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federal government in cooperation with the Canadian Bankers Association. This document points to resources and contacts at the Chartered Banks, DFAIT, Export Development Corporation, and Canadian Commercial Corporation as well as the International Trade Centres.

## **12. Working With a Partner in India**

In India business relationships tend to be very personal and a popular method of entering the market is by means of joining with a local partner. Indeed the choice of local partner is the single most important factor crucial to the success of any joint venture. Choose your partner carefully. DFAIT's InfoCentre provides a booklet "Building Successful Strategic Alliances" and along with an accompanying video, is a useful checklist for companies contemplating a joint venture with a partner in any country. The Canadian International Development Agency has also developed a booklet "Working with an Indian Partner". Contact the Centre for Intercultural Training, CIDA, 200 Promenade du Portage, Hull, P.Q. K1A 0G4 (Fax: 819-997-5563) to obtain your copy.

In most cases developing an Indian partnership will require the advice of legal counsel. Your own lawyer should be able to direct you to the Hubbell directory listing lawyers in India experienced in international trade law. A classic and detailed reference on the law and practice of international trade is "Schmitthoffs Export Trade: The Law and Practice of International Trade" by C.M. Schmitthoff, 9th ed. London: Stevens & Sons, 1990.

## **13. Do More Research!**

Every hour of research you do in Canada will make those more expensive hours you spend in India that much more productive. Whether your research is spent in the library, talking on the phone to contacts, suppliers, consultants or other sources of information in Canada, or increasingly on the electronic networks, a clearer idea of the opportunities and obstacles that await you will make your trip to India and visit to the Consulate/High Commission all that much more productive.

## **14. Contacting Canadian Commercial Counsellors in India**

Canadian companies are discovering the many market opportunities India offers. The Canadian Government Trade Offices in India received over 700 business visitors from Canada in 1994 and it appears the number will be even higher in 1995. Likewise the number of queries received by these offices are on the increase. Their priority has to be the business traveller who has just arrived in India and is sitting across the desk from them seeking help. Yet, during the past two years the resources devoted to handling these enquiries and visitors has increased only marginally. So your query to the Consulate/High Commission will have lots of competition for the Commercial Counsellors' attention. If you want your mail/fax/telephone query to receive the kind of attention you deserve make sure it is complete and is asking for information which is only available in India.