

1996 CANADIAN DIRECTORY OF TRADE CONSULTANTS TO SOUTH ASIA

The South Asia Division of the Department of Foreign Affairs and International Trade created this trade directory to assist Canadian companies interested in marketing their products and services in South Asia; i.e., India, Pakistan, Bangladesh, Sri Lanka, Nepal , Bhutan and Afghanistan.

South Asian countries represent emerging markets that offer significant growth opportunities for certain Canadian companies. For example, since the 1991 economic reforms in India, India has experienced high economic growth and which should continue for the foreseeable future. However, we believe that for Canadian companies to be successful in these markets, it is critical that as much pre-entry research as possible be completed before travelling to the market.

This directory was designed to provide the names and brief profiles of private sector consultants who claim to have experience and expertise in the various aspects of pre-market research and development work that are a necessary part of any market entry. This names and information in directory was provided by those consultants who responded to our survey. The experience of these consultants is varied and crosses many industrial sectors, from agri-food to high technology, marine resources to industrial engineering. The consulting services range from feasibility studies and market research to technology transfer and joint venture facilitation. Many of these consultants have a network of associates in India with whom they work, others have branch offices in India or another country in South Asia. There is a significant amount of knowledge and experience in this group of consultants and a broad range of areas of specialization.

All consultants known to have experience in South Asian countries were surveyed for details of their particular functional and sectoral areas of expertise. It is from the input of those consultants who responded that this directory was compiled but it is not inclusive. All comments should be addressed to:

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