

6. How to Get in on the Action

Opportunities for Canadian equipment and services

Strategies for entering the Indian market may range from the promotion of turnkey IPPs (independent power projects) to the exploitation of *niche* markets for highly specialized goods or services. Canadian firms, large and small, should enjoy competitive advantage in the following areas:

Hydro-electric power plants: supply, construction and upgrading. Of particular interest may be the emphasis India is placing on smaller hydro plants.

Coal-fired power plants - renovation and modernization. New captive power plants under 100 MW.

Gas-fired power, particularly combined cycle plants - gas turbines.

Co-generation plants - in sugar, paper, refinery, chemical industries.

Non-conventional power generation - wind, solar, marine power.

Transmission equipment and services - HVDC/EHV lines - design and construction of 400 and 800 KV lines - medium and heavy-duty transformers and capacitors - specialty wires and cables.

Supervisory control and data acquisition (SCADA) systems.

Demand side management programs - metering systems.

Energy efficiency and conservation technologies.

Power-related environmental equipment and technologies.

Consulting services to SEBs, government ministries and agencies, and private project promoters. India's new entrants in the power sector will require assistance for feasibility studies, design and construction, selection and sourcing of equipment, setting up distribution networks, cost analysis, management, and standardization of products and equipment.

Where to seek business

The greatest potential for Canadian goods and services is likely to arise from the private power projects now planned for execution. Short of undertaking their own IPPs, alone or as consortium members, firms interested in direct sales or sub-supplier opportunities should make contact with the promoters of these projects, preferably through their Indian offices or affiliates.

Such contacts should not be limited to foreign-based developers - many private projects are led by Indian companies. In the case of co-generation and "captive" projects, these may be in industries that are not directly related to power.