

# Making the Match

India and  
**IBOC**  
International Business  
Opportunities Centre



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The International Business Opportunities Centre (IBOC) works with Canada's trade commissioners around the world to match Canadian companies with business opportunities worldwide. Here's an example of what this teamwork can accomplish:

**The Company** SENES Consultants Limited, specialists in various aspects of environmental science, assessment and management, working in partnership with the University of Ottawa.

**The Customer** The Government of India, specifically, the Ministry of Environment in New Delhi.

**The Matchmakers** Sherrill Owen of DFAIT's Market Support Division (TCM) contacted IBOC for potential companies to bid on an environmental training project for the Government of India. IBOC's Molly Jo Beauchamp located interested companies, including SENES Consultants, and worked closely with Viney Gupta, a commercial officer with the Canadian High Commission in New Delhi, India.

**The Deal** The Ministry of Environment in New Delhi was looking for a company to conduct an intensive two-month training course for 17 environmental officers from India on the topics of pollution control, hazardous-waste management, environmental audits and air and water-quality monitoring. The comprehensive proposal put forward by SENES Consultants Limited, in partnership with the University of Ottawa, and their attention to detail, resulted in this team being awarded the lucrative contract.

**The Quote** "These 17 pollution-control officers from across India will have a positive opinion about Canadian environmental technologies, thanks to this training," said Mr. Gupta. "This could have a tremendous multiplier effect on Canadian success in India and its market for environmental products and services."

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