

Introduction

- Imagine Hot Crowded Delhi Airport
- NOT India of today
- Describe India
 - Dynamic: Infrastructure changing
 - Vibrant/Energetic: Alive with people
 - Entrepreneurial: Commerce is happening everywhere
 - Diverse:
 - Rich/Poor
 - Urban (30%)/Rural (70%)
 - Geographic: NSEW/28 states
 - Information 5 answers from 3 people

Geography

- Diamond shaped country
- Water on two sides Monsoon
- China, Bangladesh, Nepal, Myanmar, Pakistan, Bhutan
- Tropical monsoon to mountainous (8,500m)

Travel

- How many have been to India?
- Long way from Canada
- Jet lag both ways
- Extra day at start if possible
- Health: Scary diseases

- No malaria pills
- Wonderful hotels excellent service
- Good food: Veg, Non Veg, Western
- Bottled water Slum Dog example!
- Tipping a good practice
- Good wireless both voice and data
- Don't drive!
- Persistent street vendors
- Business visa is a challenge
- Use an agency
- Conference visa watch out

People/Economy

- Hard to generalize - diverse
- Patient, hospitable, humorous, respectful, business minded
- 1.2 billion
- 80% Hindu, 13% Muslim
- 7% GDP growth since 1997
- 72% of population below 35
- Commonwealth

Pulse Business

- Cdn industry: two decades of experience
- 75% Cdn pulses to S Asia and China
- Canada India success story

- India: Producer/Consumer/Importer
- Canada: Exporter
- India is Canada's #1 customer > \$.5 bil
- India World's largest vegetarian population
- Pulses are traditional
- Price drives demand
- Price trumps nutrition in lower income
- Food security an issue: media coverage
- Very complex market with many buyers and sellers
- Need a local presence.
- All about relationships and trust
- SPG focus is market development and research
 - Tamil Nadu Agriculture University
 - Indian Institute of Crop Processing Technology

General Business

- English
- Punctual
- Hand shake men ok women maybe
- Cell phone etiquette
- Accept beverages and snacks
- Open discussion
- No rarely said
- Hierarchical

Presentation at Engaging India

- Univ/Gov't
- Boss needs to buy in
- Male dominated but changing
- Attitude: self sufficient vs. open trade
- MOU's common
- Contract start of long term relationship:
 - Be patient
 - Dynamic
 - Expect changes
- 14.6 million shop keepers doing 95% of retail
- Bribes/corruption: no experience

Summary

- India is progressive: growing and changing quickly
- Like China 20 years ago
- India is optimistic about their future
- Young English skilled labour force
- 72% of population below 35
- India high demand for resources
- All about relationships and trust
- Be prepared to invest time and resources
- Use Federal and Provincial expertise/resources where possible
- Now is the time to develop a relationship with India (and other south Asian countries)