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BUSINESS, PROFESSIONAL AND EDUCATIONAL SERVICES

Commercial Opportunities

Quantification of market size in this sector is quite difficult. However, in terms of inquiries received by the post in recent years, we envisage good market potential for offering consulting services in the areas of health care, architecture, security, training, construction supervision in the transportation sector and legal services.

India is a major supplier of students seeking international education. For example, from the Bombay area, it is estimated that over 8000 students seek education in the United States each year. Canada can be a low-cost, high-quality supplier of higher-education services, and the recent opening of a Canada Education Centre in Delhi will further enhance Canada as a provider of educational services.

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CONSTRUCTION PRODUCTS

Opportunities

Over the past year, there has been an increased amount of activity in the Indian construction-products sector. There has been an increase in the number of Canadian companies entering the market with niche products such as interlocking bricks, high-end finishing and fixtures such as flooring, prefabricated doors and windows, and other items such as aluminum scaffolding.

With the primary factor in local construction being pricing, Canadian products are primarily targeted to the smaller-market higher end developments such as condominiums, hotels and resorts. Nevertheless, this is a valuable means of gaining an entry into the Indian market.

The long-term market for the construction sector is potentially enormous. Already, an increasing awareness of quality products and technology can be seen. As this continues to grow, industry and commercial developments will demand world standards of construction products and building techniques.

The Canada Mortgage and Housing Corporation (CMHC) recently conducted a market survey and, along with DFAIT, has identified India as a strong potential market. Emphasis should be put on co-ordinating the efforts of Canadian companies with a complementary range of products and services. If value for money can be demonstrated to Indian businesses and agencies through pilot/demonstration models this could lead to a longer-term, sustainable market presence.