

## **Viney Gupta**

Viney Gupta has been a Senior Advisor (Trade) at the Canadian High Commission in New Delhi for last more than 15 years, assessing import market potential for a diversified range of products including environmental products, housing, construction and security products. He has also assisted Canadian firms in setting up offices and operations in India and is adept at providing market intelligence, devising and suggesting market penetration strategies including organizing product exposure fairs and seminars.

During his tenure with the High Commission, Viney has handled various sectors including Manufacturing Technologies, Health Care and Medical Devices and Building products.

Prior to joining the High Commission, Viney had nine years of experience in the private sector and handled representation and marketing of a very diverse range of commodities, equipment and services on behalf of foreign companies in India.

Viney Gupta holds a Bachelor of Commerce (Honours) from Delhi University and Post Graduate qualifications in Business Management and Marketing and Sales Management.