

ICT TRADE MISSION TO INDIA

November 6-11, 2016, New Delhi, Mumbai and Bengaluru

Canadian companies are invited to take part in an ICT Mission to India, November 7-11, 2016. The mission program will cover two days in Delhi (Nov. 7-8), one day in Bengaluru (Nov. 9) and two days in Mumbai (Nov. 10-11).

The mission will accompany Minister Navdeep Bains of the Department of Innovation, Science and Economic Development as he tours these three cities. The mission is jointly organized by ITAC, Global Affairs Canada (GAC), the province of Ontario and industry partner, Export Development Canada (EDC).

The trade mission is open to Canadian ICT companies with focus on telecom technologies, e-Health IT, Network equipment & services, cloud computing, Cleantech, M2M/IoT, big data, 4G/LTE technologies and cyber/mobile security. The mission will introduce Canadian companies to the Indian ICT ecosystem, including procurement teams of major Telcos, SIs interested in business opportunities with Canadian firms.

ITAC will be hosting a **webinar on Thursday, October 27th at 11 a.m. EST** to discuss the trip with interested parties.

The mission package includes:

- Business meetings organized by Government of Canada, provincial and industry partners in Mumbai, New Delhi and Bengaluru. Targets include Reliance, Tata, Idea Cellular, Ericsson, Airtel, Flipkart and Snapdeal.
- Participation in official receptions and B2B networking events in Delhi, Bengaluru and Mumbai.
- Seminar/roundtable with leading industry associations and their members, and the opportunity to present at these platforms.

Participants will bear the costs of flights, accommodation and meals. Financial assistance is available through ITAC on a first come first served basis. Confirmation subject to export readiness and overall alignment to mission objectives.

**The Canadian Trade
Commissioner Service**
Everywhere you do business

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India, ranked as second largest telecom market in the world with 900 million plus mobile subscribers, continues to provide limitless opportunities for Canadian companies. 2016 continued to be a good year for Telcos in spite of tough competition. Data consumption grew across 2G, 3G, fixed broadband and 4G. 2016 saw the explosive adoption of SMAC (social media, mobility, analytics and cloud).

Telecom operators are focusing on high-end services (wireless internet), high-end segments (corporate and broadband), quality of service (spectrum and bandwidth), upgrade of networks (more capacity), and new technologies like 4G/LTE, UMTS, WCDMA, HSDPA.

Canadian companies have a significant presence in India riding high on their niche technologies. Some Canadian companies have established a direct presence while others work via partnerships; value added reseller or distributor arrangements with Indian or Multi-national companies.

OPPORTUNITIES

Security Infrastructure: Indian companies, both from the private and government sector, are increasingly using IT to foster homeland and cyber security. Special focus has been spent on aspects of security such as firewalls, encryption and authentication. The government is actively looking at products and technologies in areas like biometrics, IP based security products and smart access technologies besides the traditional communication equipment for integration of various law enforcement agencies.

Data Monetization: Operators are looking at creative options to monetize data to recover huge licence and spectrum costs. These will strengthen internal capabilities to offer differentiated network experience ('smart pipes'), as well as harness the extended ecosystem including OTT plays. Differentiated data VAS will also see a surge in acceptance.

Telecom (wireless & wireline) Infrastructure: Network investment continued to remain significant for leading players during the year due to re-farming and allocation of additional spectrum through auction, perennial issues such as call drops and network congestion, followed by the comfort of revenue growth due to high adoption of mobile data. Hardware for wireless technologies like chipsets, CPE (customer premises equipment), networking devices such as routers

and modems are other high volume products which have a sizeable opportunity.

4G/LTE: Telcos are finally going for LTE India. Airtel is slowly but steadily increasing LTE coverage across India and wants to be first mover ahead of the pan India LTE launch by Reliance Jio. LTE/4G deployment will act as a catalyst for enterprise growth, application developers, content providers and equipment providers. 4G LTE subscribers are estimated to be 200 mn as of Q1 June 2016.

Mobile Applications: With the rapid adoption of mobile, enterprises and governments are now using mobile as delivery mediums for health, education, financial and citizen services (e-gov and m-gov). Mobile wallet continues to grow stronger and so does mobile-based content.

M2M/IoT: Enterprises are mapping out opportunities presented through M2M/IoT. M2M in India is getting attention through its applications in smart cities, smart grid and smart mobility. Wearable technologies and connected vehicles are gaining traction.

Cloud Computing: Indian SME's who have been reluctant adopters of technology primarily due to cost, are increasingly looking at products which emphasize new enterprise applications and services, provided as Software as a Service (SaaS).