



India is Your "Gateway to South Asia"

Our trade experts can connect you to business opportunities beyond India.



## Opportunities in South Asia

### India is Your “Gateway to South Asia”

India serves as both the entry point and a hub for U.S. companies in the region. Success in India can position you to explore export opportunities across South Asia. With a combined population of 1.6 billion people (over 20 per cent of the world’s total population), and an aggregate economic growth rate of 5.8 per cent over the last ten years, South Asia offers strong potential for U.S. products and services. While assisting you with expanding your sales in India, our dedicated team of experts can help you determine the potential for your products, services, and technologies in these other dynamic South Asian markets.

[Bangladesh](#)

With a GDP growth rate of 6.7%, Bangladesh is South Asia's fastest-growing economy, and with a population of 162 million, it is the world's 8th most populous country. It is also geographically well positioned between two major economies – India and China.

**Key Sectors:** *Manufacturing Equipment and Machinery; Agricultural Tech; ICT; and Education.*

## **Nepal**

Though political instability meant that Nepal's economic growth lagged behind its neighbors, it has rebounded since 2017, with a GDP growth rate of 4.5%. U.S.-Nepal bilateral trade rose 38% from 2018 to 2019, and the current government is allocating significant resources to development as the economy continues to modernize.

**Key Sectors:** *Healthcare and Medical Devices; Aerospace; Infrastructure; ICT; and Education.*

## **Sri Lanka**

Emerging from 30 years of civil war, Sri Lanka continues its transformation from a rural to an urbanized economy oriented around manufacturing and services. Despite terrorists' attack in April 2019 that have hurt some sectors of the economy, with a GDP growth rate of 5.3%, Sri Lanka's growth is projected to continue.

**Key Sectors:** *Manufacturing Equipment and Machinery; Agricultural Tech; ICT; and Education.*

**We connect U.S. companies to the right partners and key public and private sector decision-makers.**

Relationship building and a long-term perspective are key in South Asia, and success hinges on finding reliable agents, distributors, and partners. Despite the challenges, many U.S. firms – small and large – have found success in South Asia. Reach out to our partnership post coordinators for [Bangladesh](#), [Nepal](#) and [Sri Lanka](#) and/or a [local U.S. office](#) near you to find out how [our services](#) can help you maximize your sales in South Asia.