

- **Awareness activities** will be held, which include addresses to business and professional associations as part of the Canadian International Development Agency's Facilitation of Private Sector Development project.

In the following sections, sectoral outlines of DFAIT's proposed activities are provided. All the activities are planned, but are subject to change. Interest in any activity should be directed to the Trade Commissioners or Commercial Officers listed on pages 45 and 46.

Canadian and Indian Business Organizations

Institutional linkages play a key role in bridging information gaps and in matching Indian opportunities with Canadian capabilities. This is particularly important in the case of India, because both countries are still relatively unknown to each other. A significant number of linkages have been established over the past few years; both the knowledge of and the use of these linkages should be increased. Current linkages include the following:

- Canada-India Business Council;
- The Alliance of Manufacturers and Exporters Canada;
- Asia Pacific Foundation of Canada;
- Business Council on National Issues;
- Chambers of Commerce Memorandums of Understanding;
- Indo-Canadian Joint Business Council;
- Indo-Canadian Chamber of Commerce;
- Conference Board of Canada;
- Indo-Canadian Business Club; and
- private-sector alliances and networks (a directory is available of trade consultants with expertise and experience in the Indian market).

The existence of these organizations should be advertised to a wider audience in both countries. Business organizations are an effective vehicle for the development of private-sector strategic alliances, and can be of considerable assistance in the location of potential business partners and opportunities.

Fiscal Year 1998-99

During the upcoming year, DFAIT's South Asia Division, in conjunction with its missions in India as well as with other government departments, will:

- work with the Canada-India Business Council and sectoral associations to mount sectoral missions to India;
- conduct outreach activities to stress the importance of India to Canada, especially targeting industry associations;
- continue to expand the Indian market information base at DFAIT;
- provide information and assistance to Canadian industry on the trade and investment opportunities with India;
- continue to press for finalization of the FIPA, as well as the Double Taxation Agreement (which has been signed but still awaits implementation legislation); and
- work on mechanisms to address market issues that hinder trade.

For detailed, up-to-date information on sector-specific activities, please check the Focus India Online Web page at:

http://www.dfait-maeci.gc.ca/focus_india

