

TRADE DEVELOPMENT PLAN FOR INDIA

APRIL 1, 1996 - MARCH 31, 1997

The South Asia Division (PSA) of the department of Foreign Affairs and International Trade has prepared a Trade Development Plan for India to provide other Federal and Provincial agencies with an outline of market development activities planned and budgeted for fiscal year 1996\97. It is the product of extensive consultation between this Department and its many public and private sector partners throughout Canada.

On pages 12 and 13 of this document, an outline of the proposed activities of the Department of Foreign Affairs and International Trade is provided. All the activities are planned but are subject to change. Interest in any activity should be directed to the Trade Commissioner or Commercial Officers listed on pages 1 and 2.

Most importantly, the document reflects and complements **FOCUS INDIA: BUILDING A CANADA-INDIA TRADE AND ECONOMIC DEVELOPMENT STRATEGY**. Activities to be initiated in the sectors with the greatest potential, are designed to either alert export-ready companies to the opportunities in India, help clients adapt the goods or service to the particular requirements of the marketplace, or assist Canadian firms in their promotional efforts in both the metropolitan and regional markets throughout India. Readers should refer to the regularly updated Focus India document which provides a full description of Canada's trade and investment strategy for India.

The sectors designated as having the greatest potential are as follows:

- **Power**
- **Oil and Gas**
- **Environmental Products and Services**
- **Telecommunications and Information Technology**

The activities proposed in this strategy will be coordinated and delivered by a team of Trade Commissioners both in our missions in India and in the South Asia Division. Readers interested in finding out more about the Trade and Investment Program for India in 1996\97 should direct their questions to the officers in the list to follow.