

**T**he story goes that many years ago, Thomas Bata sent two scouts through India to assess the market for shoes. The first reported back: "Many people don't wear shoes; there's

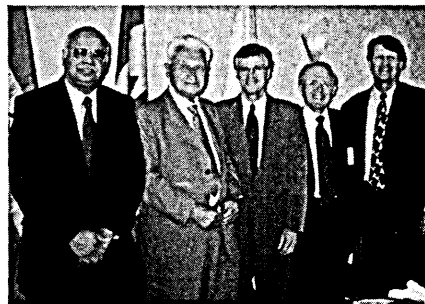
private sector association of Canadian companies doing business in India. The organization currently has 70 members, made up of multinational companies and small and medium-sized firms.

**Company collaboration is key**  
C-IBC Executive Director Murray Jans stresses that the key to doing business in India lies in the creation of partnerships. Through an impressive roster of activities, the C-IBC facilitates connections between Canadian and Indian companies that are exploring the potential to collaborate — through joint venture, technology transfer, marketing or technical alliances, and even cost-sharing alliances.

*Fills shoes as business link to India*

# Canada—India Business Council

no market here." The second reported: "Most people don't wear shoes; there's tremendous market potential here...." Building awareness of India's market potential — and facilitating partnership connections — is the raison d'être of the Canada-India Business Council (C-IBC), founded by Bata in 1982.



From left to right: Subbiah Srinivasan, VP, Met-Chem and President of C-IBC; Thomas Bata, Chairman of BATA Corp and founder of C-IBC; Peter Sutherland (centre), Canada's High Commissioner to India; Ian MacGregor, Director, Bombardier Aircraft; and Murray Jans, Executive Director, C-IBC.

India, with a population of one billion, is the world's 12th largest economy. The country's GDP, currently worth US\$466.1 billion, is growing at a healthy rate of 6%. In 1999, Canadian exports to India totalled \$418.4 million.

Toronto-based C-IBC, which has a chapter in Vancouver, is the leading

The organization also sees itself as an educator. "We see ourselves as being on the vanguard of identifying sectors that have potential and building awareness of them," says Jans. "We're a sort of flag bearer."

Building and construction and automotive parts and services are two sectors that the C-IBC has identified as having good potential.

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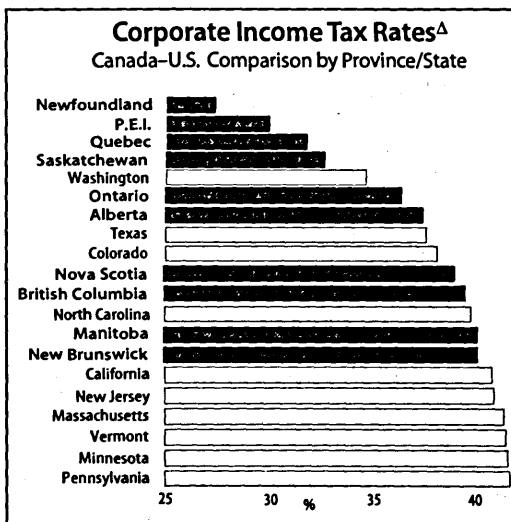
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- **Competitive corporate taxes:** All Canadian provinces have lower corporate taxes than California or New Jersey.\*
- **Lowest payroll taxes:** Payroll taxes are lower in Canada than in any other G-7 country.\*

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\* Source: *The Competitive Alternatives Report: A Comparison of Business Costs in North America, Europe and Japan*, KPMG Management Consulting, 1999 [www.kpmg.ca/english/services/consulting/publications/competitivealternatives/](http://www.kpmg.ca/english/services/consulting/publications/competitivealternatives/)



<sup>A</sup> Combined federal, provincial (or state), and local income tax rates for large manufacturing and processing firms as of July 1, 1998.