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ON TRADE

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For private circulation



World Trade Centre Mumbai

Vision

Committed to excellence in trade and investment facilitation through global linkages.

Mission

- To foster trade and industrial growth through effective and innovative trade services and by offering world class business facilities.
- To promote and strengthen business and India's international trade through global collaborations and connections.
- To create an enabling platform for trade research, education, training and trade facilitation.

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Dear Readers,

The Central Government's ambitious 'Digital India' programme is expected to accelerate the pace of economic growth in the country by leveraging the cutting-edge digital technologies in public administration and improving the industry-bureaucrat interface.

The impact of digital technology on society and economy is so profound and transformational that the World Economic Forum 2015 launched the Digital Transformation of Industries (DTI) project in 2015 to study its impact.

In view of the far-reaching impact of the 'Digital India' programme on trade and economy, the current issue of 'On Trade' brings you a range of articles from experts in the information and communication sector.

The articles in this issue of 'On Trade' speak about the feasibility of digitalising the economy which still heavily relies on paper. Some of the issues that have been dealt with, include challenges in attaining the goals of Digital India programme, relevance of social media in business development, e-governance, electronic payments in India, coming of age of ITpreneurs, to name a few.

In addition, this issue contains a section on 'Pre-Budget 2016-17' that highlights the expectations of experts from the Union Budget 2016-17, which would be presented by the Union Government on February 29, 2016.

The WTC-AIAI session held at the WTO Public Forum 2015 from September 30-October 2, 2015, contributed to the discussions on the efficacy of Global Value Chains (GVCs) and the changing patterns on value-added trade in developing economies.

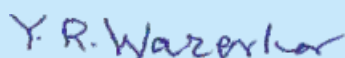
World Trade Centre Goa successfully organised a couple of events – one, observing World Food Day and the other with UNPD. Both these events were well received by the local trading community.

We are proud to announce that the World Trade Centre Institute has introduced a three-month Certificate Course in Small Business Start-ups which is in line with the objectives of the recently introduced 'Startup India; initiative.

We have the pleasure to promote two international events. Food Taipei 2016 will be held from June 22-25, 2016 in Taiwan, which will showcase the best in Asia's Food industry. Centrallia 2016 is to be held in Winnipeg, Canada from May 25-27, 2016, which will provide a platform to explore Canadian and North American markets.

I hope you will read this issue with great interest and we would look forward to your valuable comments and suggestions.

Wish you Happy Reading!



Y. R. WARERKAR



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Karnataka Agricultural Produce Market Committee (APMC): Benchmark for India

**Niraj Shukla, Assistant Vice President,
Knowledge Management, NCDEX**



The agriculture sector, despite providing livelihood to the vast majority of rural masses consisting about three-fifth of the country's population, continues to be the most vulnerable sector in India. Indian farmers, especially small and marginal ones, are exposed to vagaries of weather-dependent crop production on one hand and on the other hand, they find themselves as victims of non-transparent market practices resulting into non-profitable sale of their produce. Marketing of agricultural produce in India has long suffered from chronic inefficiencies in the form of poor infrastructural facilities, lack of direct linkages between the primary seller and consumer and trader, opaque pricing, plethora of taxes, multiple licensing systems, high cost incidentals etc.

This is high time to revolutionise the country's agricultural marketing sector. Experts believe that unless farmers are given a fair and transparent platform to sell their produce without coming under anyone's mercy and fear, the agriculture sector cannot be made profitable. Besides, agriculture needs to be made profitable, or else it is difficult for the government to arrest the attrition and suicide rate of the farmers.

However, there is a ray of hope emerging from the State of Karnataka. The State Government, in order to bring in transparency in the Agricultural Produce Market Committee (APMCs) by reducing the interference of middlemen, worked with NCDEX e-Markets Limited (NeML), (formerly known as NCDEX Spot Exchange Ltd) to develop a new trading platform, called Unified Market Platform (UMP) for modernising more

than 300 agricultural markets in the State into a single common marketplace. The State Government of Karnataka passed a landmark legislation named 'New Agriculture Policy' in November 2013 to transform the State's agricultural markets and to address supply chain bottlenecks. The state government selected NeML led Mandi

APMC gate level entry till the goods are delivered to the traders with 'anytime-anywhere e-permit'. The whole process involves lesser middlemen and more technology. The UMP model is dynamic in that it provides the farmer with a choice to either sell in the APMC market, store in the warehouse placed in the closest proximity or sell directly to the



Modernisation Programme (MMP) to lead the transformation. Together with NeML, it established a new entity - Rashtriya e-Market and Services Private Limited (ReMS) to introduce Unified Market Platform (UMP) in Karnataka. ReMS is regarded as a Special Purpose Vehicle (SPV) and represents a Public-Private Partnership (PPP) of the government of Karnataka and NeML, each with a stake of 50 percent.

The UMP is a market platform that takes care of the farmers' produce from the

buyer. The farmer, after bringing in his produce to the APMC, is allotted a unique lot number (ID) and the commission agent updates the inventory. This is followed by sampling of the produce post which, it is put on sale. The bidding takes place on the e-platform based on the unique ID lot. The bid is finalised with the best price winner or bidder and the farmer is communicated via SMS. The UMP has also addressed the issue of payment where the farmer gets his due amount within a stipulated time directly to his bank account through



Direct Transfer after deducting the market service charges and commission agent's charge, if any. Traders can buy produce as well as facilitate payments through online system. At every level, the system sends an SMS alert to the person concerned, thereby eliminating any scope of tampering or cheating by any party.

The initiative has already started driving the efficiency of spot transactions by facilitating interconnection of state-wide APMCs while aiming to create 'one state one market'. The results are clearly visible in places where the UMP has been implemented. ReMS has been pivotal in unifying agricultural markets within the State by providing a holistic ecosystem for physical trading of commodities comprising sampling and assaying facilities, commodity funding for market functionaries, as well as capacity building for stakeholders. The ReMS has roped in around six lakh farmers on its platform, who usually sell their produce via APMCs. As of today, more than 100 main market yards have been integrated into UMP through which farmers are reaping the benefit of efficient price discovery. For example, in Tiptur (in Tumkur District of Karnataka) APMC, prior to implementation of the project, copra was being sold at a maximum price of Rs 8,000 and it was sold between Rs 13,000 to Rs 18,000 per quintal post implementation of UMP. The list of

commodities traded on UMP has also expanded to include copra, turmeric, tur, moong, cotton, maize, groundnut, jowar, sunflower, areca, safflower, sesamum, tamarind, paddy, jaggery, chana, wheat, bajara, til, urad, chilli, ragi etc.

The entrepreneurial approach and the system of agricultural marketing adopted in Karnataka has grabbed attention of the central government as well as various state governments. More and more states are coming forward to study and adopt the model - Andhra Pradesh, Telangana, Delhi, Uttar Pradesh, Rajasthan and Odisha to name a few.

Success of Karnataka model has shown a bright ray of hope towards seamless transfer of agriculture commodities at national level where farmers can offer their produce to buyers in any part of the country. The importance of developing a national common market for agriculture products has been adequately recognised by the Government of India. Once the seamless transfer of agriculture commodities within individual states start taking place, the next step would be the unification of agricultural markets across the nation and Karnataka's model may serve as a prototype for the same.

Once the National Agricultural Market turns into reality, the market size for farmers would increase tremendously as it would not be limited to a captive market rather they can sell their produce to any market in any state. Unified national market will certainly boost farm incomes while improving efficiency and transparency in the agricultural marketing system of the country. The end result of this evolution would be well-informed, empowered farmers who are assured of remunerative transparent price for their produce without market uncertainties.



Upcoming Opportunities for MSMEs in Electronic System and Design Manufacturing (ESDM) Sector

Jairaj S., Regional Head-South, MAIT Southern Region



In many developing countries, small and medium enterprises (SMEs) account for a significant share of production and employment and are therefore directly connected to poverty alleviation. Especially in developing countries, SMEs are challenged by globalisation of production and shift in the importance of various determinants of competitiveness. Through the rapid spread of information and communication technologies (ICTs) and ever-decreasing prices for communication, markets in different parts of the world have become more integrated. Whether the use of ICT can help them to cope with the new challenges is unclear.

Aggregate demand for electronic hardware in India is expected to increase to a total value of \$400 billion by year 2020, up from \$40 billion in 2009, whereas domestic production of electronic hardware will only reach an estimated value of \$100 billion in the next six years. The ensuing demand-supply mismatch of about \$300 billion will encourage global electronic system and design manufacturing (ESDM) companies to consider India as their next investment destination.

The National Policy on Electronics provides for the establishment of some 200 electronic manufacturing clusters (EMCs) which in turn will create new business opportunities for MSMEs. The EMCs will help the ESDM enterprises to raise their productivity levels, cut costs and promote innovations by leveraging shared infrastructure and resources, making the Information and Communication Technology in Education (ICTE) manufacturing sector more competitive.

The Indian government is offering various schemes and incentives to encourage MSMEs to foray into

electronic manufacturing. These include schemes for promotion of lean manufacturing, use of information and communication tools, setting up of mini tools rooms in the PPP mode and entrepreneurial management development through incubators.



Most medical devices are electronically operated. Likewise, traditional lighting is giving way to LED lighting. Electronics is pervasive in areas like IT, telecom, automotive, solar PV, smart cards, etc.

Demand for electronics hardware in India is growing at 20-21% per annum, but most of it is being met through imports. Taking cognisance of the imperative for promoting electronics manufacturing, The government has introduced a variety of schemes to encourage Indian electronics manufacturing companies. India will be able to increase its share of global electronics manufacturing output by leveraging its low-cost manpower resources (vis-a-vis China). China accounts for nearly 40% of global electronics manufacturing output.

Bangalore has decided to create common infrastructure for which Government will meet 75% of the total cost (Rs 70-80 crore). The government is developing

two incubators. The first incubator is coming up in Bangalore which will be a centralised facility that can be accessed online. The second incubator is being set up in collaboration with Delhi University and Software Technology Parks of India (STPI).

The government is also offering 25% investment subsidy to electronic manufacturing units being set up in non-SEZ areas and 20% investment subsidy to units coming up in SEZs. This scheme is being extended to units across the entire electronic manufacturing value chain with a minimum threshold limit of Rs 1 crore. MSMEs can take advantage of this.

The Union Government is giving preference to domestic manufactured electronic goods in public procurements. Domestic manufacturers are also invited to participate in the tenders for the Gigabit Passive Optical Network (GPON) project. Besides, DGS&D has finalised a separate manual for procurements from domestic and non-domestic manufacturing companies.

The government is proactively promoting skill development for this industry through different schemes. Industry is required to identify the training needs and recommend the training centres for skilling people. It would also meet 75% of the training costs.

The government has also introduced a

scheme to support MSMEs to comply with the electronics safety standards. These standards came into effect on January 3, 2014. Companies have to adhere to the standards, for both manufacturing and imports. In addition, it has agreed to reimburse testing and certification costs incurred by these companies. The government has recently approved a scheme to help MSMEs meet the quality standards in export destination markets. Under this scheme, the government will reimburse the associated costs.

The Ministry of Communications and Information Technology is planning to fund technology development and also through its partnership with Global Innovation & Technology Alliance (GITA). Besides, the Ministry of Micro, Small and Medium Enterprises plans to set up a technology centre exclusively for electronics, which would promote collaborations created on the online business-to-business platform and publish an electronics newsletter that goes to over 1 lakh readers.

The investments that have come in as a result of the collaboration are mainly flowing into areas like automotive components, LEDs and consumer



electronics. Due efforts are being made to draw investments in many other promising segments of electronics manufacturing. Modified Special Incentive Package Scheme (MSIPs) will be revised to include solar products. Currently, the focus is on PV cells, sub-strata etc.

Noting that many defence offset opportunities are underutilised by MSMEs, Inter-Ministerial Committee

looks into the concerns of domestic manufacturers with regard to public procurements. The R&D costs will also be covered under MSIPs.

With so many tools for growth available for SME sector there are huge opportunities for SME sector in ESDM. Surely the industry will rise up to the occasion and avail this opportunity.



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WTC Institute to Tie-up with ITC SME Trade Academy

ITC SME Trade Academy has been set-up with the view to building capacity through its distant learning programmes. These programmes comprise a series of online distant learning courses providing access to educational material on a range of trade-related topics. These have been mainly designed to equip staff at trade support institutions (TSIs) and enterprises mainly SMEs and trade policy specialists to gain from pragmatic and topical online courses and also access learning material to support skills development. Courses are constantly being enriched by ITC. Tutors are from ITC subject matter experts, globally recognised guest experts in their topic of expertise. From time to time the Academy partners with Academic and Trade Support Institutions on course development and its delivery. The portfolio of courses includes:

- ❶ Improving TSI Services
- ❷ SME Competitiveness
- ❸ Sector Development
- ❹ Trade Intelligence

The E-learning Programme prepared for 2015-17 is aligned to ITC's strategic priorities and delivers programmes in six focus areas.

- Trade and market intelligence for SME competitiveness
- Supporting regional economic integration and South-South trade
- Connecting to value chains: SME competitiveness, diversification and links to export markets
- Strengthening trade and investment support institutions
- Promoting and mainstreaming inclusive and green trade
- Building a conducive policy and business environment through public-private partnerships

World Trade Centre Institute

World Trade Centre Mumbai's educational wing World Trade Centre Institute is to collaborate with ITC SME Trade Academy with the intent to assist its students by offering these online course, as an additional feature of its existing courses, to enrich and upgrade their skills.





Google Set to Change Internet Experience in India

Caesar Sengupta, Vice President, Chrome and Android

Google focusses on a number of areas to help bridge the digital gap in India. Though the gap continues to narrow at a rapid pace, with India now the 2nd largest Internet user market in the world, there is still a great deal of work to be done. As a result, Google is excited to be a partner to the honourable Prime Minister's vision for 'Digital India', with its focus on empowerment, development, growth and governance.

In a recent event 'Google for India', Sundar Pichai, Chief Executive Officer outlined Google's vision for India and announced plans to ramp up its engineering presence in India, including a major expansion in the Hyderabad campus. The goal was to bring all Indians online regardless of income, region, age, gender and language. Once they choose to be online, the Internet can be made more relevant and useful to their needs.

There are three areas that are being focussed to help bring about user-friendliness in the use of the Internet.

First, efforts are being made towards improving Indians' access to the Internet. Recently, it was announced that Mumbai Central would be the first station to come online in the program with Indian Railways, while Raitel Corporation of India Ltd. is to offer free RailWire Wifi inside railway stations. By the end of 2016, 100 more stations will be operational, connecting more than 10 million people who pass through every day. A programme is being undertaken with Tata Trusts to connect women in

rural India through a fleet of Internet bikes. So far 1,000 villages have been covered and currently additional resources are being added with the hope of reaching 3,00,000 villages nationwide within three years.

Second, Google products are being adapted to work better for Indians on 2G connections. 'Lighter' Search results and web pages automatically load faster when using limited bandwidth, helping



not just users on slow connections but also publishers who see a 50% increase in traffic. The 'Data Saver' mode on Chrome mobile browser removes images when it detects a slow connection. Google is also taking efforts to make its products work when there is no connection at all. Google Maps allows real-time navigation and searches without a data connection. YouTube's offline mode was first launched in India which helps people watch videos without Internet access and a new feature rolling out 2006 will improve buffering when videos are paused.

Third, Google is working towards empowering Indians to build great things for India, whether it is an app, service, business or even a video. It is also launching a program to train two million new Android developers over the next three years by working closely with more than 30 universities across the country in partnership with the National Skill Development Corporation. This has been accorded top priority in addition to the recent assurance to give 1,000 of today's best and brightest Indian startups, \$20,000 in credits to run their businesses on Google Cloud Platform. Chrome bit, a small device that turns a monitor into a computer, will be available in India starting in January 2016 which is also a tool to boost computing in the education sector. Google is also teaching Indian content creators to make even better videos at the 'YouTube Space Mumbai', which opened in early December 2015.

These announcements are just the latest steps in Google's journey to bring all Indians online and make the Internet more relevant and useful for their needs. There are still nearly a billion people in India who do not have access to the Internet. The way Google started providing 'Search' in India in the early days, the company will keep innovating and working to help people improve their lives through technology.



Mehran Eftekhari Steering WTC Cyprus to Success

Mr. Mehran Eftekhari, Director, WTC Cyprus, Board Member, WTCA and Group Finance & Corporate Services Director, Nest Investments Holdings (Cyprus) Ltd is a multitasking individual. His in-depth knowledge on risk management, accounts and finance has enabled him to make contributions to WTC Cyprus, WTCA and Nest investments in a big way. In an exclusive interview, he shares his insights on the workings of WTC Cyprus while also reflecting on the new Indian initiatives and business in general.

How is WTC Cyprus and WTC Mumbai partnering in trade promotional activities? Which are the sectors that WTC Cyprus intend promoting in India?

