

# Canada's Business Image in India Survey Report

## EXECUTIVE SUMMARY

During the second and third quarters of 2001, the Asia Pacific Foundation of Canada, in cooperation with the Canadian High Commission in India, delivered a survey to a select group of senior decision-makers within the corporate and government sectors in India. The goal of the research was to investigate the perceptions held by this group about Canada and five other countries (Australia, Japan, Singapore, the UK and the US) that might be considered Canada's "competitors" in India. Moreover, the survey attempted to develop some familiarity with the sorts of issues and characteristics that this group felt were important to developing a positive country and business person image. The Canadian High Commission in India took responsibility for developing the recipient list, sending out the questionnaires, and returning them to APF Canada. APF Canada developed the questionnaire and entered and analyzed the results.

There were 251 responses. Nearly half of the respondents were based in Mumbai, with Bangalore and Delhi accounting for the vast majority of the remainder. The group was primarily private sector, with only about 10% of respondents coming from government or NGOs. Almost four-fifths of respondents selected President / CEO / Director / Senior General Manager as their primary job function. Finally, just under half indicated that their organization is currently doing business with Canada. Some of the key elements and findings include:

- Respondents feel more familiar with Canada than either of Australia or Japan; this likely reflects the fact that a little over two-thirds have visited Canada at least once (over 80% have visited the US and almost 90% have been to the UK).
- Courtesy and tolerance go a long way in India, at least in so far as forming people's images about other countries; they rank first and second on a list of nine attributes respondents were asked to select from. Also important are "a favourable business climate" and "produces high-quality goods and services." Canada is the country in the comparison group most highly associated with "courteous friendly people" (at 55%) and at 56% is second only to the US (64%) in association with "tolerant of people from different cultures." Canadians are moderately well associated with "a favourable business climate" but at 43% sit behind Singapore (53%) and well behind the US (84%). Things are worse when it comes to "produces high quality goods and services." Only 33% of respondents associate Canada with this attribute, about even with Singapore and the UK. Numbers for the US and Japan are more than twice as high.
- Regarding the image of foreign businesspeople, the most important attribute (from the list of eight characteristics offered) is commitment to developing a long-term relationship. This was selected by almost all respondents (92%) and it stands well ahead of "follows up and keeps

promises" (69%), "is sensitive to the culture and traditions of my country" (47%), and "is entrepreneurial" (38%), which place second through fourth. On the first three, Canada holds its own. With results ranging from 36% to 39% on each, Canada is *relatively* well associated with each of these terms, and is just behind or just in front of the US and Japan in each case. Clearly, however, there is room for improvement in that the numbers are not particularly high in absolute terms. In contrast, Canadian business people are definitely *not* seen as entrepreneurial; at 16% association they lag far behind the US (65%).

- Respondents were also asked to indicate the countries that they associated with the provision of high quality goods and services in specific sectors. Here, Canada was relatively strongly associated with a number of areas of 'traditional' strength like Agriculture and Agri-food (49%), Metals and Minerals / Mining (50%), and Energy / Oil and Gas Products and Services (42%) – though in none of these cases was Canada the country most highly associated with the provision of high-quality goods and services. On the other hand, Canada was the country most highly associated with high quality Environmental Goods and Services (50%). Canada is not highly associated (in either absolute or relative terms) with the provision of high-quality goods and services in Biotechnology / Life Sciences (24%), ICT (25%), Construction Products and Services (26%), or Air and Rail Transport Products and Services (28%).
- Approximately one-quarter to one-third of respondents associate Nortel Networks, Sunlife and Bombardier with Canada. In each case, Canada was the country most frequently suggested (although in the case of Sunlife, nearly as many respondents suggested the US). In each case, more than one-third of respondents failed to associate any country with the company. By far the most intriguing result to this question was that 211 of 251 (84%) of respondents associated Siemens with Germany. No other company came close to having 84% of respondents even hazard a guess, let alone that many choosing the same country. This result is that much more intriguing because Germany is not in the comparison set of countries, and so would not have been 'top of mind.'
- Respondents showed *relatively* strong agreement with the following statements:
  - Canada is a good place to do business.
  - If a foreign company wants to sell a high technology product, I don't care where they are based. I care about who they are already selling to.
  - When it comes to science and technology, Canada is more of a follower than a leader.

and *relatively* little agreement with this statement:

- It is very difficult for me to change my image of a country.

