

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)

Reliance Communications: Focused on Success



India's leading telecom operator, Reliance Communications, visited Ottawa and Toronto for a seminar and procurement program that engaged roughly 130 Canadian ICT companies, and met with 50 separately to discuss potential trade and investment opportunities.

EDC hosted the procurement matchmaking initiative that provided Reliance a regional and national exposure that enabled them to expand their list of current technology and equipment suppliers.

EDC's relationship with Reliance Communications (RCOM) dates back to 2004, when EDC financed RCOM's rollout of its national CDMA network.

Reliance Communications Limited is one of India's largest and most integrated telecommunications service providers and ranks among the top 10 Asian telecom companies by number of customers. It is the flagship company of India's Reliance Anil Dhirubhai Ambani Group.

EDC Asks:



Wesley Clover

Tell us about Wesley Clover's activities in India

Wesley Clover Communication Solutions, based in Gurgaon India, was founded in 2007 to accelerate entry into the Indian market for Canadian technology products. Through a variety of models, the company provides sales, pre-sales and post-sales technical support, marketing, business development and channel management functions for leading Canadian technology companies such as Mitel, March Networks,

neuroLanguage and Recognia. The Ottawa-based TaraSpan Group is the Canadian arm of our operation.

What challenges and successes do you have?

Canada has some great technology products and a key to success in India is to identify the market vertical that will adopt the technology. A second key to success is finding the right people to hire in India. Indian sales and technical people are very smart and highly motivated. Combining Canadian products with Indian talent has yielded great results for us. The challenge is to ensure that you commit to the Indian market, through local presence, regular travel by executives from Canada to demonstrate the commitment, and ensuring that those involved with your product receive the training and tools required for them to be successful.

Market Development Strategies

Don't assume that a strategy that works elsewhere will work in India. Each one of our product lines in India uses a slight (or sometimes large) twist in the market strategy that has been deployed elsewhere. Each case is unique, from direct sales to channel management, to a combination of both, to finding partners such as systems integrators, to a build-operate-transfer model of a virtual subsidiary. Enter the market with an open mind.

For more information on Wesley Clover please contact Mike Manson in Canada at mike.manson@taraspan.com or in India Anil Khosla at anil.khosla@wesleyclover.co.in

EDC hires 2nd Regional Manager in India. Meet Vibhav Agarwal, Regional Manager, New Delhi

EDC has appointed Mr. Vibhav Agarwal as Regional Manager for New Delhi. Mr. Agarwal is EDC's third permanent representative in India.

Mr. Agarwal will be responsible



for leading EDC's business development efforts in Northern India, and be a key player in helping EDC to grow its business in this key strategic market.

Mr. Agarwal is a seasoned financial services professional having worked in various capacities with AXIS Bank, HDFC Bank, SBI Life, and most recently with iTrust, a financial advisory services company servicing the National Capital Region.

Mr. Agarwal will work closely with EDC's Regional Vice-President, South and Southeast Asia, Mr. Peter Nesbitt and Rajesh Sharma, Regional Manager, Mumbai and Western India, to develop relationships and partnerships with local banks, companies and intermediaries. He will also collaborate with the Trade Commissioner Service at the Canadian High Commission in New and will provide on-the-ground support and market intelligence to EDC customers and prospects in the New Delhi region.

Mr. Agarwal can be reached at vagarwal@edc.ca

Transaction News in Brief (Nov-Dec 2008)



Anil Dhirubhai Ambani Group

EDC concluded a USD \$150 mln 7 year bilateral term loan to Reliance Communications Ltd. for the procurement of goods and services from Alcatel-Lucent. The transaction will support the purchase of equipment and services related to the continued expansion of Reliance's wireless telephone network in India.



EDC is providing USD \$1.3 mln in buyer financing support for the export procurement of capital equipment from Brampton Engineering to Vishakha Polyfab Private Limited.



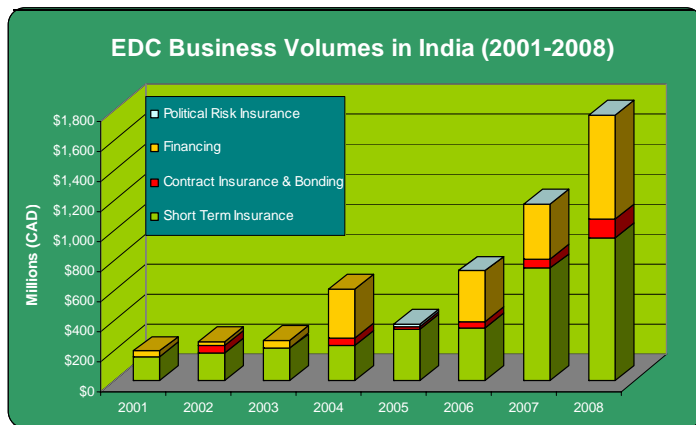
EDC is providing support to Toronto Dominion Bank to guarantee a USD \$16mln loan to Hindustan Construction Company to procure two Canadian-made Bell Helicopters



EDC provided buyer financing support of USD \$9.3 million for export procurement of pulp and paper machines from GLV's customer in India West Coast Paper Mills Limited.

EDC serves 269 Canadian companies doing business in India in 2008, up from 198 in 2007

EDC's business volumes, a reflection of the amount of business that Canadian companies are doing with India continues to grow at a rapid pace, with volumes in 2008 crossing \$1.7bln, a 50% increase over 2007.



Questions/Comments?

For more information on EDC in India, please contact:

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