

Business Environment

There is good short-term potential in the niche-product market. Tapping into this and building a presence will potentially work toward tapping into the large, longer-term construction technology market.

Specific Initiatives

Outgoing Construction Products Mission (Spring 1998)

to Delhi, Mumbai, Hyderabad, Madras and Bangalore to raise awareness of Canadian building technology among Indian construction companies.

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DEFENCE PROGRAMS AND PRODUCTS

Opportunities

India maintains one of the largest armed forces in the world. Much of its equipment (e.g. jet aircraft, warships, etc.) has been purchased from the former East Bloc countries (about 70 percent). India's Ministry of Defence operates numerous ordnance industries and "public-sector units" to fulfill, in an autonomous manner, most of its requirements for supplies and services. India's defence sector is increasingly eager to acquire modern defence technology usually available from the West. However, budgets are limited, and the procurement process is not easy to follow, making access to potential contracts difficult.

Canadian industry is not a big player in the Indian defence market; it has, however, maintained a small continuing presence in the area of specialized equipment, services and technology required for progress such as ship modernization. A few small sales achieved over the past few years have underlined the potential for more in the future. Very specific conditions (i.e. restrictions on the role of "agents") apply to the Indian defence market. Consultation with the DFAIT Import and Export Controls Division is recommended for firms in this sector.

The defence/security sector in India has shown, considerable interest in Canadian-made security equipment including alarm equipment, explosive detection and prevention systems, bomb disposal suits, survival, simulation and training equipment, and cold-weather clothing.

Opportunities for Canadian firms are much better in the security products sector. The number of purchasers of such products as video-surveillance systems and airport-security systems is growing as modern offices are built that contain expensive computer and other equipment. These buyers tend to be from the private sector, or from government organizations other than the military, where budgets are larger and the purchasing system clearer. The market study conducted in 1997 will provide a good overview of the Indian market for security products.

Specific Initiatives

CII Defence and Security Products Conference and Trade Fair (tentatively planned for April/May 1998)
Trade show participation could be followed by a two-to three-city tour with solo shows/seminars.

Reference

- India's Defence Procurement Sector

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