

**DATE: 4 DECEMBER 2025**

**Interactive Meeting: Doing Business with Canada**

World Trade Center (WTC) Goa, on the recommendation of WTC Vancouver, successfully organized an interactive meeting with Mr. Atul Sali, Director of Orange Technologies, British Columbia, Canada. The session, titled “Doing Business with Canada,” was held on 4th December 2025 at the WTC Goa premises.

Mr. Sali, who is based in British Columbia, was visiting India with the objective of engaging with exporters and business professionals keen on exploring business opportunities in the Canadian market. His visit to Goa was aimed at strengthening trade linkages and providing insights to Goan businesses aspiring to expand into Canada. During the session, Mr. Sali delivered an insightful presentation covering several key aspects of international market expansion. He highlighted the Market Entry Strategies essential for Indian companies to position themselves successfully in Canada. He also elaborated on the Compliance Support systems his network could extend to new entrants, ensuring that businesses meet the regulatory and procedural requirements of the Canadian market. In addition, Mr. Sali emphasized the growing importance of Digital Transformation as a catalyst for export growth. He explained how adopting digital tools and processes can enhance competitiveness and visibility for Goan exporters. He also spoke about the advantages of having local representation and trade network access.

which can provide companies with on-ground support, faster decision-making, and better market intelligence. Mr. Sali further discussed various export enablers and strategic approaches that the Goan business community could leverage to succeed in Canada. He identified several Indian products that currently enjoy strong demand in the Canadian market, including Medical equipment, Home automation solutions; Fast-Moving Consumer Goods (FMCG); Consumer electronics; Coffee beans, Information technology services, Soft water technologies, Robotics and STEM-related products, Ayurveda among many others. The session concluded with a vote of thanks delivered by Mr. Cyril Desouza, Regional Director – Trade Promotion, WTC Goa. He expressed gratitude to Mr. Sali for sharing valuable insights and assured all delegates of WTC Goa’s full support in helping them navigate and succeed in the Canadian market. The meeting received an enthusiastic response from participants, reflecting the growing interest among Goan businesses to explore international trade opportunities and expand their global footprint.

The Meeting was held at WTC Goa on December 4, 2025