

**Two-Way Ministerial Visits:** The highly successful visits to India by the Minister for International Trade in October, 1994 and the Secretary of State (Asia-Pacific) in March, 1995 accompanied by senior industry representatives, provided a strong signal that Canada is interested in doing business with India. Future business missions led by senior government officials will contribute to the awareness campaign focussed on India. In addition, further invitations to senior Indian ministers will be extended to continue the on-going two-way flow of visits. Ministerial visits generate significant press coverage in Canada and India, building awareness here and highlighting Canadian capabilities there. The Department of Foreign Affairs and International Trade will organize an ongoing program of high-level visits between industry leaders and senior government representatives.

**Indian Media Exposure:** Exposure for Canada in prestigious Indian newspapers, magazines and industry publications promotes Canadian capabilities and business successes in India. DFAIT will encourage and facilitate the publication of supplements on Canada in Indian journals and newspapers.

**Canadian Media Exposure:** The Canadian media has been slow to tell the 'new India' story, while international publications such as *The Economist* are increasingly reporting on India. A greater awareness of India's economic reforms would enhance its image in Canada. This awareness could be developed through print, radio and television media. A public relations campaign to generate more media coverage of the Indian market would ideally be a co-operative effort with the Indian government.

**Journalists:** Visits by business journalists from both countries to the other could help increase public awareness. DFAIT will encourage and facilitate these visits. They will ideally be timed to coincide with high-level visits and trade missions.

**Outreach Programs:** Focus India will be the basis of an on-going outreach program across Canada to promote the importance of India to Canada and what the government can do to assist exporters.

**Twinning Programs:** The twinning of Canadian and Indian cities, states and provinces in cultural and industrial agreements builds awareness and links between both countries. The twinning of Pune and Winnipeg has, for example, resulted in a significant increase in commercial activity between the two cities. In addition, the twinning of Mangalore and Hamilton as well as Jaipur and Calgary will assist in raising awareness.

**Seminars and Workshops:** Sector specific seminars and workshops across Canada will inform targeted export-ready companies of the opportunities, regulations, and business practices in India.

**Industry Association Presentations:** Presentations during annual meetings of key industry associations would outline the potential of the Indian market and feature successful Canadian exporters who can relate their direct experiences.