The new economic opportunities in India warrant the attention of Canadian business interests. The Indian economy requires diversification. Canadians can support areas of business previously neglected and ensure complementarity so that Canadian and Indian business interests benefit equally.

Canadians should consider the following factors when considering new business partnerships in India:

- The changes leading to deregulation of the economy are extensive. More are coming as economic reform gains acceptance.
- The newfound trust and cooperation between governments and the corporate sector are releasing new energy for enterprising investors, managers, and marketing professionals.
- Structural reform of the financial and banking sectors, the creation of the national Stock Exchange, the revitalization of urban centres and the new regulations governing taxation, tariffs, and foreign currency exchange have set the stage for increased foreign investment. Some financial analysts believe that India's economic growth rate will equal or surpass that of G-7 countries and other Asian giants such as China.
- With its substantial purchasing power, India's rapidly expanding middle-class—now over 300 million strong—is attracting local and foreign investors.
- While there are more than 300 giant corporations in India, some of them multinationals, small-and medium-size firms are leading the country's economic growth. As in Canada, small- and medium-size enterprises boast expanding profits and market reach.
- The central government and the governments of industrialized states, such as Gujarat, Maharashtra, Karnataka, Tamil Nadu, Andhra Pradesh, Rajasthan, Punjab and Haryana, are actively seeking investments, using well-planned strategies, identical targets, modern advertising methods and promotional activities inside and outside the country.

Keep in mind that about 90% of new investment in India goes to infrastructure development. Canada can play a significant role in such areas as oil and gas development, aerospace, telecommunications, forest management, food processing, and the environment. The marketing and promotion of products are equally promising investment areas.

Knowledge-intensive industries, such as informatics, computer software development, and information transmission, are growing faster than