

5. Sources of Information

Another invaluable source of information is "The Canadian Guide for Researching Markets in India" recently produced by a Business Information Researcher in Toronto. It contains information sources on how to find and verify customers for your products and services in India. For your copy call McEachin & Associates Limited at 416-299-4556.

In addition to the publications from DFAIT's InfoCentre mentioned above, several other non-Canadian information sources also exist. The Financial Times Publications recently published a book on 'Doing Business in India'. Another source is the Economist Intelligence Unit publications. U.S.-India Enterprises Inc., of Silver Spring, Maryland has produced a reference book for North American companies doing business in India. For more information fax 301-572-7233.

Most of the major accounting and management consulting firms such as Ernst & Young, Price Waterhouse, and Arthur Anderson as well as the Hongkong and Shanghai Banking Group have produced general guides on doing business in India. Industry Canada puts out a CD-ROM called "Insight" which contains 186 different articles which refer to India: call 1-800-390-2555 to order your free copy. Finally a weekly newspaper "India Abroad" published in Etobicoke, Ontario (416-622-2600) reports on politics, business, arts and sports in India.

6. Education & Training

Life-long learning and adult education is now a necessity for Canadians who want to fully participate in the global economy. There are a host of facilities available in Canada for international business training. The Forum for International Trade Training (FITT) offers an eight module program on international business in 26 centres across Canada. More information is available from FITT at 1-800-561-3488. The Business Development Bank (formerly the FBDB) also offers seminars on international business development and entrepreneurship as well as counselling for start ups (check the "blue pages", federal section, of your local telephone directory).

Many community colleges offer courses in international marketing and import/export methods. Several Canadian universities operate Centres for International Business Studies or offer international business oriented MBA programs -- check out the one closest to you.

Many industry associations and other groups such as the Canadian Exporters Association and the Asia Pacific Foundation from time to time offer seminars on doing business in India. Often these seminars are announced in the Globe & Mail's events page or in the events page of the CanadExport newsletter available from DFAIT (call 1-613-996-2225 to subscribe).