

As India does not manufacture large, mechanized mining equipment, Canadian firms should explore opportunities to directly export such equipment to India, or to establish manufacturing plants in India. Import duties on mining equipment have been reduced to 20 percent, and restrictions on foreign direct investment have also been relaxed.

Manufacturers interested in entering India's market for electrical equipment should consider entering into joint ventures with established Indian firms, as most segments of the Indian market are highly monopolized. Alternatively, Canadian exporters should consider focussing on entering the Indian market indirectly, through sales to private investors in Indian power projects.

For direct sales of products to India, almost all foreign companies in India use reputable and aggressive local agents to bridge cultural differences. They are essential to provide timely market intelligence, to assess potential clients, to undertake contract negotiations, and, more importantly, to develop the crucial personal contacts that are often vital to securing contracts in India.

Reference

- Guide to the Indian Market for Industrial Equipment/Machinery

Specific Initiatives

Machine India 98 - Proposed

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