Following is a copy of the survey questionnaire.



3. Thinking about the same six countries, what is the **first thing** that you think of when you think of these countries?

*Please enter the word or phrase in the space beside each country.*

Australia	
Canada	
Japan	
Singapore	
United Kingdom	
United States	

### Country Images

4. Now, we would like you to think about the influences that shape your perceptions and images of other countries. How important do you think each of these attributes is in creating a **good perception or image** of a foreign country?

*For each attribute, please select a number between 1 and 10, where “10” means the factor is “extremely important” and “1” means the attribute is “not at all important”.*

<b><i>The country...</i></b>	<u>Not At All Important</u>			<u>Moderately Important</u>			<u>Extremely Important</u>			
has a dynamic economy.	1	2	3	4	5	6	7	8	9	10
is tolerant of people from other cultures.	1	2	3	4	5	6	7	8	9	10
is a generous development assistance donor.	1	2	3	4	5	6	7	8	9	10
promotes its values to the world.	1	2	3	4	5	6	7	8	9	10
has advanced technology.	1	2	3	4	5	6	7	8	9	10
has beautiful natural scenery.	1	2	3	4	5	6	7	8	9	10
has a favourable business climate.	1	2	3	4	5	6	7	8	9	10
produces high-quality goods and services.	1	2	3	4	5	6	7	8	9	10
has courteous, friendly people.	1	2	3	4	5	6	7	8	9	10

Please enter any other attributes that you think are **extremely important** in creating a good perception or image of a country.




7. Below you will find a list of **business and economic environment attributes**. Thinking about the same six countries, please select those countries you think have business and economic environments with each attribute.

*For each attribute, you may select one country, more than one country, or leave blank.*

	<u>Australia</u>	<u>Canada</u>	<u>Japan</u>	<u>Singapore</u>	<u>United Kingdom</u>	<u>United States</u>
favourable business climate	0	0	0	0	0	0
advanced technology	0	0	0	0	0	0
produces high-quality goods and services	0	0	0	0	0	0
dynamic economy	0	0	0	0	0	0
highly productive workforce	0	0	0	0	0	0
too many taxes and regulations	0	0	0	0	0	0
tolerant of people from different cultures	0	0	0	0	0	0

8. Below you will find a list of **business person attributes**. Thinking about the same six countries, please select those countries you think have business people with each attribute.

*For each attribute, you may select one country, more than one country, or leave blank.*

	<u>Australia</u>	<u>Canada</u>	<u>Japan</u>	<u>Singapore</u>	<u>United Kingdom</u>	<u>United States</u>
excellent business partners	0	0	0	0	0	0
add value to the local community	0	0	0	0	0	0
too aggressive	0	0	0	0	0	0
innovative	0	0	0	0	0	0
entrepreneurial	0	0	0	0	0	0
too passive	0	0	0	0	0	0
follow up and keep promises	0	0	0	0	0	0
sensitive to the culture and traditions of my country	0	0	0	0	0	0
committed to developing a long-term business relationship	0	0	0	0	0	0

9. Below you will find a list of economic sectors. Thinking about the same six countries, please select those countries that you think are likely to provide **high quality technology, products, or services** in these sectors.

*More than one country can be selected for each sector. If you are not familiar with a sector please select N/A.*

	<u>Australia</u>	<u>Canada</u>	<u>Japan</u>	<u>Singapore</u>	<u>United Kingdom</u>	<u>United States</u>	<u>N/A</u>
Agriculture and Food Products	0	0	0	0	0	0	0
Air and Rail Transport Products and Services	0	0	0	0	0	0	0
Biotechnology / Life Sciences	0	0	0	0	0	0	0
Construction Products and Services	0	0	0	0	0	0	0
Energy / Oil and Gas Products and Services	0	0	0	0	0	0	0
Environmental Products and Services	0	0	0	0	0	0	0
Information and Communication Technology	0	0	0	0	0	0	0
Metals and Minerals / Mining	0	0	0	0	0	0	0