WTC Mumbai and WTC Cyprus have signed a Memorandum of Understanding with provisions to do their utmost to further improve and expand the trade and economic cooperation between the two WTCs. Also to exchange publications and information of bilateral trade, foreign trade and investment policies of their respective countries, the development of joint venture and technology transfers and investments. The idea of exchange of trade delegations is also something that interests the two WTCs.

As WTC Cyprus Director how do you view some of the ambitious 'Make in India', 'Skill India', 'Smart Cities' and 'Digital India'? What is the mood among Cyprus companies to these initiatives?

I would truly like to congratulate the Government of India for the global launch of 'Make in India' in September 2014.

Numbers have proved that this attempt has been extremely successful and is leading to a great impact on the investment climate of the country which shows a significant growth of overall Foreign Direct Investment (FDI).

Such innovative actions show how India is investing highly in its countries resources and highlighting its strengths in different areas and a clear example of this is the implementation of 'Digital India', '100 Smart Cities' and 'Skill India'.

As regards Cyprus, given the E.U. policy on the promotion of innovation as well as the known need for continuous improvement of competitiveness of Cyprus companies, as from

2006 The Cyprus Employers & Industrialist Federation established the 'Cyprus Innovation Award'. The Award is presented to companies, organisations and services either private or of the wider public sector which prove to be successful in the implementation of innovative ideas and practices.

“WTC Mumbai and WTC Cyprus have a signed Memorandum of Understanding with provisions to do their utmost to further improve and expand the trade and economic cooperation between the two WTCs.”

Under the general title: ‘Cyprus Innovation Award’, four individual awards will be given depending on the sector of activity, as follows:

- Innovation Award for the Primary Sector
- Innovation Award for the Manufacturing Sector
- Innovation Award for the Services Sector
- Innovation Award for the Public Sector

The ‘Cyprus Innovation Award’ has been placed under the auspices of the Minister of Commerce, Industry & Tourism and is actively supported by the Ministry of Commerce, Industry & Tourism and the Research Promotion Foundation.

Exhibition of Cypriot products & services



We as WTC Cyprus in 2014 introduced the ‘Made in Cyprus’ Exhibition concept which serves the purpose of promoting the Cypriot products and services in Cyprus and abroad. This exhibition is an innovational idea that has the full support of the Government, Limassol local authorities and has been recognised as an innovative project which also promotes Cyprus around the world.

How is WTC Cyprus enabling the SME sector reach out internationally and how is entrepreneurial spirit being encouraged?

The economy of Cyprus is dominated by small enterprises. Almost all enterprises (99.9%) employ less than 250 persons whereas the overwhelming majority (95%) employs less than 10 persons. The total number of SMEs in Cyprus is 61.041.

One of the primary objectives of the government development policy concerns the restructuring and modernisation of the productive fabric of the economy in order to assist enterprises to meet the challenges of globalisation and accession to the European Union. To this end, various support schemes have been introduced in different sectors of economic activity. Although, the schemes do not generally distinguish between micro, small, medium or larger units, in view of the predominance of SMEs in all sectors, size is one of the parameters which is taken into account in policy formulation.

WTC Cyprus aim is to offer the local business community all the support they need to enter the global business arena. As a means to this end, WTC Cyprus strives to:

- Increase local awareness of trading opportunities around the world
- Cooperate with existing organisations and associations that have similar purpose
- Promote Cyprus and its trading opportunities worldwide

- Establish Cyprus as an international business center and a base for regional business
- Preserve the culture and support tourism of Cyprus through trade
- Create and maintain regular communication between the business communities in our areas of operation
- Assist companies involved in trade to cope with the challenges and requirements of globalisation
- Liaise with other WTCs within our group to promote trade opportunities in our extended region

What is the strategy to promote inward investment and how are foreign companies being directed to take advantage of Cyprus’s status and location?

In order to further enhance the foreign investment intensity, the Government has liberalised the Foreign Direct Investment (FDI) Policy not only for EU citizens but also for investors from third countries in most sectors of the economy since October 1, 2004. These include the following:

- Limitations related to the minimum level of investment and foreigners' participation percentage have been abolished, in most sectors of the economy, allowing for up to 100% equity participation in registering companies or acquiring shares in existing companies.
- Administrative procedures have been simplified and measures have been taken to streamline the infrastructure regarding foreign investment, thus reducing the level of bureaucratic intervention and fostering improved economic activity.
- Consequently, foreign companies now have the opportunity of investing and establishing business in Cyprus on equal terms with local investors.

“ We as WTC Cyprus in 2014 introduced the ‘Made in Cyprus’ Exhibition concept which serves the purpose of promoting the Cypriot products and services in Cyprus and abroad. ”

Could you elaborate on the ‘Signature Training Programmes’ being organised by WTC Cyprus?

World Trade Center Holdings (Cyprus) Ltd is the Licensed Signature Provider in 15 locations namely, Cyprus, Middle East and North Africa specialising in customer service training that increases sales and sales training that enhances customer's experiences.

Signature is a leader in training employees to deliver legendary customer service while increasing sales. Since 1986, the unique training methodology has provided a measurable Return on Investment (ROI) for our customers, compelling them to return year after year.

Our process begins by assessing your unique business needs. We then design a training program around your objectives. Our experienced trainers deliver a motivating, engaging program that will inspire your employees to sell the value of your organisation. Finally, we perform telephone mystery shopping calls to ensure your employees understand their newly acquired skills and are implementing what they have learned. Our online reporting system enables to track each employee's progress over time.

While every Signature program is tailored to the unique needs of each client, our training and business solutions include the following sectors:

- Hospitality Industry
- Heavy Equipment such as Caterpillar
- Call Centers
- Rental Industry
- Spa and Health Clubs
- City Tourism Program
- Casino Industry

How has EU membership benefitted Cyprus's insurance industry in attracting insurance management and reinsurance operations?

Cyprus is a full member of the European Union (EU) and its Insurance business as such is regulated under strict EU legislation which primarily aim to protect policy holders. This fact provides comfort to the insured. With Solvency II regulation also coming into force on January 1, 2016, the risk management and risk based capital adequacy will also be enhanced. Such regulations together with our group reinsurance rating of A- with Standard and Poor's well as AM Best provides a favorable environ for our operations.

“Bilateral Trade Relations between India and Cyprus have increased over the recent years and this has been measured through official research.”

What are your findings in the real estate Industry across GCC, Asian and European countries?

Real Estate in GCC countries has been booming over the last decade. However, with the decline of oil and gas prices and reduction of state revenues would mean less projects and possibly less demand.

Europe went through a real estate market correction in 2008 but prime capitals and locations within selected cities have seen tremendous price increases in real estate.

With the higher interest rates on the horizon we will see further market corrections in medium and long term.

How should companies weather shocks that hit an economy especially in the arena of auditing and risk management?

Audit and Risk Management are primary pillars of mature Corporate Governance. Audit provides assurance that the internal control systems are working while risk management provides audit the priorities.

Enterprise Risk Management cover a wide spectrum including, internal control, board and management functions and the environment an organisation operates. The risk management processes are operational, financial or technical. The most important aspect of risk management entails measurement of maturity as to how much the element of risk is embedded within the organisation.

What is your perception about the role and contribution of a WTCA Board Director to WTCA?

The Board of WTCA like any other Board has an oversight role making sure the interest of all stakeholders is taken into account.

The Board sets the Vision, Mission, Values and Strategies in order for the executives to implement them through a Key Performance Indicator (KPI) measured 3-year risk based business plan.

The WTCA Board is responsible as to how the WTCA Brand is protected, promoted as well as to provide business platform opportunities for the members to network.

What is your message to the Indian business community wanting to do business in Cyprus?

Bilateral trade relations between India and Cyprus have increased over the recent years and this has been measured through official research. With major items of exports from India such as organic chemicals, iron & steel, articles of iron & steel, fish, crustaceans, mollusks and other aquatic invertebrate, oil seeds, oleaginous fruits, nuts, electrical equipment and machinery, mechanical appliances, furniture, etc.

Major imports from Cyprus include machinery, boilers and mechanical appliances, aluminium and articles thereof, pulp of wood and other fibrous mats, copper and articles thereof, electrical machinery, wool, fine and coarse animal hair, horsehair yarn & fabric, optical, plastic and articles thereof, arms and ammunition, iron & steel etc.

These are facts that the two WTCs should work together to coordinate and accomplish the WTC philosophy of 'Growing Trade'.



Taiwanese Art With a Touch of Business



*The Franz Collection is not only a household name in Taiwan but world renowned for its beautiful themes of nature which have been shaped into unique gift items. The person behind this is **Mr. Franz Chen, Chairman of the Franz Collections and Secretary General for the Three Attributes Club**. In this interview, he hopes to awaken the spirit of appreciation for art and beauty through his porcelain art brand. He has also shared his views on the economic development of the City of Yiwu and ways India could collaborate with it in various sectors.*

How has Franz Collection been received across porcelain art brand markets across the world?

Although, the brand is only 15 years old, it has made many breakthroughs in terms of international distribution (more than 6000 points of sale in 66 countries), application of modern technologies (reverse engineering, rapid prototyping and 3-D printing), winning of international and national awards and recognition (Seal of Excellence for Handicrafts from UNESCO, Best in Gift from New York International Gift Show, Best Ceramic Gift from GUILD specialist gift retailers UK, 25 Influential Chinese in Global Fashion from Forbes, Entrepreneur of 2012 from Ernst and Young, case study in Harvard Business School publication, Presidential Innovation Award etc.), international media exposure (The Financial Times, The New York Times, The Wall Street Journal, Time, The Washington Post, Elle Décor etc.), creation of furniture line integrating porcelain, lacquer, metal and textile. The brand has received wide popularity around the world with its unique three-dimensional designs. As the designs are mostly inspired by natural beauty, they touch hearts of people from different cultures and backgrounds. The aesthetics of Franz is truly universal.



Considering that each piece of artwork is unique in that it expresses harmony between heaven, earth and mankind, is there a market in India for such products? What is the strategy to tap Indian markets?

We do see a market in India for Franz. India is a country with a long history with rich cultural and art assets. It has also cultivated some of the world's greatest philosophers (such as Gandhi), most influential religions (such as Buddhism) and physical/spiritual practices (such as Yoga). Indian philosophy and Chinese philosophy are very similar in terms of their respect for harmony between heaven, earth and mankind and pursuit of values of truthness, kindness and beauty and our brand aims to reflect such philosophy and values through the everlasting medium 'porcelain'. Our art pieces are very colourful and interpret the true beauty of nature. For this reason, we believe India is a good market. We do hope to find a business partner that shares the same philosophy like us and is willing to promote the values of our brand to the Indian market.

Could you shed light on the Indian porcelain industry vis-à-vis other Asian markets?

It is difficult for us to talk about Indian

porcelain industry as we do not think we know enough of it. However, from what we understand, Indian porcelain brands have not been recognised by the international market yet. The industry overall still focuses on domestic market and tableware for daily use (instead of porcelain art), meaning there is still room for improvement in terms of quality and design. We hope in the future we will be able to find a suitable Indian manufacturer and work out a potential partnership.

Having been Taiwan’s Best Entrepreneur and Innovator, in your opinion what are some of the qualities that are required to be an entrepreneur? What needs to be done to encourage the spirit of innovation?

I think for every entrepreneur the ultimate goal is to improve the living of mankind. Of course innovation is not enough. Passion and execution are also important keys to success as with these qualities, we can think big, do great and overcome challenges.

How has the Yi Tai Design Center promoted the City of Yiwu?

In 2015, the City has generated more than 300 billion Renminbi (USD 45 billion), half will be used for domestic purposes and the other half is for exports.

China Commodity City (CCC) is a large wholesale market of Yiwu. It has been honored for being the ‘largest small commodity wholesale market in the world’ by the UN, the World Bank and Morgan Stanley amongst other world authorities in 2005. The Yiwu Government has invested 40 million Renminbi (about USD 6 million) to create the Yi Tai Design Center and we are commissioned by the Chinese Government to execute the project and bring professional designers. The Yi Tai Design Center has two main activities: first it is a platform for design studios and companies to offer their design services and to link with local factories. (Many Taiwanese companies already set up their offices there). Second, we set up a Brand Institute to provide training. The government is responsible for finding buyers and students for the Yi Tai Design Center. Recently, it issued ‘design vouchers’ to local factories with the goal to upgrade different industries overall.



The Yi Tai Design Center can promote Yiwu in four areas:

1. Globalisation
2. Brand building
3. Channel building
4. Industrialisation

With the Center’s design services and training offered at the Brand Institute, the small and medium-sized enterprises can be upgraded and create higher sales revenue. In the past, these enterprises only focused on manufacturing and lacked innovation, but the Center has been instrumental in bringing about a change in the way they perform business and provided the much-required inspiration. They realised that branding is a total package and hence can offer a total solution.

Which are the areas for mutual cooperation between Yiwu and India?

Yiwu has currently more than 1 million types of merchandise and 40,000 companies that work in different sectors. There are more than 10,000 foreigners living in the City and more than 500,000 people go there for sourcing every year. It is not only a place for sourcing but a great place to do import for China’s national distribution. So it is perfect for bilateral trade. Indian businesses can come to Yiwu for sourcing and promote their products to China.

Yiwu can be a good model for India. The famous Chinese e-commerce company Alibaba buys more than 70% of its commodities from Yiwu. India can learn from Yiwu, by upgrading the various industries leading to a rise in domestic sales and exports. In this way, the overall economy would benefit from the development.



Social Media for Business - Stories of Indian Brands

Social Media for Business – Stories of Indian Brands is authored by Mr. Sorav Jain who is a Thinker in Chief at echoVME – a renowned Indian digital marketing agency. He started his career as a Search Engines Optimization (SEO) executive while he was studying, working part time in an SEO agency in Chennai. Sorav has trained more than 3500+ professionals on digital marketing by hosting 150+ training programmes across India and Sri Lanka. He has worked with 100+ brands and has recorded his experience in his Book.

It would be like wearing blinkers on one's eyes, if one were to dismiss social media as being, for the sole purpose of socialising and serving an individual-oriented platform. Indian brands are soon realising that social media can be hotspots to reach out to an audience at a personal level. Unfortunately, the realisation stops with that.

The Book provides thoughts, illustrations, examples and proven models to go beyond just the realisation. The author illustrates his social media philosophies by giving an insider's view of the challenges and opportunities for Indian brands to turn to authentic execution of branding in the sphere of social media – the phenomenon that has already delved deep into the Indian fabric.

This Book will help one learn how social media can be perceived from a business purpose as well. It has succinctly presented case studies, tips and perspectives on how social media is a virtual world that provides various business opportunities, apart from regular business networking.

Some of the important chapters to look out for in the Book are the following:

- The author's journey of how he started his social media career with passion where he shares an overview of how Indians are slowly getting addicted to social media trends.
- Indian Social Media Scenario – In

this chapter he shares the facts about how India is progressing in the social media space and how investments are shaping in Social Media Business Ecosystem.

- Piggy Banking Theory - A theory that connects a piggy bank charity scenario to digital marketing which the author usually uses in his training and workshops.
- Social Media Business Ecosystem – An introduction to how Social Media can be used from different business perspectives. This chapter is an eye opener as it shows a completely different face of social media.
- Social Media for Online Reputation Management – Many brands use social media for addressing customer concerns. In this chapter, the author shares how brands use social media to listen to consumers and solve their problems.
- Using Social Media for Personal Branding - In the digital era it is necessary to be active on social media with all the right elements to improve personal branding. The author has provided tips on how to maintain social media profiles for personal branding that immensely helps in professional growth. He also gives examples of some of the top influencers in India and how they define their niche on social media for unique positioning.
- Social Media and Public Relations (PR) - This is an interesting chapter where the author draws a fair comparison with tradition and social media. He puts across a framework on how PR happens at every level of product development rather than just announcing the launch of the product. He also puts across the importance of blogger and influencer marketing and explains in easy steps how to organise a bloggers meet to get them to speak on a brand on the Internet.
- Social Media and Human Resources - If one is looking for innovative ways of recruitment and is a passive recruiter – this chapter provides understanding of how social media



can be used for recruitment. Today, LinkedIn is the most popular recruitment tool for showcasing the accuracy of a candidate and the ease of posting a job. The author puts across certain examples with industry case studies.

- Social Media for Collaboration - Intranet is typically used for larger organisations while Facebook groups are for smaller ones. The author explains how some organisations use Facebook groups as their company intranet to collaborate and to share lighter moments with their employees on a cost-effective note.
- Social Media for Lead Generation and Sales - Lead generation on social media is a process. The author shares tips on how one can drive lead generation with a minimal budget on social networking sites. He also focuses on the key ingredients of an effective landing page (The website page which people see after a click on an advertisement) and draws a correlation between the advertisement and landing pages.

One can read about 100 case studies on how Indian brands use social media in this Book.

