

As a first step, Focus India has analyzed the Canada - India environment (i.e. those factors which influence the success of Canadian business in the Indian market), identifying key opportunities and challenges. Subsequently, it compiled an inventory of those tools, mechanisms and initiatives within Canada's influence which can help Canadian business meet the challenges and take full advantage of the opportunities.

II. Format

This document has seven components:

- **A. Strategic Overview:** An outline of the structure and framework of the Focus India document defining the context and objectives of the strategy.
- **B. Checklist for Canadian Businesses Considering Entry into the Indian Market:** A list of recommended steps for Canadian companies to follow as preparation for the conduct of business in India.
- **C. Introduction to the Canada - India Environment:** A summary of the market conditions in Canada and India that will influence Canada's strategy.
- **D. Analysis of Market Opportunities:** An examination of the market opportunities in India and an identification of where Canada's best opportunities lie.
- **E. Economic Development and Trade Issues:** A description and analysis of major issues or challenges confronting Canadian economic and trade development in India.
- **F. Capturing the Opportunities: A Focus India Action Plan:** The tools, mechanisms and initiatives within Canada's influence that can help Canadian business meet the challenges of the Indian market and take full advantage of the opportunities.
- **G. Next Steps:** A strategy to increase Canada's presence in India through several constructive developments and through the dissemination of information designed to encourage Canadian companies to consider entry into the Indian market.

III. Context

A Canadian trade and investment development strategy for India cannot be developed in isolation from Canada's broader bilateral, regional and multilateral relations with India, involving such issues as regional and global security, trade policy, the environment, human rights issues and cultural relations. It must also be