

ELECTRONICS - HARDWARE AND SOFTWARE

Electronics is India's fastest growing industrial sector. It accounts for over 4 percent of the output of the industrial sector and represents 1.5 percent of India's gross domestic product. The consumer electronics area is contributing about one third of electronics production in India. By the turn of the century, the total electronic production is expected to surpass the C\$2.2 billion mark.

Market Opportunities

With a highly trained workforce in advanced technology, there are excellent opportunities for technology exchange and investment, in particular in the software industry. India offers excellent market potential for Canadian companies to enter into joint venture and technology transfer arrangements with Indian firms in the electronics and computer software/hardware sector.

Supplier Capability

Canadian software firms have developed excellent products and services which supply niche markets. It is recognized that support in promoting the sector will greatly assist the marketing and positioning of Canada as a world leader in software development. The major sub-sectors are professional services, data processing, and software products. This sector has potential links to the telecommunications sector with its requirements for software development and systems integration.

Canadian microelectronics firms are well placed to meet a wide variety of competitive

challenges in the Indian market, offering products including integrated semiconductors, power supplies, connectors, multi-layer circuit boards, and fibre optics. Although there is considerable competition from the USA and Japan, the Canadian industry has an advantage in the production of specialized products. This derives from strong capabilities in design and state-of-the-art facilities.

Most consumer electronics produced in Canada are assembled from imported components and technology. However, Canadian manufacturers are strong in the medium and high-end loudspeaker sub-sectors, where they are developing technologically superior products for the international market.