Social media for business is a complete story and will urge one to think differently about it. After reading this Book social media will no more be a usual platform, one will start looking at activities on social platforms from a business point of view.

Lubelskie Region - A Place Worth Investing

Lubelskie Region is a dynamically developing part of Poland, with friendly institutional infrastructure and universities having an established tradition. The Region not only helps develop a business, but also serves as a place for relaxing which is surrounded by unique nature and one can benefit from a wide range of cultural events.

Broad Gauge Metallurgy Line, in the southern part of the Region, connecting the east of Europe with the terminal and logistics centre of western Poland. The accessibility of the Region has been helped along by the commissioning of the Lublin-Swidnik Airport and the proximity of transcontinental routes. A significant role is also played by the presence of science and technology parks and research institutions, which

entrepreneurs who want to venture outside Poland are assigned a dedicated investment pilot – a person who has adequate knowledge of investment areas (greenfield and brownfield), the list of potential clients within the Lubelskie Region and provides professional support.

Lubelskie Region has ambitions to become a worldwide recognisable region. In order to do so, Biznes Lubelskie organises economic missions abroad and solicits participation in trade fairs planned for local entrepreneurs. In the period 2013-2015, there were almost 40 such outgoing trade missions, attended by nearly 300 entrepreneurs. There were also incoming missions of entrepreneurs from outside the EU who held bilateral talks with local partners and attended study visits and seminars, during which the Region's economic potential and investment incentives were presented.

Further, Biznes Lubelskie organises study visits, business-to-business meetings and serves as a facilitator, providing contacts between business and science and semi-business institutions. It operates a help desk, which is the first point of contact for entrepreneurs with its team. Help desk is a fast-reaction service response, whose operator communicates the whole package of economic information about the Region and if needed, can efficiently put you in contact with potential business partners. A dedicated phone number and email are available outside normal office hours.

A study commissioned by the local government identified foreign markets with the absorptive capacity for Polish goods, leading to an increase in the value of exports to these destinations. Considering the most promising export directions, key sectors of importance for the Region are agri-food, mechanical engineering, automotive, aviation and furniture.

The Region harbours a high agri-food potential. Good soil and sunlight



One of the biggest assets of the Lubelskie Region is human capital. The Region offers vast educational opportunities through its 18 universities and a number of vocational schools. There is an abundance of skilled workers, university students, including foreign ones and graduates. In Lublin, the Region's capital, there is a large supply of office space and the whole Region is known for competitive labour costs and employment stability (low staff turnover).

Lubelskie Region has a well-developed border crossing infrastructure, one of Europe's most modern car terminals in Koroszczyn and a dry transshipment port in Malaszewicze. It neighbours on a free customs zone, open to investors interested in the production and distribution of goods. Recent years have seen an increased importance of the

encourage the creation of start-ups and innovative business solutions. The Region offers investment areas available as part of the special economic zones (14 subzones), which are geared towards particular industries and have a wide range of tax reliefs and investment incentives.



Biznes Lubelskie, a team of experts providing support to exporters and investors, makes for the Region's new quality of business service, based on international standards. Both foreign companies interested in starting business in the Lubelskie Region and local

Connecting with Global Markets

conditions are conducive to the cultivation of extremely demanding plants. In addition, high-quality soils keep down the costs associated with irrigation and fertilisation of crops. The Lubelskie Region specialises in growing fruits and vegetables, with a number of dedicated research units. Organic food creates a great opportunity for the Region's food industry, including its expansion on foreign markets. The increasing consumer awareness with regard to healthy lifestyles, as well as production processes drives the demand for natural and organic products. In addition to this, the natural image of the Lubelskie Region which provides the ground for promoting brands that rely on healthy eating. This is confirmed by the increasing number of organic farms across the Region numbering over 2,000. Eastern Poland's largest agri-commodity exchange is in Elizówka near Lublin which makes wholesale trade ever easier.

The value of agri-food exports in the Lubelskie Region continues to increase. In 2009-2013, exports grew at an annual rate of 11%, reaching a total of almost PLN (Polish złoty) 2.8 billion, which affords fine prospects for the future. Among the exporting countries preferred by local food exporters, developed countries, mostly in Europe are the preferred ones. It comes as a natural



result of the geographical proximity and an established track record of business relationships. However, while the existing partners represent a stable, well-known and safe market, it is developing countries that will experience the greatest demand for foodstuffs, opening up additional opportunities for entrepreneurs from the Lubelskie Region.

The agri-food trade structure in the Region is stable with the largest importer being Germany since a long time. Mainly due to the geographic location and quality products, in recent years, local producers have strengthened their presence in Britain, Belarus and Russia. Large exports are also shipped to the Netherlands, Italy, and Ukraine.

Last year's experience reveals the

growing interest of Asian and African business players in cooperation with businesses from the Lubelskie Region. Local entrepreneurs have been on economic missions to China seven times already, where they took part in trade fairs. Entrepreneurs from Africa can also prove to be good partners for Polish companies such as Ursus tractors assembled in a factory in Lublin which are sold to Ethiopia. The company is handling an order for 3,000 tractors, a contract worth close to USD 100 million. TV spots designed to encourage investment in the Lubelskie Region were aired on Al Jazeera Channel. The local government is making all efforts to take advantage of the wave of interest shown in the Lubelskie Region, especially from Arab markets, as a follow up done to the economic mission to Saudi Arabia and the United Arab Emirates.



The common challenge ahead for the initiative Biznes Lubelskie and the entire Region is to create an economic image which is competitive, project the Region as an investor-friendly partner, boost export potential of local firms and build a coherent system of economic information enabling professional services dedicated to businesses of the Lubelskie Region.

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Quanzhou Emerges as a Key Regional Market

Mr. Huang Yanping, President, CPPIT Quanzhou Branch and President, Quanzhou International Chamber of Commerce is a versatile personality making a difference to the organisations he heads. He recently led a delegation to the World Trade Centre Mumbai and shared his views in an interview on how Quanzhou, the largest City in the Fujian Province, China is gradually making its mark as a upcoming hub that supports Indo-Chinese bilateral trade in various sectors of the economy.

Could you share with us the future policy reforms in the financial, services and industrial sectors in the City of Quanzhou?

2016—2020 will be the 13th 5-year plan period for China. The financial policy will be drafted by the Chinese Central Government. In this period, Quanzhou will be building five main areas, namely Creative Quanzhou, Smart Quanzhou, Maritime Quanzhou, beautiful Quanzhou and Happy Quanzhou. The City will undergo industrial upgradation which is key to promoting its competitiveness in four leading sectors namely, textile, petrochemical, machinery equipment and construction material. Through ‘cluster and differentiation development’, it will continue to support leading enterprises in three characteristic sectors which include food, handicraft and paper printing. The City will adopt a ‘doubling plan’ policy in new industrial sectors such as information technology; biochemistry; new materials and new energy and energy and eco-friendly industries. It will accelerate the ‘Modern Service Campaign’ to promote the service sector, including health-and-senior-citizens-care, sports services, modern logistics, e-commerce, creative-finance, as well as agent services. It will carry out the ‘Internet+’ plan, encouraging internet support and renovation for newly developing industries. It will draw benefits from the manufacture center for construction materials in order to promote

specialisation and achieve scale of production in the area of construction material.

It is learnt that Quanzhou is a port city. How do you plan to promote bilateral trade between India and City of Quanzhou?

Quanzhou and India have strong complementarities in industrial development and great potential to reach higher levels of bilateral trade. We would like to strengthen the communication and exchanges between local governments, chambers of commerce and enterprises. Mutual and effective cooperation will be encouraged, for

instance, the cooperation between different ports of India, relevant shipping and logistics companies and trade cooperation, as well as two-way investment, with Quanzhou. Meanwhile, we would also like to enhance mutual understanding of our cities and people by increasing cultural and trade exchanges.

How did Quanzhou emerge as a ‘national model city of e-commerce’? What are the key lessons for India while pursuing its ambitious ‘Digital India’ policy of Modi government?

Quanzhou puts a high premium on e-commerce with a volume of 142 billion RMB (Chinese currency of Renminbi) in

“The City will undergo industrial upgradation which is key to promoting its competitiveness in four leading sectors namely, textile, petrochemical, machinery equipment and construction material.”



2014, which is a 33.7% increase over the previous year. In order to further promote e-commerce, the City planned a 'National Model City of E-commerce' which contains the following steps:

- In year 2013, it made 'the Quanzhou E-commerce Plan for the period 2013-2015', which is the first one of its kind in the Fujian Province. This policy was well promoted and encouraged the e-commerce application in local enterprises.
- The reconciliation of e-commerce and traditional manufacturing sector by on-line and off-line development of the economy.
- The construction of an on-line business park by improving the R&D of software and server aimed at the creation of a great platform with the capability to handle large data with good service and real time balance account.
- The step-by-step promotion of transnational e-commerce - Internet along with foreign trade is encouraged and vigorously implemented by promoting the development of transnational customs clearance platform and transnational leading e-commerce enterprises.
- The construction of support system for e-commerce - More than 10 network bases have been set up such as Quanzhou e-commerce industrial park, with an area of more than 400,000 square meters in use, attracting and accommodating more than 1000 e-commerce enterprises.

It is well-known that India has a highly developed IT industry and there are a lot of lessons we can learn. Exchanges and cooperation in this field is welcomed.

What are the steps taken by Quanzhou municipal administration to make the City the only Pilot City of 'Made in China 2025'?

- Policy-making - Together with experts from the Chinese Academy of Engineering, Quanzhou has compiled the 'Development Outline of Made in Quanzhou 2025', as well as 3-action projects of intelligent-manufacturing, quality and brand promotion and service



“ Mutual and effective cooperation will be encouraged, for instance, the cooperation between different ports of India, relevant shipping and logistics companies and trade cooperation, as well as two-way investment, with Quanzhou.”

manufacturing. Another important policy is the executive opinion about the acceleration of digital-control-generation and the promotion of smart-equipment industrial sectors.

- Platform support - Experts and professionals are introduced on a big scale, 17 digital-tech public service platforms are set up, attracting more than 600 professionals in IT and equipment manufacturing.
- Local R&D - This helps to guide R&D platforms to do their job according to local demands, especially demand for industrial upgrade of local enterprises controlled digitally with use of smart equipment.
- Application and promotion - The digital-control-generation coupled with Tech-Renovation Center of Quanzhou has been set up for the promotion of model products and production lines in its traditional sectors including textile and clothing, shoes making, construction material, food and machinery.

We have learnt that there are 45,000 SMEs operating in your City and they contribute 92% to the industrial output. What are the measures taken by your administration to support small and medium enterprises in the City?

In the past 30 years, SMEs of Quanzhou have been the most important part of its economy, which has been an advantage to the City in the new round of development. The following measures are taken by the Quanzhou Municipal Government to support SMEs in our city:

1. To support the transformation and upgradation of manufacturing enterprises - A special plan (inclusive of financial support) has been carried out to support SMEs for self-renovation, technical transformation, energy saving and emission reduction, so as to develop eco-friendly and energy-saving industries.
2. To encourage modern service industry - To provide financial support to productive service industry, thereby encouraging such enterprises to set up their headquarters in Quanzhou.
3. To emphasise the building of echelon of SMEs - SMEs are encouraged to come together, thereby promoting eligible enterprises to get listed, after a stockholding system is established. This would help establish a Quanzhou Stock Block, which would further help in carrying out SMEs Growth Plan in a step-by-step manner.
4. To promote the operation and management of SMEs by means of management renovation, creation of international brands, as well as the exploitation of domestic and international markets.
5. To promote the service of government - To follow up and provide necessary service to SMEs in the case of an examination, approval, taxation, as well as chamber of commerce services. This also includes services for credit and information exchange platform to SMEs, since it is hard and expensive for SMEs to get financial support.

China, the Partner of Choice for Digital India



Col N. S. Rawat

Executive Director, India China Chamber of Commerce and Industry

For the last two decades, the world has experienced multiple disciplinary discoveries and innovations which have rattled the centuries-old beliefs and self assured complacency and transformed the perception of the conventional norms of progress. The advent of Information Technology (IT) has more than anything else made it possible now to do and imagine things which would have probably taken centuries to realise. Today, almost all the countries in the world are in the grip of this latest passion. Some years ago, as the All India Public Schools Quiz contest was underway in a school in New Delhi, spectators were all agog when the quiz master asked, “What do you call the number when you put 100 zeros in front of 1?” There was total silence and a hushed curiosity. Most looked at each other unsuccessfully hiding ignorance. Then a young student stood, picked up the mike and confidently announced: ‘Googol’. The quiz master who is today a member of one of the Indian political parties then went on to explain that the present day word ‘Google’ has been derived from ‘Googol’.

Since then India has travelled some distance in modern history. While terms like bits, bytes, megabytes, gigabytes and terabytes are quite familiar, we are now moving into the age of ‘exabytes’

and even ‘zettabytes’. There was a time when the concept of IT was explained in terms of desktops and laptops. Its immense potential was neither known nor researched nor even imagined. For the people of that era it would be a wild exaggeration to be told that the combined net worth of Apple and Facebook today, is much more than the total resources of Lebanon, Costa Rica, Uruguay, Myanmar, Oman, Croatia, Luxembourg, Kenya, Yemen and Serbia. Thus, in a world fraught with immense possibilities, one learns many such new terms which will usher in new frontiers of knowledge.



An ardent advocate of synergy between technology and governance, Honourable Prime Minister of India Mr. Modi has launched the ‘Digital India’ initiative in 2015 with great fanfare and still greater expectation. Addressing a gathering of intellectuals, Modi once shared his views, **“I dream of a digital India where high speed digital highways unite the nation. I dream of a digital India where government is open and governance is transparent. I dream of a digital India where 1.2 billion connected Indians drive innovation. I dream of a digital India where the world looks up to India for the next innovation. I dream of a digital India where ICT-enabled citizen-government is incorruptible.”** He further added, **“E-governance is going to change into m-governance or mobile governance. It is going to be a reality soon.”**

It is important to examine what is meant by ‘Digital India’, its outreach and

ramifications, its cascading influence, challenges and its economic implications.

Traditionally, natural resources of a country, its infrastructure and the skills of its people define the state of its economy. However, with greater penetration of information technology, the digital density has also become an important indicator of a nation’s economic health.

In days to come, there will be more digital markets and many enterprises will be running digitally and citizens will be able to freely access all factors of production such as land, capital, talent, plant and property via digital technology. They will have easier access to modern facilities like health, education, travel, entertainment, sports and food.

This means a clean departure from the traditional methods of keeping and storing records in voluminous reams of paper and from transacting in an age old system of hard currencies and objects which have a physical form and limited shelf life. This means digitising all that has relevance to one’s existence, social intercourse and governance.

The digital India initiative seeks to lay emphasis on e-governance to transform the nation to a digitally empowered society. Though as per the rough estimates, the program is projected to cost around Rs. 1,30,000 crore, it will prepare the country for knowledge-based transformation and more than make up the expenditure incurred. This is going to be a game-changing initiative and the government machinery like the Department of Electronics and the Ministry of Communication and Information Technology will have a huge role to play.

Digital India means that it will be ensured that the government services are available to citizens electronically. High

speed internet services will be provided to citizens and they will be able to access all information online in real time. This will certainly bring about a perceptible and positive transformation in the ease of doing business in the country. Almost all villages in India will be brought under the ambit of broadband services and network empowering the hitherto neglected and marginalised citizenry to access the latest, variegated and authentic information on all subjects. People in every nook and corner will be able to access, sift, select, reject and utilise the services of tele-medicine, education, travel, healthcare etc. They will also be able to freely access land records and details of government budget etc. This will herald the beginning of a true participative governance and real democracy.

All this will entail a quantum jump in the IT infrastructure before the dream becomes a reality. Therefore, the next generation of telephone exchanges will have to replace the old ones across the country. The number of active wifi hot spots will have to multiply. Digital lockers should be available for all citizens to store digital copies of all their documents which can be used for easy download thus ensuring ease of access and comfort of security.

In addition to augmenting internet services and broadband network, people of India will be able to access energy storage, weather forecasting advisories, mandi price services for farmers and mobile wallet banking, safe and secure cyber space, access to government services online and transactions through electronic medium and digital literacy even in Indian languages. We will then be speaking not only of smart cities but of smart villages too.

In a nutshell, digital India initiative lays stress on manufacturing of all electronic items in India and provides public access to internet, not only in urban areas but to thousands of villages and post offices in the hinterland of India. Digital India will democratise the nation and break down the digital divide in the country.



Above all, this will involve significantly improving the level of skills of the people. It is important to increase network penetration and cover gaps wherever they exist. The Indian government has already decided to train 1 crore students from small towns and villages in IT and also set up Business Process Outsourcing (BPOs) in North Eastern states. This is bound to e-revolutionise the country's progress module. In this venture, global investors like Mr. Sunder Pichai, Chief Executive Officer, Google and Mr. Satya Nadella, Chief Executive Officer, Microsoft have expressed their willingness to partner with India.

