

With economic liberalization and a major wheat sale to India in 1992 - the first in nearly a decade - Canada's exports to India increased by 75 percent to a record \$510 million and propelled India on to the list of Canada's top 20 export destinations. In the same year, India's exports to Canada grew by 16 percent to a record \$278 million, for total bilateral trade of close to \$800 million. In the last two years, with no major commodity sales, our exports to India dropped dramatically, however, our export figures for 1995 look promising having reached \$316 million in the first nine months. In addition, there has been an eight-fold increase in Canadian investment in India in the first eight months of 1995 compared to the whole of 1994.

The increasing number of Canadian business success stories indicate that the Canadian corporate community is starting to take a look at the newly liberalized Indian economy. Canada's small to medium sized firms (SMEs) are also taking a fresh look at India with new and active joint venture agreements. Canadian service companies are winning an increasing number of contracts in the consulting sector and are making long term commitments through an expanded local presence. There are now more than 120 Indo-Canadian industrial collaborations in areas as diverse as poultry breeding, aircraft maintenance, educational services, costume jewellery, telecommunications, power-generating equipment, automotive parts, geographic information systems, and edible oil processing. The number of Canadian corporate offices in New Delhi alone increased from only seven a year and a half ago to 50 today. This is a remarkable achievement that bodes well for the future.

## **VI. Canadian Programs and Players**

This section reviews all trade related programs and briefly outlines the current activities of the major Canadian players in India. Several federal departments, all provincial governments and many private sector organizations are involved to varying degrees in the promotion of business development links between Canada and India. One aim of Focus India is to reduce the overlap and increase the effectiveness of these programs. (Please refer to Appendix 3 for a cross-reference table and a list of contacts)

**Department of Foreign Affairs and International Trade (DFAIT)** - Within the federal government, DFAIT has the mandate for international trade development. DFAIT's South Asia Division (PSA) is the principal point of contact for information and intelligence on trade and investment leads in India. The division manages and coordinates a trade and investment promotion program delivered through the missions in New Delhi and Bombay. International business development divisions, within DFAIT, offer sectoral expertise and administer the overall trade promotion funding, including the Program for Export Market Development (PEMD). The International Trade Centres (ITCs) are the points of contact in each province for information on programs and services. In addition, DFAIT deploys a total of twelve officers, including the High Commissioner, in New Delhi and the Consulate in