

EDC in India: Trade India Bulletin

EDC is Canada's export credit agency, offering innovative commercial solutions to help Canadian exporters and investors expand their international business. EDC's knowledge and partnerships are used by nearly 7,000 Canadian companies and their global customers in up to 200 markets worldwide each year. (www.edc.ca)



EDC's President & CEO visits India

Mr. Eric Siegel, EDC's President & CEO, was in India for four days in September, his sixth trip to India in three years

Mr. Siegel was joined by Canada's Deputy Minister for International Trade Ms. Marie-Lucie Morin, and Canada's new High Commissioner to India, Mr. Joseph Caron.

The purpose of the trip was three-fold: 1) to meet with Indian corporates, those specifically strategic to EDC's business strategy; 2) identify opportunities for Canadian institutional investment for Canadian pension funds looking to invest in India; and 3) meet with EDC's

Canadian clients operating in India to discuss the challenges and business requirements of doing more business in this market.

EDC President meets with Canadian firms in Mumbai

On Sept 12 in Mumbai Mr. Siegel met with more than a dozen Canadian firms including Nortel Networks, Wesley Clover, Alcan International Networks, Royal Bank of Canada, Minaean International, Fraco Mastclimbers, TenXc, Senes Consulting, and Sunlife of Canada to listen to their successes and challenges in the Indian market.

EDC Asks: TenXC Wireless, Ottawa

"What are the key drivers of your success in India?"

Ottawa-based TenXc established a subsidiary in India in the spring of 2008 and has since won three contracts with Indian wireless telecom operators Reliance Communications, Vodafone Essar, and other major operators to supply innovative Bi-Sector Array antennas that dramatically alleviate the constraints of limited spectrum that Indian telcos have to support a burgeoning user base growing at the rate of 8 million per month.



The greatest challenge that TenXc faced when entering the Indian market was very discerning, quality conscious and price-sensitive customers. However, by working with local suppliers, and rapidly adapting their product, TenXc was able to provide a solution that fit their customers' needs and budgets.

"The partnerships we have with our suppliers was instrumental in allowing us to look at alternatives, find new solutions, and customize the product to meet the price expectations of our customers", says Rajiv Pancholy, CEO of TenXc.

For more information on TenXc's wireless solutions please visit their website at www.tenxc.com.

RELIANCE COMMUNICATIONS

Procurement Seminars, Ottawa & Toronto

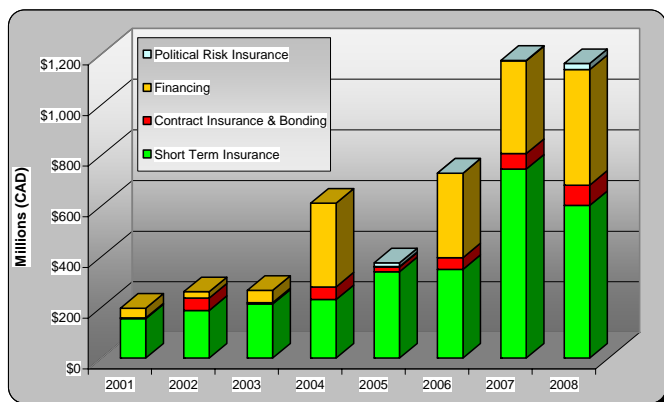


On November 24 thru 27th, Reliance Communications, the 2nd largest telecom operator in India, will be visiting Canada to meet with senior executives and chief technology officers from key Canadian wireless companies. EDC be hosting breakfast seminars and networking events in two cities: Ottawa (Nov. 24th) and Toronto (Nov. 26th).

If your company would like to attend this exclusive procurement seminar, please contact EDC at ict@edc.ca, or call us toll free at 1-866-659-3190.

Reliance Communications (www.rcom.co.in) is a market leader in the Indian wireless industry, adding 1.6 million subscribers every month to its CDMA and GSM networks. With projected capital expenditures of \$6 billion over the next two years, Reliance is investing heavily in optimizing its networks and offering new services for its 50 million subscribers.

EDC's Business Volume shows strong results in 2008



EDC's business volume in 2008 is expected to cross 1.5bn dollars, an increase of 28% over 2007. Since 2005 EDC's business volumes have grown by 400% and represents approximately 70% of Canadian exports to India.

Despite the economic downturn, EDC is confident it will see growth in its business in 2009 as more Canadian firms look to do business with Indian companies.

TRANSACTION NEWS IN BRIEF (2008)



EDC provided financing support to **India Infoline Ltd (IFL)** to buy equipment from Nortel Networks for its 750 brokerage offices throughout India.

www.indiainfoline.com

Shakti Met-Dor

An ISO 9001: 2000 Company

EDC provided buyer financing support to Canada's **Metform International Ltd.**, for its supply of equipment and services to

Shakti Met-Dor Ltd. Shakti Met-Dor Ltd. is one of India's leading manufacturers of Performance Steel Doors. www.smlindia.com



The West Coast Paper Mills Ltd.

your partners in progress...

EDC concluded a syndicated term loan facility for **West Coast Paper Mills Ltd (WCPM)**. The funds will be used to finance WCPM's expansion and modernization of its pulp & paper machines. WCPM ranks among the top three pulp and paper producers in India.

www.westcoastpaper.com



EDC recently participated in the financing of **Tata Motors'** acquisition of Jaguar & Land Rover, specifically its manufacturing plants,

design centers and worldwide sales network to which Canadian companies are suppliers. Tata Motors Limited is India's largest automobile company.

www.tatamotors.com.

Questions/Comments?

For more details on any of the above or more information on EDC in India, please contact:

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