The campaign envisages an India where 'Make in India' is considered to be an important cornerstone. Therefore, 'design in India' is a must. One has to unleash one's talent to think, innovate, research, create, design and make in India. Copying and reproducing from others what has already been produced by others can not continue. Young talents have to be given a free play to their creativity, innovation and design. Simply having and owning several computers and mobile phones is not what defines this dream. One cannot remain satisfied with just IT-enabled services. It is important to create an IT-enabled society. During the slowdown of an economy, all countries are looking for ways and means to stimulate growth and create new jobs. Today, the number of mobile users is fast growing and soon it may equal the world

population figures or close to it. This has created competitiveness among the world economies. This digital technology is likely to benefit by direct job creation. In 2013, the global technology market grew by 8% and it is estimated that by 2020 in the US alone IT-related jobs will grow by 20%. This will lead to higher GDP growth. Findings indicate that 10% increase in broadband penetration is associated with 1.4% increase in GDP growth in emerging markets.

China - India's partner

In the fast globalising world and India's growing proximity to China, there is a view that the two countries could partner in this dream initiative. To the traditionalists, this very thought may sound incongruous, even bizarre, but seen through the prism of evolving international reality, this appears to be as much opportune as quite within the realm of possibility.

China's Rise - A study has revealed that in 2012, China spent one trillion Yuan (\$164 billion), a little less than 2% of its GDP on research & development. This was the year when US spent \$447 billion on R&D. However, China's economy is growing at a phenomenal pace and so is its expenditure on R&D. It is estimated that by 2022, China will overtake USA in the area of R&D. Accenture, a multinational managing consulting company recently carried out a study on the impact of technology on the economy and based their research on the volume of transactions conducted online, the use of cloud or other technologies and the pervasiveness of technology skills in various companies. The study concluded that the increased use of technologies can boost productivity for the world's top 10 economies and add \$1.36 trillion to their total economic output in 2020. As per their findings, it is concluded that increasing application of digital technology will help all countries in the growth of their GDP quite substantially by the year 2020. They have estimated that it will contribute \$410 billion to China's economy, \$365 billion to US, \$114 billion to Japan, \$101 billion to India and \$97 billion to Brazil.



China is focusing on indigenous innovation and plans to turn the country into a 'science powerhouse' by 2020. As against 1.1 million in 2001, seven million Chinese students graduated in 2014. While their students apply for higher studies abroad, they try hard to lure them back to China especially scientists who have settled abroad. It is felt that the 'Digital India' program has been conceived at the right time. If India is an IT power, China is definitely a digital power. China has the world's largest internet population and with big digital players such as Alibaba and Tencent, China has an overwhelming presence among the world's top 10 internet enterprises. As far as India is concerned, China is far ahead in digital development. Though India born Mr. Sunder Pichai of Google and Mr. Satya Nadella of Microsoft are the heads of the biggest internet brands, yet India itself has no internet magnate comparable to Jack ma, the founder of Alibaba, Taobao and Alipay or Pony ma of Tencent,



known for free messaging and calling app, weChat which is used by nearly 500 million people.

It is clear that there is the possibility of China joining hands with India. This will be driven solely by their business interests. Pragmatism dictates that a prosperous India will be the biggest market for Chinese goods. They realise it quite well.

China has achieved digital maturity and hence sees Digital India initiative of Prime Minister Modi as an opportunity for Chinese internet giants who are seeking new territories for business - investments, clients and consumers. They would therefore like to partner with India thereby helping India and also serve their own interests.

China's 'Xiaomi' already has a very visible presence in India, which China



earlier focused on selling in India. Now they are shifting their attention to 'Make in India' campaign. While this will give a boost to manufacturing in India, China also gains as they internationalise business and find new areas for investment.

As an economy gets saturated, big companies are looking for space in foreign territories. Thus renowned digital giants like Baidu, Alibaba and Tencent like their western counterparts Google, Facebook, Tesla and Adobe are all thirsting to reach out to new markets. With an additional one billion consumers, India offers them an opening to a huge market in the sphere of 'e-commerce' for growth and investment.

China has really made deft use of technology. This has spurred their manufacturing capacity which in turn empowered people by way of higher income, better living standard and more purchasing power. This in turn gave a fillip to innovation by unleashing the creativity of their people.

China's partnership with India will thus kick start in India an era when it will be able to conceptualise, design, create and manufacture in India. Once Indians have more purchasing power, India will have more innovation hubs. As it is, there is already a steady rise in e-commerce in India. China's Alibaba is already on the scene. Tencent, China's gaming giant is making a big entry with an investment in the healthcare startup Practo, an app to connect patients and doctors.

In the light of the above and the pragmatism and maturity on display at the political, economic and social platforms both in India and China, one can safely look forward to an era of active digital network in India and a close, effective and profitable partnership between India and China. Optimism in this field, however, should not give a short drift to circumspection and India will do well by flagging certain areas for the notice of cyber security apparatus.

HAPPENINGS...

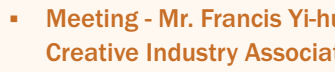
Exhibitions and Events held from October-December 2015

220 Events in the Centre **1** Building

17 Exhibitions at the Expo Center

At a Glance

- Restaurant & Catering Trade Show 2015
- Ruchika Lifestyle 2015
- Ghoomer Bazaar
- Annual Coin Bank Notes & Philatelic Fair 2015
- Brides of Mumbai
- Diwali Fun Fiesta
- Paramparik Karigar
- Culture Collection 2015
- Scat 2015 India Trade Show
- 5th Global Economic Summit 2015
- Bombay Times Fashion Jalsa 2015
- Kidtown Fair
- The Fashion Affair
- CII Tower Run - 2nd Edition
- A Business Forum - Mr. Vazil Hudak, Honourable Minister Of Economy, Slovak Republic
- Polish High Level Delegation - Mr. Krzysztof Grabczuk, Deputy Marshall – Lubelskie Province H. E. Mr. Jerzy Witold Pietrewicz State Minister of Economy, Poland
- Mr. Kamal M. Morarka Re-elected - Chairman, WTC Mumbai and Chairman, Board of Directors - WTC Bhubaneswar - Odisha, WTC Goa and WTC Jaipur-Rajasthan
- Delegations - Stavropol and Khanty Mansisyk Region
- Farewell Reception to Dean of Consular Corps - Mr. Pule I. Malefane, Consul General, Consulate General of the Republic of South Africa



- Business Delegation - Mr. Wang Junxu, Chairman China Council for the Promotion of International Trade (CCPIT) Gansu

- Interactive Meeting - Mr. Huang Yanping Chairman, CCPIT, Guangzhou
- Interactive Meeting - 'Cyber Safety and Security' - Mr. Ahmad Javed, I.P.S., Commissioner of Police, Mumbai
- Meeting - Mr. Francis Yi-hua Kan, Advisor, Cultural Creative Industry Association, Taiwan
- Interactive Meeting - Mr. Zhong Chen, Vice Chairman, World Trade Center Xiamen
- Release - 'India Micro, Small and Medium Enterprises Report 2015' - Mr. S. S. Mundra, Deputy Governor, Reserve Bank of India

- British Council Exams
- Bankers Meet
- Digital Meet
- IELTS Exams
- Finance Workshop
- WTC Presentation
 - D. Y. Patil Institute of Management
 - Prasanna Academy

World Trade Center Goa Trade Promotional Activities

WTC Goa Marks World Food Day

World Trade Centre Goa and Goa Chamber of Commerce and Industry (GCCCI) jointly commemorated the World Food Day on October 16, 2015 at Panaji, Goa by committing to create awareness about hunger challenges and further encouraging people worldwide to take action in the fight against hunger. The day was also marked by organising a programme where farmers were recognised for their hard work in providing food to society. The programme was attended by a large number of farmers and the general public.

Mr. Ulhas Kakode, Director, Directorate of Agriculture, Government of Goa, congratulated the farmers and spoke on 'Social protection and Agriculture', the topic for 2015, which projects the role of social protection and to reduce chronic food insecurity and poverty by ensuring direct access to food or the means to buy food. "Social protection is, moreover, a viable alternative for stimulating agricultural production and local economic activity. The role of the farmer today should be widened and entrepreneurship in the agricultural domain should be promoted widely". He urged farmers to make use of the various government schemes and benefits. His department was open to ideas and also to help impart the latest knowledge to improvise skill base of farmers.

Mr. Kakode said that he was particularly pleased with the choice of the topic, which reflects a clear intention to highlight important agriculture-related issues, drawing attention to achievements in rural development and encouraging agricultural food production. In this context, he said, the role played by the farmers is crucial. Farmers are the key actors in the process of fighting hunger and finding concrete remedies that address issues affecting food security and nutrition.

Mr. Narayan Bandekar, President, GCCCI, said that just like the 'Jawans (Soldiers)' are guarding the borders of the country, 'Kissans (farmers)' are toiling in farms to ensure that all get their daily meal.

Mr. Mangurish Pai Raiker, Advisor, World Trade Centre Goa, in his address said that the farmers must get their dues for the agriculture produce and should be respected for their hard work. They take major risks when they till the land as they have to fight the vagaries of nature as well as the pests and are unsure of the produce at the time of harvest. "The country is on the path of growth and has achieved world standing because farmers were able to feed the 1.25 billion people", said Mr. Raiker.



From (L-R): Mr. R. S. Kamat, Director General, Goa Chamber of Commerce & Industry (GCCCI), Mr. Ulhas Kakode, Director, Directorate of Agriculture, Government of Goa, Mr. Narayanbab Bandekar, President, GCCCI, Mr. Shrirang Jambhale, Professor, Agriculture College, Mr. Premanand Mhambrey, President, Farmer's Club of Chorao, Mr. Premanand Verenkar, a progressive farmer, Mr. Uday Bhate, a progressive farmer, Ms. Ambika Dhakhenkar, Assistant Manager-Trade Promotion & Research, World Trade Centre (WTC) Goa and Mr Mangurish Pai Raiker, Advisor, WTC Goa.

WTC Goa Organises UNPD Workshop

An interactive session with Ms Laura Kathleen Secher, United Nations Procurement Division (UNPD), New York, USA along with a delegation was organised by the World Trade Centre (WTC) Goa in association with Goa Chamber of Commerce and Industry on November 17 2015 at the GCCI hall, Panaji.

Ms Secher gave an overview on the procurement process formulated by the United Nations (UN). This was a unique opportunity for manufacturers of food and other products in sectors like consumer durables etc to discuss various issues of concern. However, UN procurement is made in a wide range of products including machinery, energy sources, fuel, pharmaceutical and services such as transportation, information technology and banking and finance. The programme was attended by business entities and chamber

representatives from Goa as well as the neighbouring State of Karnataka.

Mr Ramesh Patil, President, Karnataka Chamber of Commerce and Industry (KCCI), requested the people of Karnataka and Goa to join hands in such initiatives which will improve trade relations between the States. He invited them to conduct such activities in association with the Chamber to impart knowledge and benefits for the growth of business and trade.

Mr. Manguirish Pai Raikar, Advisor, WTC Goa urged people of Goa and Karnataka to avail of the opportunities to grow trade ties between the UN and India through Goa, thereby enhancing Goa's identity from a mere travel destination to a business and investment hub. He mentioned a few facts from

the UN Annual Statistical Report with regard to the overall procurement (goods and services) of the UN in 2014 which increased to \$ 17.2 billion from \$ 16.1 billion in 2013, which is a 7.2% increase. Also, the total procurement of goods increased by \$891 million i.e. 11.7% and services increased by \$ 264 million i.e. 3.1% from the previous year. Out of \$ 17.2 billion worth overall procurement volume of \$8.713 billion comes from the service sector (50.5%) and the remainder of \$ 8.525 billion is from the product category (49.5%). Rise in procurement is attributed to the growing demand for food products, transportation services, fuel and pharmaceutical sectors. Out of 194 countries, 127 had an annual procurement value of more than \$10 million each, he enlightened.



From (L-R): Mr. Manguirish Pai Raikar, Advisor, World Trade Centre (WTC) Goa, Ms. Ambika Dhakhenkar, Assistant Manager-Trade Promotion & Research, WTC Goa, Ms. Laura Secher, Associate Procurement Officer, United Nations Procurement Department, Mr. Ramesh Patil, President, Karnataka Chamber of Commerce and Industry and Mr. R. S. Kamat, Director General, Goa Chamber of Commerce & Industry.

World Trade Center Goa Forges Partnership with Belgaum Chamber of Commerce and Industries (BCCI)

Officials from World Trade Centre Goa (WTC Goa) had several meetings with key government officials of trade and industry from Belgaum Chamber of Commerce and Industries (BCCI) in Karnataka on December 15, 2015.

During the meeting with Mr. N. Jayaram, I. A. S., Deputy Commissioner and District Magistrate of Belgaum District, WTC Goa officials were apprised of the abundant resources of

Karnataka and the high potential of Belgaum as an economic region. Mr. Jayaram mentioned that the government of Karnataka is taking steps to improve ease of doing business. Belgaum is endowed with fertile land, plenty of water and power. The industrial environment is highly conducive to diverse economic, industry and investment activities. The Belgaum Region is thriving with a strong SME base which is engaged in a wide range of industry and trade activities. The government's policy is conducive to the growth of SME sector

and SMEs could be facilitated to integrate with the global markets through the support of the WTC Goa, Mr. Jayaram added.

WTC Goa officials also had a meeting with Mr. Satish Tendolkar, Ex-president, BCCI. Mr. Tendolkar mentioned that Belgaum Chamber was actively promoting the SME sector in the Region by providing necessary support and incentives as also encouraging the development of SME clusters. Mr. Tendolkar sought the support of WTC Goa to strengthen the SME sector and enable them to find international markets through the network of WTC Goa.

WTC Goa assured BCCI that international trade promotional activities and educational programmes would be organised by the WTC Goa and invited BCCI to participate in such activities which would not only benefit in connecting with international business leaders and experts but also give them opportunities to project and showcase Belgaum as conducive for investors.



From (L-R): Mr. Manguirish Pai Raiker, Advisor, World Trade Centre (WTC) Goa, Mr. N. Jayaram, I. A. S., Deputy Commissioner and District Magistrate, Belgaum District, Karnataka, Ms. Rupa Naik, Director-Projects, World Trade Centre Mumbai, Mr. Satish Tendolkar, Chairman, Ex-President, Belgaum Chamber of Commerce & Industry and Ms. Ambika Dhakhenkar, Assistant Manager-Trade Promotion & Research, WTC Goa.

WTC Goa Seeks Partnership with Karnataka Chamber of Commerce and Industry (KCCI)

Officials from the World Trade Centre Goa (WTC Goa) invited the functionaries of Karnataka Chamber of Commerce and Industry (KCCI) in Hubli to participate in its trade and training programmes, at a meeting held on December 15, 2015. Officials from both the sides also discussed programmes of mutual interest.



From L-R: Ms. Ambika Dhakhenkar, Assistant Manager-Trade Promotion & Research, World Trade Centre Goa, Ms. Rupa Naik, Director-Projects, WTC Mumbai, Mr. S. B. Mugabast, Vice President, Karnataka Chamber of Commerce & Industry (KCCI), Mr. Manguirish Pai Raiker, Advisor, WTC Goa, Mr Ramesh Patil, President, KCCI.

Mr. Ramesh Patil, President, KCCI, emphasised the need to promote and project Hubli as an investment region with high potential in sectors like engineering, auto, plastics, agro and textiles.

Mr. Manguirish Pai Raiker, Advisor, WTC Goa invited Mr. Patil to become a member of the Advisory Council, formed especially with a view to oversee and guide various aspects of promotion of trade and commerce of the surrounding regions and to facilitate international trade by participating in 'Make in India' Initiative, which has a very broad agenda.

WTC Goa would help establish connectivity with appropriate global partners for access to finance, technology and customers for goods and services from India.

Ms. Ambika, Assistant Manager, Trade Promotion and Research, WTC Goa informed the members of KCCI about Centrallia 2016 which is a bi-annual event of World Trade Centre Winnipeg, Canada. Centrallia 2016, which is the 4th edition, would invite experts to deliberate trade issues in the Arctic Region, North and South America, besides hosting Business-to-Business Meetings. Ms. Rupa Naik, Director-Projects, WTC Mumbai elaborated on networking opportunities to promote Hubli as an Industrial destination with the support and efforts of both sides.

Goa - An Upcoming ITpreneur Destination

Looking back 2-3 years, many start-up companies have preferred Goa as the start-up destination as compared to other metros and have been flourishing since then, which clearly indicate that Goa is more than just being a tourist destination. Details of two success stories are illustrated below.

Androcid Media Pvt Ltd

Mr. Prajyot Mainkar is one among the Founder come Director of Androcid Media Pvt Ltd, a start-up company based in Goa. It recently acquired membership with the World Trade Centre Goa.



