

The following Step by Step approach to gathering and analyzing market information is suggested.

- Step #1:* Monitor the public media. It is possible to gain an understanding of the country and its economy through a regular review of media available in North America such as *India Abroad*, and bi-weekly publications including *Business India* and *Business World*.
- Step #2:* Use Trade Missions. The high caliber of Canadian and Indian Trade Missions has been very much appreciated by many Canadian business people. The Indian government has Trade Officers in Ottawa, Toronto and Vancouver. They have some first rate information about the country's economic opportunities. Canada has Trade facilitation services in Delhi and Bombay. They are well informed and trusted sources of business intelligence. The GLOBE Foundation of Canada also has an excellent data base on India's environmental markets.
- Step #3:* Focus your information search. Clipping services can extract market data on specific opportunities from each of India's four superb daily business newspapers. *The Economist Intelligence Unit* (EIU) and the *Times of London* have a number of India business reports and studies. ODA agencies such as CIDA have done several environmental market studies. The Internet can be a valuable tool - a Canadian Guide to Researching the Indian Market (Available from BizInt International, P.O. Box 187, Station D, Scarborough, Ontario, M1R 5B7) provides a roadmap to print and on-line systems.
- Step #4:* Spend some time in the country. There is simply no substitute for kicking the tires of a business opportunity. A first visit to India should not be a short one - four to six weeks is needed to get a feel for business opportunities. Don't restrict travel to Bombay and Delhi, go to other major cities such as Madras, Calcutta, Ahmedabad and Bangalore. Think of traveling by train.
- Step #5:* Establish relationships with Indian organizations and key government agencies. Indian business people and bureaucrats are very approachable. Key contacts are: CII, the Federation of Indian Chambers of Commerce and Industries (FICCI), and Department of Commerce, MoEF, MNES, The Ministry of Finance and the Reserve Bank of India. In addition, CIDA has two booklets, *Working with a Canadian Partner* and *Working with an Indian Partner* that can provide advice.