

India's agri-food market

India has over a billion people and an economy growing steadily at 6.2% per year, which translates into opportunities for Canadian business, especially in the agri-food sector.

In the Punjab — the country's breadbasket — the government-owned Markfed marketing co-operative has invited private-sector bids on setting up high-tech facilities for handling, storing and transporting grain in bulk. Among those showing interest in the project (which will receive World Bank funding) are Korean firms and a Canadian consortium.

The project will help reduce food losses caused by inefficient handling, now costing India \$16.4 billion per year. To solve the problem, India needs new farming infrastructure investments amounting to \$34.8 bil-

lion, including \$8.57 billion to build an efficient transportation system.

Processed food

A recent study by marketing consultants KSA Technopak found that India's ready-to-eat processed food market is growing at the annual rate of 40%. Estimates put its current size at \$525 to \$557 million.

To boost investment, the government is considering a 10-year tax holiday for the food processing sector.

The opportunities have attracted leading retail food chains from France, the Netherlands, Hong Kong and Germany. In the growing bottled water business, new entrants include Coca-Cola, Pepsi and Nestlé. And the Australian firm, Paton's, plans to market its fine chocolates, jam, honey, etc. in India.

Agricultural trade fair – Agri Intex COIMBATORE, INDIA — August 1-5, 2001 — This international agricultural exhibition will highlight developments and opportunities in agriculture and related activities, and is expected to attract leading players in the sector.

To participate in Agri Intex 2001, contact Codissia Trade Fair Complex, Coimbatore, fax: (011-91-422) 593-507, e-mail: cointec@vsnl.com Web site: www.agriintex.com

For more information, contact Ram N. Gupta, Senior Trade Advisor, Canadian High Commission, New Delhi, tel.: (011-91-11) 687-6500, fax: (011-91-11) 687-5387, e-mail: ram.gupta@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/in *

(As mentioned in the April 16, 2001, CanadExport, a detailed article on Canada's re-engagement with India will be published in a forthcoming issue.)

Anchors aweigh for the Canadian Trade Show on Board

PUERTO RICO, ST. THOMAS, ANTIGUA, ST. MAARTEN, ST. LUCIA and BARBADOS — November 24- December 1, 2001 — A Caribbean cruise on Royal Caribbean Cruise Lines is the setting for the Canadian Trade Show on Board, showcasing Canada's food and beverage sector as well as its construction and building products sector. The unique event is organized by Canadian Export Development and supported by the Canadian Consulate General in Atlanta, the Canadian High Commission in Barbados and the Department of Foreign Affairs and International Trade (DFAIT).

With stops in six destinations, this is a chance to display your products and/or services and explore business opportunities in the Caribbean.

Key decision makers and buyers in government and the private sector will be invited to visit the Trade Show on Board. Participants may be eligible for financial assistance under DFAIT's Program for Export Market Develop-

ment. For details, visit the International Trade Centre Web site: www.cbcs.org

For more information or to register, contact Robert Grison, Director of Operations, Canadian Export Development, tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: cced@sympatico.ca

For more information on business

opportunities in these sectors, contact:

- Charlotte Hutson, Commercial Officer, Canadian High Commission, Barbados, tel.: (1-246) 429-3550, fax: (1-246) 437-8474, e-mail: charlotte.hutson@dfait-maeci.gc.ca
- (Building products sector — St. Thomas and Puerto Rico), William Stolz, Business Development Officer, Canadian Consulate General, Atlanta, tel.: (404) 532-2017, fax: (404) 532-2050, e-mail: william.stolz@dfait-maeci.gc.ca *

Polska-Canada 2001

MONTREAL — May 10-13, 2001 — Polska-Canada 2001 is Poland's first trade fair in Canada. Organized in cooperation with the Canada-Poland Chamber of Commerce, the fair will take place at the Palais des Congrès. Over 100 exhibitors will present Poland's finest offerings in areas ranging from high-tech to food and beverages. The fair is open to the general public and admission is free.

Come learn about trade, business and other opportunities with Poland — a market of 40 million people, whose

bilateral trade with Canada was worth upwards of \$430 million in 2000.

For more information, contact the Economic and Commercial Division, Embassy of the Republic of Poland in Canada, tel.: (514) 282-1732/-1734, fax: (514) 282-1784/-9296, e-mail: tradeoffice@poland-canada.org Web site: www.poland-canada.org

For more information on market opportunities in Poland, contact Pierre Boucley, Trade Commissioner, Baltic, Central European and EFTA Countries Division, DFAIT, tel.: (613) 992-1449, fax: (613) 995-8756, e-mail: pierre.boucley@dfait-maeci.gc.ca *