Born in the Capital City of Goa, Panaji, Mr. Mainkar was fascinated by computer science and was sent to a computer course while he was in his 6th standard, a batch that actually saw higher age group members than himself. While pursuing the course, he simultaneously completed his studies. Buying a computer those days was expensive, so one had to take efforts to work in computer laboratories, cyber cafés or read books to learn more and correlate with school teachings. His parents gifted him a personal computer on scoring a distinction in school board exams, as promised. Having achieved this far, his passion to learn computer science only grew.

As a student of engineering, he rose in the field of technology both within and beyond college life and was awarded 'The Best Outgoing Student of the Year'. Prajyot started his own company while in his second year of engineering college; where he had taken website design and development projects, which eventually became his full time work under proprietorship in 2009. He soon realised that he might not be excited to do that for long and thus channelised his efforts to working on mobile development and engineering. In 2013, he started a firm in the name of Androcid Media Pvt Ltd.



Today, thanks to the faith, blessings and trust of his parents, gurus and mentors, Prajyot is one of the prominent faces in the field of Android apps in Goa with more than five years of experience in android technologies and more than 8 years in IT.

One of the leading startup portals in India quoted him as 'Android Man of Goa' for his effort to take community support and learning to the next level by building a world class ecosystem of seamless transfer of technical knowledge and innovation. He has been a mentor for mobile app building strategy and initiatives around India, with his experimental approach. The company works exclusively in mobile app development such as Android, iOS, Windows and also cross platform mobile app development. In the past, the organisation has served many national and international clients such as IFB Industries, AMDOCS, Government of Goa, TERI, Putzmeister Concrete Machines Pvt. Ltd. to name a few. Androcid ensures the mobile app engineering process is not just done 'right' but also 'served' well in the target market. Backed with the strong engineering team, Androcid aims to provide 'app-centric- approach to businesses that need mobile- wing. Apart from just delivering a fantastic app, Androcid also believes and assists in ensuring its success with effective marketing. Androcid works with other startups, enterprises to increase optional efficiency and engage their customers, using 'Think Mobile' approach.

The most recent achievement has been when Androcid developed an app for an IIT-based startup Curofy, which is a specialised online network that is not confined to one hospital or one chain of hospitals or even one city. It is a professional PAN-India network, regardless of where the specialist is located, the patient can seek the specialist's service, through one's own doctor's links. The app also features research work, close-loop discussions and sharing references via app. This 'linkedin for doctor' app won an award at the TiE the Knot Summit - TiEcon, organised by CNBC Young Turks. 'Curofy' also emerged as a winner at the Google's Launchpad Week in September 2015.

Androcid also empowered Goa State Horticulture Corporation Limited by helping with the use of Android technology, which was the first Government office in Goa that introduced mobile-app system and today, there are more than 200 vendors and supervisors using this system to automate their processes. Besides, Mobile Development, Androcid also organises Goa's largest technology conference and the only-android conference - Nitrodroid and a conference - DroidSync in Mumbai. In fact, several companies like Intel, Nokia, Persistent Systems, XDA, GitHub, Adiquity were part of the associate sponsors for these events. Androcid also runs an active blog: <http://androcid.com> which helps android

lovers and developers to stay updated with android technology.

Mr. Mainkar realised that unlike many other metropolitan cities, Goa was lacking in a common platform for young entrepreneurs to pitch, share and discuss their ideas. Hence on the advise of Mr Manguirish Pai Raiker, Advisor WTC Goa and the then President of Goa Chamber of Commerce & Industry (GCCCI), started a forum in 2011 for the goan youth to showcase their talents which is now running successfully since 4 years. Prajyot is inducted as the Chairman of the Special committee in GCCCI called the Young Entrepreneurs' Forum (YEF) for the year 2015-17. In 2011, he started Goa's first and the only android tech group called the 'Goa Android Users Group' belonging to the parent organising committee - 'The Google Developer Group', which offers goan software developers a common platform for interaction and knowledge purpose. He has also participated in around 200 events such as Android Developer Days in Turkey, Droidcon India, Droidcon Greece, Google SEA Community Summit - Sri Lanka, Google Community Summit - India and many more, as a notable speaker. He was recently invited by Government of India and Google for the PMO Initiative 'My App', for a talk and to mentor ideas and start-ups at Ahmedabad.

Genora Infotech

Milind Prabhu graduated from Goa College of Engineering in the year 2011, shortly after he launched 'Genora Infotech' and headed it as its Director. The usual way of conducting business in the software industry was to gather customer requirements and deliver customised products and services conforming to the business requirements. Indian IT firms created a lot of software products but were not able to utilise it to their full potential as they were unable to tap the exhaustible customer resource base.

However, Mr. Prabhu identified a unique opportunity that gave a whole new perspective to the way IT industry conducted its business. He decided to take up projects that would make a difference to the client only after conducting various active and interactive sessions with the ultimate aim of achieving higher customer engagement before accepting any project. Only those projects that were able to inculcate full confidence among the Genora's team members were accepted. Gradually, people realised the difference between Genora and other companies, in terms of customer requirements and delivery of standard products, in which case Genora was far superior in its workings. Even during business expansion plans, Genora's highest priority has been to take care of the existing customers. Genora's decision to reject certain projects that would not work in the real time scenario paid off in the long run.

With the growing company strength, the company focused its attention on intelligent software for its own operations.

Increasing efficiency of resources is priority and ensuring best opportunities for growth of their employees. Success in performance is attributed to the team spirit and hard work which is a totally accepted fact among the Genora-ites as they are referred to. It is the team that makes software ideas become a reality. The whole process of developing an application involves incorporating the emotions and the behavior of the users, which has to be kept in mind while designing and developing every aspect of the software. At Genora, the team loves the challenge and enjoys what they do.

A company has to remain true to its social responsibility as well. A digital nation and a digital business has been the focus of Genora's CSR wing. They have worked with the Ponda Municipal Council to make house tax payment facility available online along with the other commercial taxes. They have also sponsored app development for Rotary Club of Panjim. Genora has partnered in the customer connect mobile application development for Goa Chamber of Commerce and Industries. They are also working to provide online platform for women entrepreneurs in Goa to sell their products and services.



When the entrepreneurial spirit in Goa started, the State got a distinct identity besides tourism. Nobody believed that there were people working on latest technologies on Android in Goa. Today, developers in Goa have a platform to interact and learn. The technology scenario is fast changing. Efforts taken under the 'Digital India' Initiative at different places across India can be seen as a synergy for digitising India. A decade back, the smartphone was not a part of common life. The era was predominantly driven by Windows Mobile OS and Symbian. A lot changed after Apple launched the first iOS version in 2007. Several players continue to enter the mobile space including the search giant Google, with Android. Today, smartphones are not just a medium of communication but has become an asset to human life both personal as well as business.

The key parameters for growth are: Education, Innovation and Ideas, which are independent of each other, but when effectively collaborated, it can create a huge impact. It took the internet almost four decades to reach three billion people, but with the current trend it will take around 5-7 years more to reach next three billion users. However, still $\frac{2}{3}$ rd of the world's population does not yet have access to the Internet. Under Digital India initiative, internet reach would provide a much needed thrust to the ten pillars of growth namely, Broadband Highways, Universal Access to Mobile Connectivity, Public Internet Access Programme, e-Governance: Reforming Government through Technology, e-Kranti - Electronic Delivery of Services, Information for All, Electronics Manufacturing, IT for Jobs, Early Harvest Programmes and Upgradation of Indian IT.



Goa on the Path of Digitisation

Mangirish Pai Raiker

Chairman, ASSOCHAM's National Council for SMEs, India

Narendra Modi, the Honourable Prime Minister of India, in his Vision Statement noted that the 'Digital India' initiative will take India forward by leaps and bounds. It will help change

the lifestyle of a common man even in the remotest corner of India. To achieve the goal of e-governance, there is a need to take different applications of e-governance on the front end, which will in turn ease the working of the common man. For example, process of issuing residential certificates, land documents and other such requirements by the government, if made available online at the Panchayat level, will help reduce complexity and make it more timely.

To achieve the goal of implementing the digitalisation process across all platforms in India, several government, public and private agencies need to work harmoniously together in synchronisation. Several initiatives have to be taken to achieve and implement digitalisation of regulations and documentation in the government departments. Various steps have to be taken to provide proper training and guidance to create an army of skilled manpower handling online and e-services platform in public enterprises.

Goa has pioneered its way through the digitisation channel long before the 'Digital India' initiative was launched nationwide. As a precursor to some of the major steps taken towards digitisation, was building an Information Technology Society and promoting entrepreneurship in the field of IT Innovations and Technology Development. Hence, IT Incubation Centre known as Goa Information Technology Incubation Centre (GITIC) was established in 2011. Till date we have several sectors, which have benefitted from this Centre and new start-up groups have been established. These groups work towards facilitating and establishing new universities, as well as promoting and motivating the young generation towards entering the business world, including the ones with no family business background. The management team of the Incubation Centre has been successful in collaborating with large players and budding start ups in the IT sector, to facilitate the outsourcing process. There are several IT wizards from the State who have excelled themselves as entrepreneurs through the Centre. This Centre is playing a vital role in helping and promoting IT entrepreneurs in the State of Goa. The team intends to create a common platform for all belonging to the IT sector so as to upgrade skills of the IT work force and create employment opportunities within the local community.

Despite the measures taken in this direction, Goa is still to achieve the status of an information technology center, in spite, of a huge pool of skilled and trained manpower. Goan Youth

Entrepreneurs are excelling in various sectors of IT all over the globe. Two names surface as Goan-based IT enterprises who are well known on the global front. One is 'Androcid', which is an android-based mobile app developer and the other is 'Inventrom' that specialises in robotics, who were selected to be a part of the Prime Minister's delegation that visited Silicon Valley, USA. It is time for the investors to make Goa as their preferred IT destination. In order to furnish a conducive IT environment, the State provides well-equipped infrastructure along with good quality of life.

In order to attract foreign investments in Goa in all sectors of the industry, especially in IT, the State should establish a conducive IT policy in consultation with the IT industry and experts. The Centre and the state along with organisations like industry associations should conduct joint road shows and summits to promote Goa as an upcoming IT destination.

(The author is also an Advisor to World Trade Centre Goa and is on the Board of MSME, Government of India)

A Warm Welcome to Our New Members

Organisation: UMANG SOFTWARE TECHNOLOGIES

Contact Person: **MR. MANGIRISH SALEKAR**

Designation: CHIEF EXECUTIVE OFFICER

Umang Software Technologies is an offshore software development company providing IT outsourcing services and solutions to clients worldwide.

Organisation: ANANT V. SARMALKAR

Contact Person: **MR. NARAYAN R. BANDEKAR**

Designation: PROPRIETOR

The firm is into production, export and import of iron ore.

Organisation: NARCINVA DAMODAR NAIK

Contact Person: **MR. NARCINVA NAIK**

Designation: MANAGING DIRECTOR

The firm is a commercial vehicle dealer for Tata Motors in Goa.

Organisation: ANDROID MEDIA PVT. LTD.

Contact Person: **MR. PRAJYOT MAINKAR**

Designation: DIRECTOR

Androcid Media Pvt. Ltd. is an app engineering firm which creates android mobile app and wear development.

Disrupting Cash: Way Towards Electronic Payments in India

Shinjini Kumar, Banking and Capital Markets Leader, PwC India



The last two years have seen the story of electronic payments beginning to attract the attention of banks and banking regulators. Some of this has come from the global experience of technology companies (christened ‘Fintech’) disrupting transaction banking in other economies. However, some of it is due to the fact that with increasing uberisation of user experience and integration in both online and offline spaces, many service providers became the instrument of choice for small payments, even for customers of traditional banks.

While there are multiple friction points, largely around the inability to cash out and the need to make frequent wallet loads of relatively small, permissible sizes. However, the potential of electronic payments for providing meaningful inclusion as well as to reduce cash in the system is not in doubt anymore and even sceptical banks are aggressively contemplating launching or acquiring wallets.

In January 2014, the Mor Committee Report on ‘Comprehensive Financial Services for Small Businesses and Low Income Households’ firmly supported the idea of payments banks and other differentiated banks. The eloquent preamble to the chapter described global trends in payments institutions, concluding that ‘...any financial inclusion strategy would not be credible if it did not envisage a clear role for independent non-bank participation’.

As a concrete step forward, the central bank created a new policy on differentiated bank licensing and invited applications for small and payments banks in November 2014. An overwhelming response ensued (41 applicants for Payments Banks and 72 for Small Finance Banks), leading to the eventual grant of ‘in principle’ licenses to 11 payments and 10 small banks in August–September 2015.

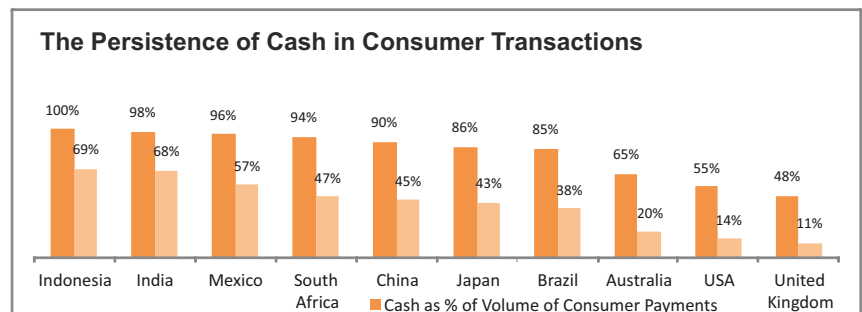
As the new licensees roll out plans to go to market, there are equally interesting developments in the wider payments, transactions and small finance ecosystem. It is important to recognise at this stage that while the differentiated licensing agenda emerged primarily out of concerns to address inclusion by the increasing supply of niche players that have a better ability to target specific market segments and innovate solutions, the outcome—i.e. a vibrant payments industry—is hardly likely to be limited to financial inclusion.

Moving from cash to cashless is going to be an open playing field, including the hitherto excluded as well as included. This brings into the fray traditional players, i.e. banks, NBFCs, cooperative banks as well as the new players like payments and small banks, PPIs, payment intermediaries and aggregators of transactions and merchants in the online and offline space.

Individually and together, these players will attempt to ‘disrupt cash’, which is where the major opportunity lies. This opportunity not only involves substituting billions of transactions currently taking place using cash, but also connecting with the new consumer in novel ways, understanding their tastes, preferences and lifestyles and using that data to improve the overall delivery of small loans, insurance and financial

solutions at affordable costs anytime, anywhere and using any channel.

Even for a developing economy, India’s preference for cash is high and persistent. Indian consumers may implicitly recognise the cost and risks associated with the use of cash, yet prefer it for a variety of reasons. Easy avoidance of taxes, low access to financial services and patchy digital infrastructure and connectivity have put in motion and sustained a vicious circle in which cash thrives. Even as electronic payments have sneaked into the transacting behaviour of customers in the recent past, there are interesting variants like cash on delivery that reinforce the stubbornness of cash. To achieve actual disruption of cash, the ecosystem requires seamlessness that will drive complete fungibility between cash and electronic payments.



Hugh, T., Jain, A., & Michael, A. (2013). MasterCard - Measuring progress towards a cashless society. Retrieved on 10 October 2015 from http://www.mastercardadvisors.com/_assets/pdf/MasterCardAdvisors-CashlessSociety.pdf, http://newsroom.mastercard.com/wp-content/uploads/2013/09/Cashless-Journey_WhitePaper_FINAL.pdf

Market participants will need to focus on the following core issues and build the capacity to deal with them individually and/or collectively:

1. Cost and Revenue Sharing

Cash is virtually free for consumers today, being heavily subsidised by the government as the sovereign issuer. The direct costs associated with cash are borne by the government (costs of printing and maintenance of currency, pilferage in subsidy transfer being some examples) and banks (maintenance of adequate cash balances at ATMs, logistics of cash management, ATM security, etc.). These costs are almost never passed onto the customer, with the exception of counterfeit notes. On the other hand, indirect costs of cash, including time and opportunity costs are not calculated or perceived as disincentives, given the larger convenience of usage and acceptance that cash provides.

While consumers remain virtually untouched and unaware of the costs of cash, banks, payments aggregators, acquirers and merchants have traditionally shared the cost of infrastructure setup as well as the onus of recovery of investment, creating various asymmetries in incentives to use electronic payments instead of cash. For example, as recovery of charges from customers for cash outs becomes a remote possibility, proliferation of Point of Sale (POS) acceptance infrastructure in rural areas will be constrained further as merchants will not perceive significant value addition by accepting electronic payments. On the other hand, common infrastructure will want to create such touchpoints, but will need to recover costs through a mutually agreed interchange. While the market players in the collaborate-compete paradigm may eventually figure out the optimal revenue and cost sharing structure, regulation of interchange, free transactions and lack of incentives to common infrastructure may act as inhibitors in the interim.

