

member of the Canadian Exporters' Association and the Canadian Manufacturers' Association puts the company on the list of firms that those organizations will contact when an Indian firm wants to join forces or distribute Canadian products.

The US government's Trade Data Bank also lists opportunities: see sources section for Web sites, addresses and phone.

Specific products that facilities and distributors are looking for are: ultrasound-based echo cardiogram units; dopplers; heart diagnostic and treatment equipment, including digital subtraction machines; dental treatment equipment (x-ray equipment with direct print-out, dental burs); ultrasound scanners for abdominal applications and gynecology; cancer diagnosis equipment, x-ray machines, MRIs (magnetic resonance imagers), CAT scan equipment, ECGs, heart-rate meters, cardioscopes, blood pressure monitors, cardiac monitors, fetus heart monitor/detectors, EEGs, flame photometers, blood grouping machines

- * Patient care: pacemakers, defibrillators, ICU systems, incubators

- * Electronic artificial aids: hearing aids, speech trainers

- * Therapy: diathermy, stimulators, infrared equipment, ECT (electro-convulsive therapy) units

- * Cancer treatment: Mammographic units, cobalt therapy equipment

- * linear accelerators; ultrasound-based echo cardiogram units; dopplers of various types, such as continuous wave, bi-directional, and pocket-sizes;

solid state lasers for ophthalmology, urology, angiology, cardiology, surgery; and therapy lasers and semi-conductors for rheumatology and dermatology

- * advanced application of nuclear technology

- * improved ambulance and paramedic services, patient-care services

- * videoconferencing facilities for continuing medical education

- * remote medical consultation services using

- videoconferencing facilities

- * consultants to establish

- standardized medical education

- * consultants to establish

- national medical associations

- * blood plasma products

- * vaccines

- * Administration and services: treatment of pulmonary diseases, pulmonary medicine, burn treatment, reconstructive surgery, organ transplantation and laser surgery, sterilization and laundry equipment, registration and monitoring case histories, inventory and management software.

MARKET ACCESS

Companies interested in selling into India can attend trade shows, make contacts within the medical industry and make sales presentations to medical facilities. Canadian firms can enter the Indian market through local distributors, by licensing technology, or setting up joint-ventures to manufacture locally.

Small firms often start by finding a local distributor who understands their product but doesn't represent competing products. The agent will often develop the market; however, if they're carrying many products, yours may get low

priority.

Although corruption is said to be on the wane, a few consultants still caution companies that technology can easily be duplicated and sold more cheaply, once it's being manufactured locally. Patent and intellectual property laws are not rigorously enforced: law firms report that cases can take a decade to resolve. As well, small firms have had products stolen from trade fairs.

Canada's competitive advantage may be its desire to consult with local populations to determine their needs, rather than deliver lectures based on preconceptions. Sending a reputable, prestigious team in to assess needs is vital, and helps establish relationships that will foster contracts.

A firm that produces alcohol analysis units says that before it made any major sales in India it had to educate buyers on the different models and what fit their needs.

Look for opportunities to cooperate with Canadian firms in India, to take advantage of existing relationships and credibility. Medical professionals interested in establishing remote consultation services can look to Canadian firms offering continuing medical education via satellite, for instance.

AGENTS

If your company wants to import, it will require an agent in India. Look for aggressive, reputable agents who are well established in the market. They should be familiar with electronics and medical aspects of the equipment, and have good connections with government officials and