

\$17.4 billion and provided some 162,000 jobs. Canada's regulatory environment for telecommunications services is now one of the most liberalized in the world; the long-distance market was opened to competition in 1992 and the local market in 1994. The largest player is Stentor, an alliance of major telephone companies across Canada which had revenues of some \$13.5 billion or 78 percent of total telecommunications service revenues in 1993. There are also 50 independent telcos, a number of competitive long distance service providers (eg. Unitel, Sprint Canada, Fonorola), one overseas carrier (Teleglobe), one satellite carrier (Telesat which is also a member of Stentor), two major cellular service providers (Mobility Canada and Rogers Cantel), and 200 resellers.

Telecommunications Networks and Technologies

Canada is a world leader in digital switching and asynchronous transfer mode technologies; leads the Group of Seven (G-7) countries in the deployment of optical fibre; is second in the use of digital networks and intelligent network systems; and worldwide, is second only to Japan in the reliability of its networks. With more than 30 years of satellite experience, Canada is among the leaders in both cellular and satellite communications. In addition to a significant number of world-renowned Canadian telecommunication companies, there are over 300 small and medium-sized enterprises increasingly active in all major export markets.

Market Potential for Canada

Although there is a good match between Canadian capabilities and Indian needs, Canadian companies are under-represented in the Indian telecom market. This is particularly significant given Canada's world class reputation in telecommunications technology.

Market potential exists for Canadian industry in the following areas: pack switching; cellular telephone services; paging systems; optical fibre; international links; V-SAT; digital microwave systems; RF Links; satellite terminals; and, facsimile switches, as well as in a wide range of value-added services that have recently been opened to the private sector.

India offers excellent market potential for Canadian companies to enter into joint venture and technology transfer arrangements with Indian firms in the telecommunications sector. Many Indian telecom firms would be interested in marketing partnerships with Canadian firms where they would market, install and service the Canadian equipment through their existing Indian sales networks. This arrangement would be followed up by a transfer of technology or a joint venture so that the benefits of lower cost, highly skilled manpower in India could be used to mutual advantage. Other Indian telecom firms are exploring the possibilities of contract manufacturing for established Canadian companies. Indian companies want access to good and proven technology.