2. Convenience and Accessibility

It would be intuitive to believe that constantly withdrawing and securely maintaining cash balances in one's physical wallet would be cumbersome and risky to a consumer. However,

restricted access to electronic payments methods (less than 200 million unique debit and 15 million credit card users), limited acceptance infrastructure, lack of financial literacy and limited trust arising from high transaction failure rates and fear of fraudulent transactions have ensured the survival of cash. Incentives to acquiring and viability of the revenue model will be common success factors for all forms of credit, debit or PPI cards.

However, each will have a different risk and reward structure and therefore the end state will need to accommodate a diversity of revenue and charges structures. For example, in the credit card mechanism, the merchant is willing to bear the cost as it increases his sales through acceptance of credit cards, the participating banks are willing as they make money on credit and cross sell and the consumer is also willing to use a credit card as she can make a purchase based on future income. For debit cards, this incentive structure does not work as the consumer is using her own money; the bank is actually parting with float on real time and the merchant is unlikely to witness incremental sales. There is implicit saving for everyone by way of not having to handle cash, but this is not as obvious. Therefore, proliferation becomes harder. For PPIs, in addition to the structural issues of debit cards above, there is the added inconvenience of cash loading in advance and interest loss for the customer.

3. Security and Consumer Awareness

Various studies have found that consumers often find it risky to carry, hold or transact in cash. In fact, specific consumer segments like business owners and employers with direct experience of handling large cash balances especially recognise these inherent risks. However, they tend to find jugaad solutions to such issues rather than move to electronic payments. For example, in rural areas that are unsafe, farmers selling in the mandi are averse to carrying cash with them, but do not have the option to deposit it outside of banking hours. They depend on local service providers who provide safe pickup and doorstep delivery of the cash. Electronic payments service providers will need to become particularly aware of these solutions and substitute them. In addition, they will need to create best in class solutions for

handling data and information and creating security as well as awareness among consumers to build trust and confidence. Notably, loss of money by individuals in disasters like flood, fire or robberies is an unsung loss, whereas loss of electronic money on the server of a bank or financial institutions creates front-page news and has severe regulatory repercussions. All ecosystem participants will need to become sensitive to this reality and continue to invest in the security of their channel as well as financial literacy of their customers.

4. Customisation

Use of cash does not need education or customisation. Currency enjoys the advantage of being universally recognised and accepted from time immemorial. The challenge, therefore, for electronic payments providers is to design products in a manner that creates the same sense of familiarity, trust and longevity. This will require a constantly innovative mindset and yet simplicity and ease at the end of the consumer so that friction is minimised. To take into account the diversity of this country on the parameters of language, culture and habits, customisation may have to be accompanied with some degree of localisation, such as availability of customer service options in local languages and customer-friendly options like the innovative 'missed call' service that many NBFCs offer. This will create opportunities for multiple types of service providers as well as an ecosystem where standard services will get commoditised and provided by common infrastructure providers, whereas the license holders, such as PPIs and banks, will focus on customising the user experience.

To conclude, the opportunity is substantial and exciting, and the challenges are daunting. However, one thing is for sure—the rewards of disrupting cash make it worth dealing with these challenges today as we embark upon the new phase of banking and financial inclusion in India.

(The article is an extract from IAMA-PCI-PwC's Report titled 'Disrupting Cash' authored by Shinjini Kumar)

■



Securing Digital India

**Raviraj Doshi, Chief Technology Officer,
Smokescreen Technologies Pvt. Ltd.**

When Prime Minister Narendra Modi launched the 'Digital India' initiative in July 2015, one of the core concerns was how the new infrastructure and electronic records would be secured. Currently, India faces a 1.2 billion person cyber security problem.

In the last few years cyber-security has gone from being a problem dealt with by technologists, to a major geopolitical and board-level issue. Globally, we have seen devastating cyber-attacks against both government and corporates, leading to massive amounts of data-theft, loss of intellectual property, and direct financial losses. Conservative estimates put this number at over \$375 billion -- more than the national income of many countries, which is very alarming.

Recently, a foreign intelligence agency hacked the US Office of Personnel Management (OPM) and stole personal records of over 18 million people. These records included highly sensitive information that could be used for espionage, blackmail and identity theft.

One pillar of the Digital India initiative is 'DigiLocker', a system that allows citizens to store important documents like passports and PAN cards. This data would be similarly targeted by adversaries ranging from financially motivated cyber-criminals, to foreign nation-states.

Protecting information at population scale is not easy. Conventional cyber-security monitoring systems had not been built for this problem; they cry wolf too often (typically over 80% of alerts raised are false alarms). This was a serious problem, in 2013 when hackers

stole 40 million credit cards from Target Corporation, the monitoring system raised alerts which were lost among thousands of false alarms. Imagine the information overload when monitoring the infrastructure of an entire country. We require a completely new approach with cutting-edge technology to solve this problem.

The perfect solution exists which is called 'decoy technology' -- it is a new way of defending cyberspace that Gartner says will have a game-changing impact on hacker campaigns. The technology is deceptively simple -- hackers are lured away from real assets by scattering virtual 'decoys' of the real systems throughout the IT infrastructure. These decoys raise a silent alarm when attacked and continue to engage the hackers, wasting their time and revealing their motives. It is the 21st century version of military deception principles that have won wars since the time of Chanakya.

Decoy technology is ideal for securing national-scale cyber-infrastructure because it does not raise false alarms. Decoys only raise an alert when they are actually attacked and when they do, it is a sure-shot signal that a hacker is at work. The technology is also easier to scale at a national level, protecting the digital infrastructure of small towns and government departments, where conventional monitoring would be too expensive to justify costs and too operationally difficult to support effectively.

The technology has already demonstrated its effectiveness by protecting critical national infrastructure such as power generation, electricity grids, telecom and nuclear facilities. In 2013, a cyber security researcher caught a Chinese hacking group trying to infiltrate a decoy water control system that he had set up. The Chinese hackers believed the decoy system was the real deal and gave away their modus operandi and motivations, without any damage to

real assets. More alarmingly, in just four months, 16 different countries attacked similar decoy industrial systems over 70 times. Needless to say, India's critical infrastructure is very much on the radar of similar groups and decoy technology is perfect to thwart these attacks.

In fact, the requisite monitoring capabilities may already exist -- the Digital India initiative calls for an INR 100 crore botnet clearing and malware analysis centre. This centre can deploy and monitor a national 'ring of deception', giving the country critical cyber threat intelligence of impending attacks. Decoys can also be setup for Banking, Financial Services and Insurance (BFSI), pharmaceuticals, oil and gas, defence, aerospace and retail, besides, all sectors that are heavily targeted by hackers. If a decoy comes under attack, information about the attacker can be instantly relayed to companies and organisations in that sector so they can proactively deploy counter measures to mitigate the risks. This real-time, integrated information sharing will be crucial to protecting the national digital assets of the country over the next few years.

In an age when information is the coin of the realm, the rapid digitisation of our country will possibly be the single largest step forward for economic development since the economic liberalisation of 1991. It is a visionary move that can catapult the country ahead through ever-increasing efficiency, lower corruption and greater literacy. However, a vulnerable digital India is possibly an even greater risk than an unconnected India. In the light of devastating attacks in other countries, we have no choice but adopt cutting-edge defences that equip Digital India to defend itself in the near future, where wars will be fought and won in cyberspace. ■

Overcoming Challenges of Digital India

Dhruva Jaishankar

Transatlantic Fellow, German Marshall Fund, Washington



What is 'Digital India'? Launched by Narendra Modi's government, the initiative is actually a series of public and public-private efforts to accomplish three things. First, it attempts to increase digital access for the Indian public, through better infrastructure and education. A second objective is to improve governance and the delivery of public services using digital tools. This is

infrastructure. Efforts by the government, notably BharatNet, may be ambitious but similar government-led projects in the past have not been successful. Efforts at deflecting costs from consumers to information providers, such as Facebook's Free Basics, have faced opposition from net neutrality advocates. The process of spectrum allocation is also troubling and India still faces energy shortages. So

substitute for actual governance. Putting forms online, for example, makes application processes easier, but processing forms is still largely a human endeavour. The Indian bureaucracy is still understaffed and not immune to vested interests. E-governance, to date, has paid scant attention to some of India's most pressing challenges, whether judicial or police reforms, or problems with physical infrastructure, or public health.



linked to biometric identification and financial inclusion, but also should help address corruption and government inefficiency. Finally, 'Digital India' overlaps with another initiative 'Make in India', in attempting to boost electronics manufacturing and create jobs in India.

To date, 'Digital India' represents a smart slogan and reasonably clear objectives. Achieving these objectives rapidly is another matter altogether. India's telecom networks are already overstretched and the low costs borne by consumers make it difficult to raise private revenue for expanding

while the organic demand for more sophisticated Third Generation (3G) mobile handsets is booming, giving more Indians access to various digital tools, the challenges of expanding access are real.

Meanwhile, e-governance has the potential to make the government more accountable, efficient and transparent in a very short amount of time. 'Mobile' is the M in what has been called the JAM trinity, along with financial inclusion (Jan Dhan Yojana) and biometric identification (Aadhaar). However, e-governance is not a panacea, nor a

Finally, electronics manufacturing is crucial to India's efforts at industrialising. To date, the Asian economic miracles that began with Japan, followed by South Korea, Southeast Asia and China, came about on the backs of automotive and electronics manufacturing and exports. India's automotive sector shows promise (it is already the fourth largest exporter in Asia), but electronics exports are in a much more nascent stage. The interest of global giants such as Foxconn and Huawei is encouraging, as is the rise in foreign investment. However, manufacturing on a scale that uplifts the entire economy and creates jobs on a massive scale requires much more, not least easier than land acquisition, better ports and transport corridors and skilled labour.

Digital India is an excellent idea and its objectives are noble. However, there are important questions that still need to be addressed before its implementation can be assured.

(The views that are expressed are personal).



Promoting India as an Investor and Tax Friendly Destination

Shefali Goradia, Partner, BMR & Associates LLP

pricing as well as some common minimum standard are also expected.

Proposals to resolve ambiguities and provide clarity on vexed issues

The retrospective amendment introduced by the Finance Act, 2012, with effect from April 1, 1976 to the definition of royalty to include – (i) the right of/to use computer software, (ii) consideration in respect of information or property irrespective of its possession or control with the payer, or its use by the payer and the location of such information or property in India, (iii) and process, irrespective of it being a secret process, including transmission by satellite; has resulted in more uncertainty than clarity. Especially, as the definition is inconsistent with the internationally followed definition of royalty, the amendment has garnered lot of criticism from technology players. Payment for off-the-shelf software is internationally considered as payment for copyrighted article and not for copyright and hence taxed as business income. Similarly, payment for availing standard facility is not considered as ‘royalty’ and ‘right of disposal’ test by user has to be satisfied for treating the payment as royalty.



Therefore, withdrawal of this amendment and aligning the definition of royalty with the definition of royalty provided in the tax treaty would provide certainty to taxpayers. Treating off the-shelf software as a copyrighted article would provide significant respite to taxpayers. Further, a prospective application of the amended definition will ensure that the taxpayer is not subject to re-opening of assessments and provisions that retrospective amendments would not apply qua the withholding tax obligations and the

disallowance under section 40(a) (including levy of interest, penalty) would also reduce further litigation.

The provisions relating to retrospective taxation of indirect transfer of Indian assets has led to concern and uncertainty in the minds of investors. The clarificatory Explanations providing for the computation and exemption of certain transfers were introduced last year with prospective effect. Hence, amendments indicating the applicability of the clarificatory Explanations to all past cases will provide some element of certainty. Further, the other recommendations of Shome Committee like clarification on scope of ‘transfer’, exemption for listed shares, exemption to intra-group structuring (other than through amalgamation/demergers), exemption to portfolio investors, protection from foreign exchange fluctuation in capital gains computation, etc also need to be introduced to provide more clarity and certainty.

The introduction of the ‘place of effective management’ test (‘POEM’) for determining the residence for companies is likely to give rise to protracted litigation if the guidelines for determining POEM in India are not robust. While the POEM concept has been introduced with effect from April 1, 2015, the draft guidelines for determination of POEM have been released only in December for public comments. Hence, it would be reasonable that the POEM test is made applicable only from April 1, 2016 and accordingly, relevant amendment to that effect is made in the forthcoming budget. Separately, if residence of foreign companies is held to be in India applying the POEM test, it is likely to give rise to other consequences like eligibility to claim tax treaty benefits, computation of income taxable in India and availing foreign tax credit. Budget 2016 should include amendments to deal with these consequences.

The ease of doing business and certainty of law (including tax laws) are key drivers for any investment decision. Therefore, from a government standpoint, apart from tax certainty, non adversarial and efficient tax regime with an adequate and efficient dispute resolution mechanism are of essence for boosting investor confidence. Today, an estimated INR 4 lakh crore of tax revenue is locked up in litigation before courts and appellate authorities and therefore, introducing efficient dispute resolution mechanism and non adversarial tax regime has become the need of the hour, both for the government as well as taxpayers.

During the year 2015, various measures have been initiated - a 10-member committee has been constituted to suggest measures to simplify the existing tax laws and the Central Board of Direct Taxes (CBDT) has announced the setting up of local committees to address taxpayer’s grievances on account of high-pitched and unreasonable assessments. While these measures are a welcome move and will result in bringing certainty, as an immediate step, in Budget 2016, one would further expect (i) resolution on the ambiguities in tax laws and clarity on some of the controversial tax issues; (ii) simplification of compliances; and (iii) efficiency in dispute resolution. India has been one of the active members of G20 which has endorsed the action plans put out by the OECD in response to Base Erosion and Profit Shifting (BEPS). Some amendments especially in the area of additional documentation for transfer

General anti-avoidance rule (GAAR) is scheduled to be effective from April 1, 2017 and hence, some guidance with illustrations outlining the situations in which GAAR can be invoked and the factors that will be taken into consideration would provide better clarity. Further, introducing GAAR in its present form is likely to create ambiguity given the lack of clarity on the interplay between GAAR and limitation of benefits provision in the tax treaty and the fact that some of the BEPS action plans have common ground with GAAR. Therefore, introduction of GAAR after providing guidance on the interplay of BEPS action plans and tax treaty provisions would make the GAAR provisions more effective and would also provide the government with adequate time frame to setup the administrative machinery.

Proposals to simplify compliances

Taxpayers expect simplicity in the compliances prescribed coupled with consistency, clarity and certainty on taxation. However, the notification of the Income Computation and Disclosure



Standards (ICDS) has not only unsettled some of the fundamental tax principles adopted by taxpayers and upheld by the Indian Courts but in some cases may also result in maintaining parallel documentation thus increasing the compliance cost. It would therefore, be imperative that the ICDS be amended to either provide some kind of a guidance on whether the principles emanating from court rulings can continue to prevail over the ICDS provisions or alternatively, the applicability of ICDS be deferred and a thorough discussion be held to identify the problems and make suitable amendments in ICDS. The other option is to follow the applicable accounting standards and clarify (by exception only), the areas where separate treatment is absolutely essential and not have a separate ICDS.

With increased globalisation and income getting taxed in more than one jurisdiction, clarity on foreign tax credit becomes absolutely necessary. While the government has announced that foreign tax credit rules will be introduced, the rules should aim at addressing the difficulties like mismatch of financial year, mismatch of permissible deduction as per the Indian law and foreign law, etc faced by the taxpayers. The rules should be drafted based on the international practice and also provide for carry forward provision in case of excess foreign tax credit.

Another compliance related issue that arises for foreign companies is that although they do not have a place of business in India, they are subject to same compliance requirement as applicable to those taxpayers who have presence in India, which is unreasonable. Therefore, reduction and rationalisation of compliance burden for non-residents having no place of business in India, especially in the return of income forms, withholding tax returns, PAN, refund etc would reduce the compliance as well as administrative costs.

Proposals to increase efficiency in dispute resolution

Over the years, protracted litigation has led to investors developing negative sentiment towards India as an investment destination. The Budget should include measures to fast track the pending cases and going forward, avoid high pitched assessments, mitigate frivolous appeals and provide for speedy / time bound disposal of appeals.

Pending cases can be fast tracked by increasing the number of benches of Settlement Commission and bringing within the scope of Settlement Commission dispute resolution (including re-opened assessment).



Activating additional benches of the Authority for Advance Ruling and increasing the team size of the Advance Pricing Authority would enable quick disposal of applications. Similarly, increase in the number of benches / panels and timelines for disposal of appeals at Tribunal as well as High Court and Supreme Court would enable speedy disposal. To mitigate protracted litigation, minimum threshold for filing appeals – both by the department as well as the taxpayer without jeopardising the ability to file appeals in subsequent years could be considered. A regime similar to that in the United States of America and United Kingdom should be introduced wherein the large tax payers interact with the revenue authorities to achieve tax transparency and certainty before the return of income is filed. Further, similar to the practice followed by the Australian Tax Office, the CBDT should constitute panel comprising legal experts, to issue tax positions on contentious issues, which may be binding on the taxpayers as well as the department. This will provide clarity and certainty to taxpayers and also reduce the high pitched assessments and multiple appeals on contentious issues by taxpayers as well as the department.

