

# Action Plan

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Canada's trade objectives in India are: to capitalize on the flourishing business opportunities; to realize the market potential of the region with India as a strategic partner; and, to contribute to the sustainable economic development of India. Canada's success will depend on our ability to achieve greater access to the Indian market and to develop initiatives that will result in the provision of the greatest possible competitive advantage to Canadian business.

The Canadian government and its affiliated agencies are attempting to facilitate the increase of Canadian business involvement in India through various programs and services. The government will attempt to act as a catalyst by undertaking activities and initiatives in the areas of: political relations, economic/trade relations, business development initiatives, Canadian and Indian business networking organizations, and financing.

Canada's political relations with India have been characterized by constructive discussion and cooperation. The government intends to build on this to increase the profile of Canada as a trading partner through high-level visits (in-coming and out-going), consultations, public relations, and a strong diplomatic presence in India.

Canada has several bilateral economic cooperation agreements with India which consummate sectoral interests and provide a forum for the exchange of economic information. A more transparent economic relationship, and comprehensive discussions of economic issues, can only enhance general economic relations. Canada has

renewed the Double Tax Agreement and is pursuing a Foreign Investment Promotion Agreement with India (see Appendix I).

There are two tasks in building Indo-Canadian industrial collaboration: to increase the awareness of opportunities in India among Canadian firms, and to build a greater awareness of the capabilities of Canadian firms in India.

The Team Canada trade mission to India led by the Prime Minister in January 1996 aided Canada's efforts to increase awareness of potential opportunities between Canadian and Indian firms. The mission also helped to bolster Canada-India political ties.

The major thrust of business development initiatives is to increase the awareness of business opportunities in India. This will be augmented with business support programs and industrial cooperation mechanisms. Awareness building will be achieved through a variety of activities including:

- Two-way Ministerial visits. There is a possibility of an Indian Prime Ministerial visit to Canada in 1997 and other Indian Ministers will be invited to visit Canada over the coming year. Delegations such as that from the Confederation of Indian Industry (CII) are scheduled to visit Canada in the near future and others will arrive to attend various trade shows including the Petroleum Conference in Calgary. It has been proposed that the Canadian Minister for International Trade visit India in late autumn.