefits from the mission eg. Canadian firms interested in the India/Pakistan market should use contacts made during the mission.

Liaison with the importers association in Bombay (eg. trade rules) should be established.

**Mistakes to avoid?**

Be cautious and pay attention to detail on contracts eg. delivery dates, quality, etc. India and Pakistan are experienced trading countries