Various policy initiatives have already been taken to attract foreign investment in India and make India a favorable country to do business. One would therefore expect that these policy initiatives are supplemented with tax certainty and clarity in the forthcoming Budget 2016. These expectations have been raised by the taxpayers at various forums in the recent past and the government also seems to be keen on introducing appropriate mechanisms and has taken steps to initiate the change. Most of these proposals not only require legislative changes but would also need appropriate machinery to implement these changes. The most prominent need being to reign in litigation, which will need some administrative reforms on an urgent basis.

(The author would like to acknowledge inputs from Shabala Shinde and Shraddha Kothari, BMR & Associates LLP)

Expectations from Budget 2016-17

Daksha Baxi

Executive Director, Direct Taxation, Khaitan & Co., Mumbai

In his Budget 2015 speech, the Finance Minister (FM) gave the road map in terms of overhauling direct tax system for companies by bringing down the corporate tax rate over the next 4 years to 25% from 30%. This is to be accompanied by phasing out of investment and profit linked tax deductions. The government has already issued a discussion draft in December 2015, recommending the proposed phase out of the deductions. It is therefore expected that the corporate tax rate will be reduced at least to 29% this year. This reduction would be far more meaningful if the surcharge and the two cess taxes are also phased out. In fact, the government needs to move away from these ad-hoc levies of additional taxes which are meant to be of temporary nature but seem to stay forever. This decidedly distorts the tax structure in India. Long-term investors need to factor in tax costs and hence such ad-hoc levies are viewed negatively.

Some of the other big ticket expectations from the budget are discussed below:

- Remove the kinks in the taxation regime of Alternative Investment Funds by providing full pass through status to achieve tax efficiency for investments through pooling vehicles.
- Make changes in the rules of taxation proceedings to reduce adversarial image of tax administration. Some steps have already been announced through press releases which propose changes in rules and internal instructions. It is expected that some statutory changes may also be brought about to ensure that the administration remains non-controversial.
- Notify the guiding principles for

determination of Place of Effective Management of a foreign company for determining its residence in India.

- Ramp up the Authority for Advance Ruling to make it more meaningful to achieve its original objective of certainty in taxation of non-residents. Speedy disposal of the applications and appeal against those decisions only in rare instances is very much desired.
- Introduce 'private letter ruling' to enable tax-payer to obtain certainty in relation to complex transactions, especially in view of complex financing transactions which are inevitable for the growth of infrastructure and capital goods industry.
- Prepare for the roll out of General Anti Avoidance Rules (GAAR) by notifying the detailed guidelines including grandfathering provisions.
- Bring more clarity on taxation of indirect transfer of Indian assets. While some clarity was brought by the Finance Act, 2015 with regard to what constitutes 'substantial value' contributed by Indian assets to the foreign company whose shares or interest is being transferred, there is no clarity on the use of a method of valuation for Indian assets, for the assets of the foreign company and whether all assets of the foreign company need to be valued for the purposes of this determination. The latter part would be extremely onerous in case of a foreign company with significant spread of assets around the world. Also, the inclusion of 'controlling interest' in the definition of 'property' raises several practical problems in determining Indian capital gains, tax implications in relation to global mergers and acquisitions. The uncertainty created



by these ambiguous provisions needs to be removed.

- The government could set up a collegium of tax experts, with members from the revenue department, legal department and the ministry of economic affairs to frame a consistent view across all field offices for complex tax issues, thus avoiding multiple interpretation of law leading to avoidable litigation.
- Clarity on taxation of payments for digitised goods, especially in a cross border scenario.
- Streamlining of withholding tax procedure for non-residents, especially where the non-resident has no Indian presence except for fulfilling the withholding tax obligation due to indirect transfer of Indian assets or purchase of Indian assets or for making payment to another non-resident of royalty or fees for technical services which attracts Indian withholding taxes.

While the FM has taken definite steps to bring about clarity, simplicity and transparency in taxation, some of the above listed changes will go far in that direction, along with more digitisation of tax administration.

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Trade Promotional Activities Held This Quarter

WTC Bhubaneswar Team Meets Chief Secretary, Government of Odisha

World Trade Centre Bhubaneswar officials met Mr. Gokul Chandra Pati, I. A. S., Chief Secretary, Government of Bhubaneswar to discuss the future agenda and progress of the World Trade Centre Bhubaneswar on October 16, 2015.

Ms. Rupa Naik, Director-Projects, MVIRDC World Trade Centre (WTC) Mumbai apprised Mr. Pati of the successful one-year completion of World Trade Centre Bhubaneswar. She shared the details of all the programs, workshops and seminars conducted with an objective to connect businesses of Odisha with the global network of 330 WTCs in 100 countries. She further highlighted the various efforts taken by the Centre over the year in orienting and motivating entrepreneurs of the State



Mr. Budhadev Bhanjo, Manager-Trade Promotion, World Trade Centre Bhubaneswar, Ms. Khyati Naravane, Assistant Director, MVIRDC World Trade Centre (WTC) Mumbai, Mr. G. C. Pati, I. A. S., Chief Secretary, Government of Odisha, Ms. Rupa Naik, Director-Projects, MVIRDC WTC Mumbai, Mr. Panchanan Dash, I. S. S., Secretary, Department of MSMEs, Government of Odisha

to venture into global markets and perform in international trade.

The Chief Secretary appreciated the efforts taken by World Trade Centre Bhubaneswar in promoting and improving the export scenario of the State and assured all necessary support to the Centre in all its endeavours.

On the occasion, an invitation was extended to the Chief Secretary to participate at the 5th Global Economic Summit 2015 on the theme 'Enabling Food for All', organised by World Trade Centre Mumbai and All India Association of Industries, in November 19-21, 2015 at World Trade Centre Mumbai as a Guest of Honour.

WTC Bhubaneswar and Entrepreneurship Development Institute of India (EDII) Collaborate for Cashew Development in Odisha

World Trade Centre (WTC) Bhubaneswar in association with Entrepreneurship Development Institute of India (EDII), Bhubaneswar organised a round table discussion on 'Development of Cashew in Odisha' at the Conference Hall, EDII, Bhubaneswar on November 26, 2015. The discussion brought together entrepreneurs and associate members of WTC Bhubaneswar involved in cashew-related activities, officers of EDII working towards the development of the cashew clusters of the State, team of WTC Bhubaneswar and representative of IDBI Bank.

The discussion focused on the generic issues faced by the biggest cashew cluster of Odisha which is in the Ganjam District. "Given the existing potential, addressing the issues of the cluster would definitely help it develop and perform in a much better manner", asserted Mr. C. R. Pattanayak, Chief Co-ordinator of EDII, Bhubaneswar while delivering the welcome speech. He expressed his confidence that such round table discussions would not only help in identifying the issues but also provide an opportunity for direct interaction amongst the

various stakeholders for obtaining quicker and feasible solutions.

Mr. Gopal Roy, an officer at EDII working on cluster development further briefed the participants on the existing scenario of the cluster's functions and its activities. One of the important issues that was discussed was the need for mechanised and improved methods of processing raw cashew nuts. He explained how the existing manual processing system is affecting the quality and grade of the final products.

Apart from this, availability of raw materials appeared as one of the major bottlenecks, as a result the factories in the cluster are forced to shut down for half of the year because of non-availability of raw cashews. This has led to lay off of labour and other capital losses. Thirdly, lack of vacuum packaging and proper storage facilities has further let down the competitiveness of cashewnuts produced by the cluster.

WTC Bhubaneswar assured efforts towards facilitating import



Participants in discussion during the round table

WTC Bhubaneswar Organises ‘Ease of Doing Business for MSMEs in Odisha’

A panel discussion on ‘Ease of Doing Business for MSMEs in Odisha’ was organised by World Trade Centre Bhubaneswar in association with KIIT-TBI on December 17, 2015 at the KIIT School of Biotechnology. The inaugural address was delivered by Mr. Gagan Kumar Dhal, I. A. S., Principal Secretary to Department of Micro, Small & Medium Enterprises, Government of Odisha. While welcoming the provisions of the new Industrial Policy Resolution (IPR) 2015 of the Government of Odisha, with regard to providing a positive new environment for the entrepreneurs of the State, Mr. Kumar emphasised that bringing in ease of doing business is an evolutionary process.

While sympathising with the difficulties faced by entrepreneurs of the State, he urged them to look at IPR 2015 with a positive mind set. He apprised the entrepreneurs of various changes brought in by IPR which would further strengthen the existing single window mechanism of the State and also explained how the timelines have been now set for various regulatory and other clearances required for setting up an enterprise. He highlighted the need for orientation on risk taking ability, innovation and creation of new ideas to prospective entrepreneurs. This he said would help in boosting their confidence which is a highly essential factor for growth of entrepreneurship and MSMEs in the State.

Addressing entrepreneurship as a science, he advocated adoption of cluster approach which would not only ease the process of setting up a new enterprise but also positively influence their efficiency levels. Highlighting the upcoming food park in Rayagada, he was enthused to share the fact that more than 200 entrepreneurs have already expressed their interest in the project. While encouraging entrepreneurs, he mentioned that as a measure to provide assistance to start-ups, an innovation capital is already in place with the department of MSMEs, Government of Odisha and soon an incubation centre is scheduled to be set up by the Department at the State’s Utkal University.

He further highlighted the efforts planned by the government for educating the rural entrepreneurial mass on the policies of

of raw cashews. An entrepreneur and a member of the Centre offered assistance in the import of raw cashew of the desired quality at competitive prices and supply to the clusters. WTC Bhubaneswar and EDII offered all help for support to the entrepreneur in taking up the task.

Discussions on finance issues were taken up by Mr. S. S. Mondal, AGM, IDBI Bank. He highlighted various schemes and procedures for availing financial assistance. Further, an open house deliberation on various topics such as dealing and identifying frauds in imports, existing and prospective market prices of cashews, transportation issues, quality variations in cashew of various countries etc. was undertaken.



Mr. C.R. Pattanayak, Coordinator of Eastern Region, EDII, BBSR, Mr. Samrendra Sahu, Chief Executive Officer, IED, BBSR, Mr. G. K. Dhal, I.A.S, Principal Secretary, Department of MSMEs, Government of Odisha, Dr. Mrutyunjay Suar, Chief Executive Officer, KIIT- Technology Business Incubator.

the government. He said that six regional workshops, distribution of 5 lakh CDs with policy highlights and appointment of the selected successful entrepreneurs of the State as ‘Brand Ambassadors’ were some of the proposed measures being taken to promote entrepreneurship.

Dr. Mrutyunjay Suar, CEO, KIIT-Technology Business Incubator delivered the opening remarks and highlighted the efforts and activities of KIIT’s Incubation Centre in promoting start-ups. Mr. A. O. Kuruvila, Advisor–Trade & Education, MVIRDC World Trade Centre Mumbai in his welcome address, shared facts about the present export scenario of the country, highlighting the position of India and Odisha in the ranking for ease of doing business. He asserted that World Trade Centre Bhubaneswar is committed to take up all initiatives in order to facilitate and promote exports from the State and hand hold entrepreneurs to perform international trade.

Delivering the special address, Mr. Samrendra Sahu, Chief Executive Officer, Institute of Entrepreneurship Development Bhubaneswar expressed his views on the change in mind set of

the people of Odisha which is now towards the spirit of entrepreneurship and welcomed this transformation from service to self-occupation. He further deliberated on the need to study the field level realities and take up a skill census of the State which is in the pipeline.

Mr. C. R. Pattanayak, Coordinator of the Eastern Region, Entrepreneurship Development Institute of India, Bhubaneswar and moderator for the discussion invited Mr. S. S. Acharya, Head of SIDBI Training Institute Bhubaneswar to express his view on the subject. Mr. Acharya highlighted the importance of wealth creation and capital formation which could be achieved by developing a cohesive eco-system for the MSMEs to function. He emphasised the need for easing contract enforcement and advocated for a bankruptcy and social security mechanism to be brought in place to encourage aspiring entrepreneurs.

Mr. Aditya Dash, Managing Director, Rams Assorted Cold Storage Limited, shared his experience of becoming an entrepreneur. Speaking on the absence of mega industrial units he highlighted the ease of financing for MSMEs by the arrival of venture capital and Private Equity (PE) firms. He further deliberated on the shortage in availability of skilled as well as managerial staff which acted as a major bottleneck for the growth of the enterprises. Mr. A. K. Sharda one of the leading entrepreneurs of the State further shared his experience of building an enterprise and insisted that an entrepreneur should be driven by his own determination and perseverance and should not lay back solely on the subsidies and incentives provided by the Government.

A Warm Welcome to Our New Members

Organisation: CUPAZO CONSULTING PVT. LTD.
Contact Person: MR. SIDDHARTH SAMAL
 Designation: CHIEF EXECUTIVE OFFICER

Cupazo Consulting Pvt. Ltd. started by professionals, certified IT in SAP and Banking Domain transforms ideas into new products and services through leading edge technology proficiency and business domain comprehension.

Organisation: BALASORE CHAMBER OF INDUSTRIES AND COMMERCE
Contact Person: MR. HIMANSHU KUMAR DAS
 Designation: PRESIDENT

Balasore Chamber of Industries and Commerce is an association established in the year 1989, consisting of industries and commercial houses.

Organisation: SAINATH TIMBER AND METALS SYNDICATE
Contact Person: MS. RASHMI MOHAPATRA
 Designation: PARTNER

Sainath Timber and Metals Syndicate will be exporting minerals, timber and commodity etc.

Organisation: ASIAN SCHOOL OF BUSINESS MANAGEMENT
Contact Person: MR. SAIKAT GOCHHAIT
 Designation: COORDINATOR-ENTREPRENEURSHIP

Asian School of Business Management imparts management education that builds business leadership. A school for Newgen Managers.

Organisation: SCN ENTERPRISE
Contact Person: MR. SANJEEV KUMAR NAYAK
 Designation: PARTNER

New Partnership Company operating in the field of export and import of multiple products to multiple countries.

Organisation: KARTAVYA CONSULTANTS PVT. LTD.
Contact Person: MR. PRASANTA MOHAPATRA
 Designation: MANAGING DIRECTOR

Kartavya Consultants Pvt. Ltd. exports softwares, solar equipment and import solar assembles, computers and mobiles etc. They are also a leading manpower recruitment agency.

Organisation: SURYA INTERNATIONAL
Contact Person: MR. K. K. SINGH
 Designation: PROPRIETOR

Surya International is a manufacturer of construction equipment and is a solar EPC for solar pumps, power plants and street lights.

Organisation: Jagganath Plastipacks Ltd.
Contact Person: MANOJ KUMAR SUBUDHI
 Designation: MANAGING DIRECTOR

Jagganath Plastipacks Ltd. manufactures and exports PP & HDPE bags. Suppliers to Paradeep Phosphate, Tata steel, IDCOL, OCL, Tata Refractory, etc. in Odisha and other states.

E-governance Wave Sweeps Odisha

Dr. Gopal Krishna Nayak, Director, IIIT Bhubaneswar



Introduction

Information Technology is a relatively young discipline which is a result of the coming together of Computing and Communication Technologies.

Computing technologies were developed in the 1940s along with integrated circuits and was initially adopted by universities and research organisations.

Computers were primarily used for business process automation such as accounting, payroll system, inventory management which were automated using computing technologies.

Governments were the last to adopt computers. Even among governments, India was far behind. In India, states such as Andhra Pradesh and Karnataka have taken the lead in adoption of computers. However, over the years governments adopted computing technologies.

Communication technologies are relatively old. Telecommunication technologies have been key to transformation of societies.

Currently, computing and communication technologies have blended to give rise to mobile devices, wearable devices and embedded devices. All these have far reaching effects on e-governance.

Electronic Governance or e-governance

E-governance is enhancing the way a government or organisation rules its people or employees by using electronic and information technology tools. There are three aspects of e-governance:

- Automation of government process: government process involves

- collection of basic data, work flow, decision making and communication with stakeholders. To start with, automation of these processes is crucial.
- Providing citizen services: Often e-governance is synonymous with citizen services. Providing citizen services is the final objective of governance and e-governance.
- Providing services to business and other organisations: Government-to-Business (G2B) services are critical for ease of doing business and enhanced economic activities.

Phases of e-governance

E-governance is closely following the development of computer and communication technologies.

Gartner, an international consultancy firm, has formulated four-phase e-governance model. This can serve as a reference for governments to position where a project fits in the overall evolution of an e-governance strategy.



An effort as tremendous as complete realisation of e-governance has to be addressed in these phase. This approach would allow for retrospection after each phase and the ability to retrace steps if required, within a feasible frame of time and money. The design and purpose of

each step would have to serve the relevant needs of all government to citizens (G2C), government to businesses (G2B) and government to governments (G2G).

