
sector which can promote development through commercial activity. In addition to assisting Canadian companies directly, the Industrial Cooperation Division of CIDA works with Canadian business organizations to promote doing business in India, foster joint ventures, and strengthen their relationships with counterpart organizations in India.

Honourary Consul: DFAIT will expand its presence in India by the appointment of an Honourary Consul in Bangalore. The Honourary Consul will work in concert with a Commercial Officer to provide more information and assistance to Canadian firms doing business in this region.

Counselling: One-on-one counselling is available to help Canadian export-ready companies develop a marketing plan for India, obtain information on government programs, and utilize the services of trade offices. Counselling is available through the regional International Trade Centres, provincial ministries responsible for international trade and DFAIT Trade Commissioners in Ottawa.

3. Government-Business Industrial Cooperation Mechanism

Indo-Canadian economic and trade development will rely on a greater partnership between and within the public and private sectors. Consultations between governments and a wide variety of industry groups ensure that business development strategies are better co-ordinated, planned and reflect private sector interests. The following two mechanisms can help achieve these goals:

Intergovernmental Consultations: Canadians are highly motivated to find more cost effective ways to achieve our trade development objectives. Focus India is the inception of a coordinated government approach to India. To add sharper focus to trade and investment development in India, it is important to target sectors in which to concentrate Canada's strategic efforts. Sectors have been selected based on high, immediate or near-term demand and favourable market conditions in India, matched with high Canadian interest and superior Canadian capabilities and competitiveness. They have not been selected to the exclusion of others. However, the concentration of limited government resources in high potential areas is the most effective means of succeeding in India. Within the scope of Focus India, sector-specific strategic plans will be developed.

Business-Government: Canada is well served by industry organizations and associations such as the Canadian Export Association, the Canadian Manufacturer's Association, the Canada-India Business Council, the Asia Pacific Foundation of Canada, etc. Canada must continue to promote co-operation mechanisms linking these organizations and their members with the federal and provincial governments to help ensure that business development efforts in India reflect private-sector interests.