

an agency of MEDTT, has staff dedicated to identifying and helping companies to develop specific trade and project opportunities in the Indian market. Other Ontario ministries, such as the Ministry of Transportation which actively supports the efforts of many of Ontario's transportation firms, also have relationships with India. Ontario's business ambassadors program also supports Ontario firms in their marketing and project development efforts in India by providing business leader endorsements of firms' capabilities.

Canada-India Business Council (CIBC) - The CIBC is an association of Canadian companies interested in doing business in India. It receives support from CIDA INC. The role of the Council is to foster Canadian business involvement in India through a program of information dissemination and individual counselling for firms wishing to enter the Indian market. CIBC is the Canadian counterpart of the Federation of Indian Chambers of Commerce and Industry (FICCI) and the Association of Indian Chambers of Commerce (ASSOCHAM) for the Canada-India Joint Business Council.

Canadian Manufacturers' Association (CMA) - The CMA is a business network with offices across Canada. It receives support from CIDA INC to support its membership in pursuing business opportunities in India. The CMA works through its contacts in India to introduce Canadian companies to the Indian marketplace and to identify potential joint venture partners. It has a memorandum of understanding with the Confederation of Indian Industries (CII).

Asia Pacific Foundation of Canada (APFC) - The APFC is a non-profit organization whose goal is to build awareness of Asia in Canada and vice versa. One of the APFC's aims is to increase Canadians' perception of the wealth of business opportunities in India through cross-Canada speaking engagements and seminars.

Business Council on National Issues (BCNI) - Each year, the BCNI organizes two visits by senior Canadian business executives to target countries. BCNI selected India as its market of choice for 1995.

Conference Board of Canada (CBoC) - The CIDA-funded CBoC Economic and Business Policy Linkage Program focuses on applied research projects in economic areas. Its purpose is to strengthen the capacity of Indian and Canadian applied research institutes to contribute to public policies on issues of mutual interest. There are a number of Canadian and Indian institutions working together on a wide range of applied research projects. A series of seminars and workshops have been held in Canada and publications are available from the Conference Board.

Canadian Environmental Industry Association (CEIA) - The CEIA is a key player in promoting commercial opportunities in India for Canadian environmental firms.