

- Canadian and Indian media exposure. Journalists are encouraged to travel in both directions.
- Outreach programs. To spread the message, across Canada, of opportunities in India.
- Twinning programs. To build cultural and industrial links between the two countries.
- Seminars and workshops. Sector-specific seminars are scheduled to take place across Canada and India.
- Industry association presentations. To encourage the private sector to focus more attention on experiences and opportunities in India.
- Information packages and newsletters. This literature will be produced and distributed by the federal government to provide a basic level of market knowledge.
- Continued development of an electronic forum on DFAIT's Bulletin Board to permit a discussion and exchange of information and opportunities in India.
- Some of the recently completed documents are:

*A Business Guide to Financial Services Markets in India*

*Business Opportunities in India: A Business Guide for Canadian Environmental Companies*

*Focus India: A Business Guide for Canadian Aquaculture Firms*

*Focus India: A Business Guide for Canadian Drug and Pharmaceutical Firms*

*Focus India: A Business Guide for Canadian Food Processing Firms*

*Focus India: A Business Guide for Canadian Medical Devices and Services Firms*

*Focus India: A Business Guide for Canadian Multimedia Firms*

*Focus India: A Business Guide for Canadian Pulp and Paper firms*

*Focus India: A Business Guide for Contract R&D Opportunities in India*

*Focus India: A Business Guide for Canadian Telecommunications, Related Information Technology, and Cable Television Firms*

*Focus India : Agri-Food*

*Focus India : Building a Canada-India Trade and Economic Development Strategy*

*India's Power Sector: Business Opportunities for Canadians*

*India Market Reports:*

- *Information Technologies*
- *Oil and Gas Sector*
- *Agri-food*
- *Urban Transit Sector*