

Foreword

This Business Guide is a response to a number of converging trends in international trade markets. First, is the growing importance of the Asia Pacific region to Canadian exporters. Second, economic liberalization in many emerging countries is attracting investment and technology transfer. Third, there is rising interest in the countries of Asia in enhancing environmental standards to preserve dwindling resources and ameliorate air and water quality, particularly in urban areas. Fourth, emerging economies desire to improve industrial productivity and introduce resource efficient technologies and practices.

At the nexus of these trends lies a key new market for Canadian environmental goods, services and technology companies - India. The degree of India's economic transformation over the past five years is nothing short of remarkable. The country has moved up the ladder in importance to Canadian companies due to an increasingly open economy, a desire to upgrade industrial production and a middle class of over 200 million.

In recognition of the opportunities that India represents, the government of Canada has developed the Focus India initiative to develop a Canadian economic and trade development strategy for India. This initiative will integrate the efforts of federal and provincial government and the ideas and interests of the Canadian private sector. The Focus India strategy will clearly identify Canada's trade priorities for the Indian market and determine the policies, actions and programs for participants to pursue in concert to fulfil Canadian trade objectives in India.

This Business Guide has been designed to equip Canadian environmental companies with current, hands-on information to make informed decisions about entering India and doing business in the country. It has been prepared for the CIDA Industrial Cooperation Division and is part of a series of Business Guides prepared by the Department of Foreign Affairs and Trade focusing on the Indian economy. It represents another initiative on the part of the department to assist Canadian companies assess and enter foreign markets.

This Guide has been researched and written by The Delphi Group with the support of the GLOBE Foundation of Canada. Specializing in the environment and clean energy sectors, The Delphi Group provides market intelligence, brokering, financing and intermediation services to assist Canadian environment and energy companies enter India. The GLOBE Foundation is Canada's premier organization dedicated to developing the business of environment, with a particular focus on the Asia Pacific region.