

B. CHECKLIST FOR CANADIAN BUSINESSES CONSIDERING ENTRY INTO THE INDIAN MARKET

The following is a checklist for the benefit of Canadian companies considering initial entry into the Indian market. It responds to frequently asked queries from Canadian businesses seeking advice and counselling on how to best approach the Indian market. We hope that this checklist will help globally-oriented Canadian companies to prepare for business in India.

1. Think Globally But Act Locally

This is sage advice for individuals conducting international business development activities. Many of us believe that an expert is someone who is located far away but just as often good information and advice is close at hand. It can be found in your local economic development agency or in the office of a business information researcher, a trade consultant, your lawyer, accountant, banker or librarian. If you do not already know one of the above professionals, consult the Yellow Pages of your local telephone directory.

2. Are You Export Ready?

International marketing is expensive. From past experience we know that, unless you are a frequent visitor to India, building a business relationship in South Asia takes time and money. A two week market development trip to India will cost on average about \$7000 and you will most likely have to make several trips to India before landing a contract. India is not the type of market for which you can canvas prospective buyers from the comfort of your office. In our experience, it is firms with at least \$1 million in revenues which have the financial, managerial, technical and human resources to mount the effort required to sustain a presence in the Indian market that will eventually result in a successful business venture.

Also, federal government trade promotion funding programs such as the Program for Export Market Development (PEMD) and the Canadian International Development Agency's Industrial Cooperation program (CIDA INC) now reflect this criteria. Indeed the key characteristics of successful companies in the Indian market are breadth and depth in technical, financial and managerial resources, extensive international experience and a total commitment to global marketing. Although Canadian society recognizes the right of companies to broaden their choice of international markets as they wish, generally speaking, if you have never crossed the United States border to do business in Bangor, Burlington, Buffalo, Bismark, Butte or Bellingham, then it is doubtful you are ready to do business in Bombay.