

ACTION PLAN

Canada's trade objectives in India are to capitalize on the flourishing business opportunities; to realize the market potential of the region with India as a strategic partner; and to participate as an equal partner in the sustainable economic development of India. Canada's success will depend on our ability to achieve greater access to the Indian market and to develop initiatives that will result in the provision of the greatest possible competitive advantage to Canadian business.

The Canadian government and its affiliated agencies are attempting to facilitate the increase of Canadian business involvement in India through various programs and services. The government will attempt to act as a catalyst by undertaking activities and initiatives in the areas of: political relations, economic/trade relations, business-development initiatives, Canadian and Indian business-networking organizations, and financing.

Canada's political relations with India have been characterized by constructive discussion and co-operation. The government intends to build on this to increase the profile of Canada as a trading partner through high-level visits (incoming and outgoing), consultations, public relations and a strong diplomatic presence in India.

Canada has several bilateral economic co-operation agreements with India, which, while advancing our sectoral interests, provide a forum for the exchange of economic information. A more transparent economic relationship, and comprehensive discussions of economic issues, can only enhance general economic relations. Canada has renewed and improved the Double Taxation Agreement, and is pursuing a FIPA with India (see Appendix I).

There are two tasks in building Indo-Canadian industrial collaboration: to increase the awareness of opportunities in India among Canadian firms; and to build a greater awareness of the capabilities of Canadian firms in India.

The Team Canada trade mission to India led by the Prime Minister in January 1996 aided Canada's

efforts to increase awareness of potential opportunities between Canadian and Indian firms. The mission also helped to bolster Canada-India political ties.

The major thrust of business-development initiatives is to increase the awareness of business opportunities in India. This will be augmented with business-support programs and industrial co-operation mechanisms. Awareness building will be achieved through a variety of activities, including:

- **Ministerial visits** to Canada by senior Indian Ministers will be actively sought, and visits to India by Canadian federal Ministers and provincial Premiers will be encouraged.
- **Canadian and Indian media exposure** will be encouraged, through journalists travelling in both directions.
- **Outreach programs** are designed to spread the message, across Canada, of opportunities in India.
- **Twinning programs** are designed to build cultural and industrial links between the two countries.
- **Sector-specific seminars and workshops** are scheduled to take place across Canada and India.
- **Industry association presentations** will be held to encourage the private sector to focus more attention on experiences and opportunities in India.
- **Information packages and newsletters** will be produced and distributed by the federal government to provide a basic level of market knowledge.
- **Development of an electronic forum** on DFAIT's Web site will permit a discussion and exchange of information on opportunities in India.

