

## Market Opportunities

In South Asia, Canada is perceived as a well-developed country with a reputation for supplying sophisticated, quality goods and services. The countries of South Asia see particular advantages in pursuing partnerships, joint ventures and licensing agreements with Canadian firms, especially in light of their advanced technologies and industrial capabilities.

The major sectors of opportunity throughout the region include power generation, oil and gas development, environmental goods and services, telecommunications and the most recent emerging sector, agri-food. Opportunities also exist in education and training. Services in demand in South Asia include consulting engineering, geomatics, environmental consulting and general management services. Investment is increasing in some sectors, such as telecommunications, mining and food products, while in others, such as insurance, interest by foreign investors is relatively new.

Following are the major potential market sectors by country:

- **India:** By far the largest market in the region, there is enormous scope for commercial co-operation in India. Energy, telecommunications, environmental products and services, aviation, chemicals, food processing, electronics, medical equipment and transportation are the key sectors, but there are opportunities in virtually all sectors, especially under the reform and liberalization policies of the Rao government.
- **Pakistan:** Though Canadian exports in 1994 were down from previous years, there has been interest within Pakistan in strengthening trade relations with Canada. Telecommunications equipment and information technologies are in demand, as are wood and paper, agri-food products, power and energy supply and equipment, metals and minerals, transportation equipment and building materials.
- **Bangladesh:** In 1994, there was a revival of trade between Canada and Bangladesh. Opportunities exist in the energy and telecommunications sectors, while the top Canadian exports in 1994 were in agri-food, tobacco, wood and paper, metals and fertilizers.
- **Sri Lanka:** Exports to Sri Lanka have remained steady, particularly within the energy and telecommunications sectors. Export markets exist for

printed paper products, specialized building materials, chemicals, machinery, fabrics, metals and minerals and foodstuffs.

- **Nepal:** Main exports to Nepal in 1994 included printed paper products, metals and minerals, precision optical equipment, manufactured fibres and mechanical equipment. Additional opportunities exist in the power sector.
- **Afghanistan:** While small in size, the Afghanistan market presents opportunities for exporters in agri-food and electrical goods.

## Contact

Department of Foreign Affairs  
and International Trade  
South Asia Division  
125 Sussex Drive  
Ottawa K1A 0G2  
Tel: (613) 996-1989  
Fax: (613) 996-5897

## Southeast Asia/ASEAN

### Introduction

Southeast Asia promises to be the most active economic area throughout the next decade; even long-standing barriers to business there are tumbling down. The original members of the Association of Southeast Asian Nations (ASEAN) are Thailand, Malaysia, Singapore, Indonesia, Brunei and the Philippines. They were joined in 1995 by Vietnam. Laos, Cambodia and, eventually, Burma hope to become members. This is an impressive market, many times larger in population and GDP than North America and Japan combined, and a strategic one for the future.

The enormous growth in the past years will build as momentum shifts to these economies from those of the older, increasingly expensive Asian tigers. This growth will put increased pressure on infrastructure to keep up and not become a bottleneck to business. This will require upgrades and expansion projects for public- and private-sector clients, directly or through international agencies.

### Business Environment

Bureaucratic bottlenecks to business are also being cleared out by the governments themselves as they compete with each other and around