

F. CAPTURING THE OPPORTUNITIES

I. Introduction

The objective of Focus India is to develop programs and initiatives to position Canadian industry to take advantage of the commercial opportunities emerging in a market that many analysts are calling Asia's next 'Tiger'.

Canada's trade objectives in India are: to capitalize on the flourishing business opportunities in the 'new' India; to realize the market potential of the region with India as a strategic partner; and to contribute to the sustainable economic development of India. Canada's success will depend on its ability to achieve greater access to the Indian market and to educate the Canadian business community of the reality that is the new India.

This section presents an inventory of those activities, mechanisms and initiatives which can help Canadian business meet the challenges in India and take full advantage of the opportunities. It also sets the framework for a detailed annual action plan which will coordinate the delivery of government programs and act as a catalyst for greater Canadian business participation in the Indian market. The following are the areas where specific activities and initiatives have been identified:

- Political Relations
- Economic and Trade Relations
- Business Development Initiatives
- Canadian and Indian Business Organizations
- Financing

II. Political Relations

Canada's relations with India have been characterized by a tradition of constructive co-operation and discussion both multilaterally and bilaterally. While the past several years have witnessed notable improvements, India has not been a focus of concerted Canadian foreign policy interest, particularly in the economic area.

Canada has taken a decision to foster a closer economic relationship with India. In order to achieve this, we have initiated efforts to enhance our political relations. This does not mean that Canada should cease to discuss issues such as non-proliferation and human rights with India. These issues, however, should be approached in the context of the broader relationship. In general, a vibrant and mature political relationship creates the appropriate atmosphere for conducting a progressive economic relationship.