

early February 1995. Although there have been relatively few major Canadian investments in India to date, the significant emerging investment opportunities will not be ignored. In fact, there is increasing interest from investors in many sectors. The Indian Government is intent on attracting foreign investment as a matter of policy. A FIPA will ensure that Canada is well-placed in this regard.

Economic Co-operation Agreements: The negotiation of a general economic co-operation agreement would consummate sectoral interests and provide for the exchange of economic information. It would also provide a mechanism for addressing difficult areas, such as textiles and clothing, or sensitive issues like the protection of intellectual property rights. A more transparent economic relationship and mature discussions of economic issues can only enhance general economic relations. An economic co-operation agreement would build on existing agreements such as the Coal Working Group and a proposed memorandum of understanding in Fisheries Cooperation.

Non-Government Cooperation: There is scope for non-government economic cooperation arrangements with India, involving business and industry organizations, universities, or individuals. CIDA-funded linkages with the Association of Canadian Community Colleges, the Conference Board of Canada, the Canadian Manufacturers Association and the Canada-India Business Council are examples on which to build.

IV. Business Development Initiatives

Business development initiatives provide Canadian industry with the tools it needs to succeed. They help ensure that Canadian industry is well placed to take full advantage of the new opportunities in India. Market awareness and business support programs and industrial cooperation mechanisms can help Canadian business overcome some of the challenges they face in a dynamic but complex and unfamiliar market.

1. Market Awareness Programs

Developing market awareness has two objectives:

- to raise the profile of Canada in India as a reliable source of goods and services, technology, and investment; and
- to spread the message in Canada that India is now open for business and apprise Canadian firms of India's true market potential.

The alternatives described below represent both near-term and on-going initiatives that can raise awareness in India and Canada. Momentum and repetition are key to building awareness. Therefore, the timing and co-ordination of these initiatives into a cohesive campaign is essential. Activities must complement each other and be harmonious to maximize their potential impact.