

**Table IX: India -Newsprint Imports by Country  
1995**

Country	1994	1995
Canada	100,000	90,000
Russia + CIF	90,000	80,000
Scandinavia	46,000	35,000
Germany/Europe (including Czech, Poland, Romania, Austria)	26,000	20,000
USA	18,000	-
Africa	10,000	9,000
New Zealand	-	6,000
-	-	-
TL	290,000	240,000

Source: Foreign Affairs and International Trade

### **India Pulp and Paper Priorities**

Production capacity is being developed at a faster rate than resources can be attained. In order for supply to keep up with demand, over two million tonnes of capacity will have to be brought on line in the coming years. While exports to India continue to be promising, they are being well served by a number of companies. *India's priorities* are on raising its domestic production. The best prospects for raw material come from bagasse, jute sticks, newsprint; waste paper, and agricultural waste, such as wheat straws, rice, etc. For several reasons (outlined below) Indian mills are looking for **Joint Venture (JV)** partners from outside the country to bring knowledge, technology and investment. A Joint Venture approach is probably the best way to safely establish your company in the Indian market and learn all of its subtle ins and outs. Once established, a company will be positioned to take advantage of the growing market and the regional proximity of India to other growing markets.

### **BEST PROSPECTS**

The underlying philosophy of "benefit marketing" is also the correct philosophy to use in entering the Indian pulp and paper market. Once properly analyzed and framed, problems can be turned into profits. The following are problems/issues where JV partners may have the best prospects.

#### **Dormant Mills**

Since India's economic reforms, many of its mills have found themselves to be unprofitable and have closed due to the rising costs of inputs, old equipment and pollution regulations.