10. Below you will find a list of **companies** that have operations in Asia.

*For each company, please enter the country that first comes to mind when you think of that company. If you know the company, but no country comes to mind, select None. If you do not know the company, select N/A.*

	Country	None	N/A
AIG		0	0
Alcatel		0	0
Bombardier		0	0
Embraer		0	0
Nortel Networks		0	0
Siemens		0	0
Sunlife		0	0
Telstra		0	0
Vodafone		0	0

## Canada and the World

11. Thinking of Canada as a source of **business opportunities**, what do you see as **Canada's biggest advantage**?

*Please enter your response in the space below.*

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12. Again thinking of Canada as a source of **business opportunities**, what do you see as **Canada's biggest disadvantage**?

*Please enter your response in the space below.*

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13. Below are a series of different statements. We would like to know whether you agree with them.

*Please give a rating between 1 to 10, where "10" means you "strongly agree" and "1" means you "strongly disagree" with the statement. Please give only one rating for each statement.*

	Strongly Disagree										Strongly Agree
Industrialized countries all have similar levels of technological sophistication.	1	2	3	4	5	6	7	8	9	10	
If a foreign company wants to sell a high technology product, I don't care where they are based. I care about who they are already selling to.	1	2	3	4	5	6	7	8	9	10	
It is very difficult for me to change my image of a country.	1	2	3	4	5	6	7	8	9	10	
Business people are all the same, no matter where they come from.	1	2	3	4	5	6	7	8	9	10	
There aren't many differences between Canada and the United States.	1	2	3	4	5	6	7	8	9	10	
When it comes to science and technology, Canada is more of a follower than a leader.	1	2	3	4	5	6	7	8	9	10	
Canada is a good place to do business.	1	2	3	4	5	6	7	8	9	10	
I do not think of Canadians as business people.	1	2	3	4	5	6	7	8	9	10	
Canadians know how to sell in my country.	1	2	3	4	5	6	7	8	9	10	

## About You

14. Which of the following best describes your **primary work location**?

Bangalore	<input type="radio"/>
Calcutta	<input type="radio"/>
Chandigarh	<input type="radio"/>
Chennai	<input type="radio"/>
Delhi	<input type="radio"/>
Mumbai	<input type="radio"/>

Other (please specify) \_\_\_\_\_

15. Which of the following best describes the **type of organization** you are employed with?

government	<input type="radio"/>
non-profit, non-governmental organization	<input type="radio"/>
local firm	<input type="radio"/>
transnational firm	<input type="radio"/>

Other (please specify) \_\_\_\_\_

16. Which of the following best describes the **primary focus** of your employer or company?

natural resources / agriculture	<input type="radio"/>
services (eg., consulting, communications, import/export, software)	<input type="radio"/>
light manufacturing (eg., textiles, furniture, computers / electronics)	<input type="radio"/>
heavy manufacturing (eg., automobiles, machinery, steel)	<input type="radio"/>

Other (please specify) \_\_\_\_\_

17. Which of the following best describes your **primary job function**?

purchasing	<input type="radio"/>
research and development	<input type="radio"/>
information systems	<input type="radio"/>
operations / production	<input type="radio"/>
President / CEO / Director / Senior general management	<input type="radio"/>

Other (please specify) \_\_\_\_\_

18. Is your employer or company **currently doing business** with Canada?

Yes	<input type="radio"/>
No	<input type="radio"/>

19. What are your **main sources** of information about Canada?

*Please select all that apply.*

Canadian business groups or associations	<input type="radio"/>
Canadian business partners	<input type="radio"/>
Canadian trade representatives	<input type="radio"/>
Internet	<input type="radio"/>
Magazines / newspapers	<input type="radio"/>
Relatives or friends	<input type="radio"/>
School	<input type="radio"/>
Television	<input type="radio"/>
Travel to Canada	<input type="radio"/>

Other (please specify) \_\_\_\_\_

If you have any further questions or comments about the survey, or would like to request a copy of the final report, please use the space below. Be sure to include an email or mailing address if you would like the final report. If you prefer, you may also send an email message to [survey@apfc.apfnet.org](mailto:survey@apfc.apfnet.org) with comments or report requests.


**END OF SURVEY. THANK YOU VERY MUCH FOR YOUR PARTICIPATION.**