

SUMMARY

In conjunction with its provincial and private sector partners, the Government of Canada has identified 10 countries whose markets present vast commercial possibilities for dynamic, export-ready Canadian companies. The countries identified have a high demand for products and services in sectors in which Canadian companies have particular strength. This publication explores the opportunities in one such country: India.

With the world's largest population of middle-class consumers and ease of access to third-country markets in the Asia Pacific region, India is gearing up to take advantage of a huge regional demand for products and services. However, before India can boost its production capabilities, it must address the deficiencies of its infrastructure, currently under severe stress just to fulfill the requirements of local production. Power, telecommunications, transportation and the fundamental necessities of clean air and water are all in short supply in India and must be improved in the near future. There are a multitude of opportunities for Canadian companies to pursue business in the supply of these products and services.

Given the above, six sectors have been identified in India as presenting the greatest opportunity for Canadian business: advanced technology products and systems; agriculture and food products; environmental products and services; mining, metals and minerals; power/oil and gas; and transportation systems. The Country Action Plan for India explores the opportunities, constraints and business environment for each of these sectors, then details the Canadian government's action plan and proposed initiatives for the coming year. Other non-priority sectors in which potential for Canadian business has been identified are also covered. These include: biotechnology, medical and health-care products; business, professional and educational services; construction products; defence programs and products; financial, insurance and agency services; fisheries and sea products; forest products; and primary/secondary industrial machinery.

In addition to the sectoral information, the Country Action Plan for India contains an overview of the current business climate in India, a list of contacts and service providers that can be of assistance to Canadian companies interested in pursuing the Indian market, and details of publications and information sources for each of the highlighted sectors in the document. Information on India of a more general nature is accessible through the *Focus India On-line* web site.

