

# INTRODUCTION

**T**he Government of Canada has clearly identified the promotion of jobs and growth as one of the main objectives in the conduct of its international relations in the years ahead. This is a priority shared by all levels of government as well as by industry — the “Team Canada” partners.

In pursuit of this objective, the federal government launched a new International Business Development (IBD) strategy in October 1995 to help Canadian business capture global market opportunities while creating jobs at home. This strategy is also intended to build strong partnerships among the three levels of government and the private sector, to attract and retain investment in all regions of Canada, to ensure that maximum benefit is derived from available resources, and to eliminate overlap and duplication among governments that are supporting international business development.

The IBD strategy stipulates that the government is to choose market and sector priorities to which it will provide enhanced commitment of resources and support services and, more specifically, that comprehensive, government-wide Country Action Plans (CAPs) are to be developed for key markets. Using the Team Canada partnership, CAPs have been developed through a consultation process involving such partners as the different levels of government, the private sector and private-sector associations. Other markets selected for this in-depth analysis include China, the United States, Germany, Japan, Mexico, the United Kingdom, France, Chile and Taiwan.

Canada’s International Business Strategy (CIBS) sets overall strategies and direction for support, while CAPs, a major component of CIBS, builds on these strategies for selected markets. In particular, CAPs strive to bring greater strategic direction to Canada’s IBD efforts by integrating the full range of federal government policies, instruments and programs. The private sector has been involved in developing these plans, along with federal departments and agencies, and the provinces and territories.

This Action Plan for India identifies key sectors that offer the most promising opportunities for Canadian exporters and directs enhanced levels of service to these sectors. Exporters targeting opportunities in other sectors will continue to receive support on a responsive basis, as resources permit. This Plan includes integrated market information to assist with the preparation of export strategies, and to take advantage of the knowledge and skills of Canada’s Trade Commissioners. This Plan will help experienced exporters, who are committed to the market, to realize their potential. It will be periodically revised and reissued, in consultation with stakeholders, to reflect the evolution of the market and to incorporate appropriate adjustments.

In addition, this document reflects and complements **FOCUS INDIA**, the department’s trade and economic strategy for India. Details of this strategy are available through the South Asia Division’s internet site *Focus India Online* at [http://www.dfait-maeci.gc.ca/focus\\_india](http://www.dfait-maeci.gc.ca/focus_india). Activities to be initiated in the sectors with the greatest potential are designed to alert export-ready companies to the opportunities in India, to help clients adapt their goods or service to the particular requirements of the marketplace, or to assist Canadian firms in their promotional efforts in both the metropolitan and regional markets throughout India.

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

- **Advanced Technology Products and Systems**
- **Agriculture and Food Products**
- **Environmental Products and Services**
- **Mining, Metals and Minerals**
- **Power/Oil and Gas**
- **Transportation Systems**

