

VII. Conclusion

The 'new' India is in a state of rapid evolution. Though there have been many reforms, some of them extraordinary, India remains a challenge and is not a market for the timid or uninitiated. Nevertheless, Canadian companies wishing to establish a presence in this vast emerging market must act now, or risk being left behind. Focus India is an attempt to bring to the forefront the reality of India while exploring all avenues available to assist Canadian industry to gain a foothold in the market.

The objectives of this paper are threefold: to create a higher profile for India in Canada; to raise the awareness and interest of the Canadian private sector in this vast emerging market; and to coordinate government programs and activities in order to become a catalyst for increased private sector involvement in India.

We hope this strategy will act as the foundation of such a co-ordinated and integrated trade and investment strategy for India. This document will also be supplemented by annual business plans prepared by the South Asia Division of DFAIT, containing specific initiatives and activities organized for each fiscal year in the sectors outlined.

The Focus India strategy and subsequent business plans are specifically designed to target resources to effectively promote Canadian interests in India. This will enable the Canadian private sector to capitalize on the emerging business opportunities in the 'new' India and in turn, contribute to its economic prosperity and sustainable development. Focus India is intended to solidify and expand our commercial relations with India and make this emerging tiger a true economic partner.

It is in this spirit that Canadian industry and the provincial governments are invited to fully participate in the implementation of the Canada-India Strategy. Indeed, the success of Focus India highly depends on all the players' involvement in and their commitment to this strategy.