The following are the phases:

Phase I – Presence: This first phase calls for making the intentions and objectives of the government known. Development of an inclusive government website, or a network of sites dedicated to different ministries and departments would set the stage for further advancements. These sites would convey the government's initiatives, providing information such as official addresses, working hours, as well as forms and applications to the public, economic reviews, corporate regulations for business, budgetary allocations and spending as a reference for government agencies. With this first phase, the very critical task of building the infrastructure, such as telecommunication would be undertaken.

Phase II – Interaction: This phase would allow for basic interaction with the government. Besides, hosting search engines on the sites for easy navigation, information detailing social records and job application forms for the public, permit and license documentation for businesses and census details, submission of requests and approvals to the centre by local government officers, would have to be provided. The task of building the underlying infrastructure would have to

be sustained through these two stages, allowing for rapid implementation of advanced applications as endorsed by the consequent phases.

Phase III – Transaction: This phase would signify direct interaction of the government and relevant entities. With infrastructure in place, complete online service suites can be put forth for the public, businesses and governmental agencies. Services for the public such as bill and fine payments, license renewal, aggregating opinion, online procurement tax returns etc are to be made available. In the case of businesses, cooperative budget preparation, tax records, etc. for government agencies can be envisaged in this phase.

Phase IV – Transformation: This final phase would entail the true vision of e-governance.

- A single point of contact to constituent entities would provide an integrated platform for government services and organisations which is transparent to citizens and businesses.
- Focus on ‘virtual agencies’ where government information is readily available to all allowing a seamless interface to respective agencies involved in transactions.
- State-of-the-art Intranets linking government employees in different agencies and extranets allowing seamless flow of information, thereby, facilitating collaborative decisions among government agencies, NGOs and public.

The following factors have to be taken into account when examining the risk of implementing e-governance.

- Political stability: democracy or dictatorial regime level of trust in government: perception of service levels
- The importance of government identity: fragmentation or integration
- Economic structure: education, agriculture, industry and service
- Government structure: centralisation and decentralisation
- Different levels of maturity: weakest part of the chain determines speed

- Constituent demand: push or pull

National e-Governance Plan (NeGP)

To bring the benefits of Information and Communication Technology (ICT) is the last mile to ensure transparent, timely and hassle free delivery of citizen services. The Government of India has initiated e-governance programme in India in the late 1990s. After which, the government has approved the National e-Governance Plan (NeGP), comprising 27 Mission Mode Projects (MMPs) and 8 components on May 18, 2006 to give a boost to e-governance initiatives in India. The Department of Information Technology (DIT) and Department of Administrative Reforms and Public Grievances (DAR&PG) has formulated the National e-Governance Plan (NeGP).

NeGP has been launched with the aim of improving delivery of government services to citizens and businesses which is guided by the following vision:

‘Make all Public Services accessible to the common man in his locality, through common service delivery outlets and ensure efficiency, transparency and reliability of such services at affordable costs to realise the basic needs of the common man.’

The vision statement clearly underlines the following priorities of the government in fostering good governance:

Accessibility: The vision has been designed keeping the rural population in mind. The need is to reach those sections of the society which have remained tangential to the government sphere due to various reasons like geographical challenges and lack of awareness. NeGP has a provision for State Wide Area Network (SWAN) to connect all government offices up to the block level and through the Common Service Centres (CSCs) access citizens from rural areas and provide them with Electronic Service Delivery Gateways.



Common Service Delivery Outlets: At present, citizens especially those living in remote rural areas have to travel long distances to avail of a service through a government department or its local offices. This is time-consuming and a costly affair for a common man to access citizen services. To overcome this problem, as a part of the NeGP vision, one computer with internet enabled Common Service Centre (CSC) is envisaged to be set up for every six villages, so that villagers can easily avail of these services. CSCs are envisaged to offer online integrated service delivery on ‘anytime, anywhere’ basis.

Adopting e-governance for improving governance: The use of ICT will enable government to reach citizens thereby improving governance. This will also enable improvement in monitoring and implementing various government schemes thereby increasing the accountability and transparency in government. The programme also involves laying down standards and policy guidelines, providing technical support, undertaking capacity building, research and development etc. Department of Information Technology (DIT) strengthens itself and various institutions like National Informatics Centre (NIC), Standardization, Testing and Quality Certification (STQC), Centre for Development of Advanced Computing (C-DAC), National Institute for Smart Governance (NISG) etc., to play their roles effectively.

Improve the quality of life of citizens: e-governance would help citizens avail of CSC delivery at a nominal cost, thereby providing better turnaround times and convenience in demanding and availing services.

Hence, the vision is to use e-governance as the route for governments to strengthen the way they govern. All services provided through various e-governance initiatives are expected to assist governments at the central and state levels in reaching the 'unreached'. This would enable involvement and empowerment of marginalised groups through their participation in the government processes thereby, contributing towards poverty reduction and bridging the sharp social and economic divide.

The approach proposed for NeGP is based on lessons learnt from the past and experiences from successful e-governance applications that have been implemented nationally and internationally. Some of the other approaches and methodology adopted by NeGP include the following:

Public-Private Partnership (PPP) model: It has to be adopted wherever feasible to enlarge the resource pool without compromising on security aspects.

Integrative elements: Adoption of unique identification codes for citizens, businesses and property is to be promoted to facilitate integration and avoid ambiguity.

Considering the multiplicity of agencies involved in the implementation of NeGP and the need for overall aggregation and integration at the national level, it has been decided to have well-defined roles and responsibilities of each agency involved and to create an appropriate programme management structure which has already been approved by government.

Capacity Building: NeGP is large and complex covering 20 central departments, 35 states and union territories and 360 departments and nearly 500 implementation agencies. In

all it is expected to require 70,000 man-years of effort. Therefore, in order to achieve its goals, the capacity gap needs to be addressed which includes engaging experts, developing skills and imparting training. Capacity Building Scheme is aimed at addressing the above challenges in a holistic manner including support for creation of State e-Governance Mission Teams (SeMT), Project e-Governance Mission Teams (PeMT) and Human Resource Management. This scheme is also meant for initiating through various activities like empanelment of candidates, facilitating states in recruitments, providing orientation and sensitisation at various levels of leaders and officers involved in e-governance project implementation. It is envisaged to fill in the three specific capacity gaps in the states, pertaining to the following:

- Lack of personnel with appropriate background and aptitude
- Inadequate skill sets of personnel already deployed
- Lack of appropriate institutional framework to handle the specific programme

Digital India

Digital India is an initiative by the Government of India to ensure that government services are made available to citizens electronically by improving online infrastructure and by increasing Internet connectivity. It was launched on July 1, 2015 by Prime Minister Narendra Modi. The initiative includes plans to connect rural areas with high-speed internet networks. Digital India has three core components which include:

- Creation of digital infrastructure
- Digital delivery of services
- Digital literacy

A two-way platform is created to benefit both service providers and consumers. The scheme will be monitored and administrated by the Digital India Advisory Group which will be chaired by the Ministry of Communications and Information Technology. It will be an inter-ministerial initiative where all ministries and departments will offer their own services to the public such as healthcare, education, Judiciary, etc. The public-private partnership model will be adopted selectively. In addition, there are plans to restructure the National Informatics Centre. This project is one among the top priority projects of the Modi Administration.

Broadband in 2.5 lakh villages, universal phone connectivity, net zero imports by 2020, 400,000 public internet access points, Wi-fi in 2.5 lakh schools, all universities, public wi-fi hotspots for citizens, **Digital Inclusion:** 1.7 crore trained for IT, Telecom and **Electronics Job Creation:** Direct - 1.7 crore and Indirect - at least 8.5 crore. **E-governance & eServices:** Across governments, India to be leader in the use of IT in services – health, education, banking digitally empowered citizens – public cloud and internet access. The Government of India entity Bharat Broadband Network Limited (BBNL) which executes the National Optical Fibre Network project will be the custodian of Digital India (DI) project.



BBNL had ordered United Telecoms Limited to connect 250,000 villages through Gigabit Passive Optical Networks (GPON) to ensure Fiber to the home (FTTH) based broadband. This will provide the first basic setup towards achieving Digital India and is expected to be completed by 2017. Optical fibre cables have been laid out in more than 68000 village panchayats.

There are ten pillars of Digital India Programme.

- Broadband Highways
- Universal Access to Mobile Connectivity
- Public Internet Access Programme
- E-governance – Reforming Government through Technology
- eKranti - Electronic delivery of services
- Information for All
- Electronics Manufacturing
- IT for Jobs
- Early-harvest Programmes
- Upgradation of Indian IT

E-governance Success Stories in Odisha

Odisha has been very active in implementing e-governance projects at various levels which have been classified according to the initiatives undertaken.

Central Government Initiative: These are initiated and funded by the Central Government.

State Government Initiative: These are initiated and funded by the State Government. These projects are implemented by Odisha Computer Application Centre (OCAC), the technical directorate of the IT department.

Department Initiative: These projects are initiated and implemented by a department.

Some of the successful applications are listed below:

State Wide Area Network: This is a NeGP promoted private network connecting government offices in Bhubaneswar, the state capital, districts

and blocks. This was a project implemented in partnership with a private company. The network is successfully running and is being expanded to other government offices through a horizontal network. The use of video conferencing is proved to be a successful application.

State Data Center: This is also an NeGP promoted data center to host government data and applications. This was a project implemented in partnership with a private company. The Data Center hosts many critical application of governance.

Value Added Tax Information System (VATIS): VATIS is a government-to-business (G2B) system used by the Commercial Tax department to collect VAT, filing returns etc. This project brings transparency and ease of doing business to dealers.

Integrated Financial Management System (IFMS): IFMS is used by the Treasury Directorate to prepare budget, bill submission, on-line payments, payment of pension etc. This is a very successful G2G project in making the financial management process transparent and efficient.

Students and Academic Management System (SAMS): SAMS is used by the higher education department for student admission and academic administration. The system has brought new insights into the admission process. This has made application very easy for the students from all corners of the state

Odisha Secretariat Workflow Automation System (OSWAS): This is workflow system used by all departments in the secretariat to file notings and file movements. The G2G system enables efficient workflow in the secretariat.

Paddy Procurement Automation System (PPAS): This is used by the public distribution department to procure various types of grains. This is a farmer-friendly system which permits the department to be transparent and efficient.



e-Registration: This application is used by the revenue department for registration of land and other kinds of registration. This uses various technologies to bring transparency and prevent fraudulent practices.

i3MS: The system is used by the steel and mines department, which enforces mining rules and regulations. This system is known for its transparency and is proposed to be used in other states as well.

There are many other successful projects used by transport department, school and mass education systems and other departments.

Success factors

There are few key success factors in making the e-governance projects successful in Odisha. Some of them are:

- Consistent Top Leadership
- Existence of a Project Champion
- E-readiness of the Department
- Choice of Appropriate Technology

Conclusion

Information Technology has proven its utility in many fields. It is of great relevance in e-governance field. While governments are investing heavily in technology, the results have been slow to reach the citizens. Capacity building and mastering the art of e-governance implementation are key factors for successful e-governance projects. ■

Reaping the Fruits of Indo-EU S&T and Innovation Partnership

Professor Sujit Bhattacharya

Senior Principal Scientist CSIR-NISTADS & Professor AcSIR

CSIR-National Institute of Science, Technology and Development Studies



India-European Union (Indo-EU) relations date to the early 1960s, with India being amongst the first countries to establish diplomatic relations with the European Economic Community. The partnership has strengthened over the years with extensive engagements between them resulting in more than 35 bilateral agreements. Table 1(a&b) highlights some of the key agreements signed between them that have placed Indo-EU as a strategic global partner.

Table 1: Some Key Events in India-EU Cooperation

Table 1(a) Indo-EU Cooperation (1962-2000)

1962 - Diplomatic Relation
1970 - Cooperation in Dairy Sector
1973 - Commercial Cooperation Agreement
1981 - Economic & Commercial Cooperation Agreement
1983 - 1 st EU Delegation in India
1989 - Scientific Cooperation Agreement
1992 - Joint Business Forum
1993 - Primary Education with EU Support
1994 - India-EU Cooperation Agreement on Partnership and Development
1996 - Health Cooperation
2000 - 1 st India-EU Summit

Indo-EU summits have played a major role in developing this partnership. These meetings resulted in Indo-EU enhancing their relations to the level of Strategic Partnership in 2004 at the fifth summit in The Hague and launching of the Joint Action Plan in 2005 at the sixth summit in New Delhi. In subsequent summits and other interactive engagements, the partnership has continuously evolved in scale and scope

leading to successful engagement with EU Framework programmes, increasing mobility of researchers, new business cooperations, etc.

Trade and economic ties have formed the core of Indo-EU relations. European Union is India's largest trading partner. Foreign Direct Investment (FDI) from the countries of European Union is higher than investments from the United States and Japan put together. The value of trade between the two partners grew from €28.6 billion in 2003 to €72.5 billion in 2014. EU investment stock in India is estimated to be €34.7 billion in

Table 1(b): Indo-EU Cooperation (2001-2015)

2001 - Scientific Cooperation Agreement
2004 - Strategic Partnership
2005 - EU-India Joint Action Plan
2006 - Member of Asia-Europe (ASEM) Meeting
2007 - India-EU Ministerial Science Conference in New Delhi
2008 - European Business and Technology Centre open up in New Delhi
2011 - European Investment Bank for Renewable Energy Project
2012 - Cooperation in Smart Grids, Clean Coal Technology, Nuclear Safety and Security, Biofuel, Renewable Energy; Indo-EU Summit; Indo-EU Skill Development Program
2013 - Inno Indigo Policy Project for Supporting Strategic Cooperative Programs for Tackling Societal Challenges on a Global Scale
2014-15 - Horizon 2020 Framework Programme for Supporting Research and Innovation Cooperation; Completion of Feasibility Study of India-EU Joint House for Science & Innovation

2013. Almost all major EU multinationals are present in India and many of them have opened R&D centres in the country. Indian big conglomerates have established their presence in the EU. Economic relationship has formed the backdrop of the partnership between EU and India, however close reading reveals the enabling role played by research partnership to strengthen the linkages. Europe Vision2020 strategy underscores innovation as a key driver of economic change. India has also placed innovation to be the key driver for addressing socio-economic goals. The evolving partnership between the two countries has placed on the centre-stage the science, technology and innovation (STI) partnership between the two countries.

This STI partnership is complementing the innovation ecosystem of EU as well as India. A good example of this partnership can be observed from 'The European Organization for Nuclear Research' (CERN). CERN has played a seminal role in high-energy physics research and provided opportunities to many countries for joint research work and to undertake experiments in highly sophisticated particle accelerators. Indian researchers have been actively using CERN facilities. On the other hand Bhabha Atomic Research Centre at Mumbai (India) is designing the world's largest magnet, weighing about 50,000 tonnes which will be part of the CERN Iron Calorimetric (ICAL) detector for trapping atmospheric neutrinos produced by cosmic rays in the Earth's atmosphere. Another dimension of the evolving partnership is the effort to develop an integrated approach for business and innovation. Institutions like Links India, European Business and

Technology Centre (EBTC), European Business Group India etc. show this new pathway. Through EBTC for example, Europe is trying to assist the business community in Europe and India to work together towards generating new business opportunities in clean technology transfer and establishing business relevant cooperation in the field of research, science and technology.

The proposed ‘Indo-EU Joint House for Science & Innovation’ intends to take research and innovation cooperation partnership forward. This project is built upon the Indo-French Centre for the Promotion of Advanced Research (CEFIPRA) funding structure. CEFIPRA established in 1987 has evolved over the years from a funding organisation to engage actively with research and innovation ecosystem of India and France; helping develop partnership in the whole innovation value chain. Figure 1 highlights the role played by CEFIPRA in catalysing research partnership between the two countries. Among the new engagements of CEFIPRA, it is interesting to note that it is creating a new framework to develop linkages with EU. A good example of this is the partnership between European Aeronautic Defence and Space Company (EADS) and CEFIPRA for the creation of EADS-CEFIPRA Aerospace Program.

Final Remarks

The European Union and India can be seen as systems in evolution and the evolving STI cooperation between them is to be understood in that context. For example, in the EU, the clusters and networks are emerging as major tools for economic and scientific development building on existing national and regional scientific competencies and innovation infrastructure. There is a strong policy thrust to create European Research Area (ERA) that would increase the competitiveness of European research institutions by bringing them together. The key challenge for creation of ERAs is that they are not restrictive within national boundaries but encompasses areas that have developed specific competencies over long periods of evolution. EU also calls for integrated actions that can overcome the fragmentation of STI activity at the country level leading to overall competitiveness of EU. For each member, it calls for R&D investment intensity to approach 3% of GDP.

Examining EU policy articulations and its impact at the member country level is important as it has major implications for India’s bilateral collaboration with member countries and with the EU. For example, a number of strategies are

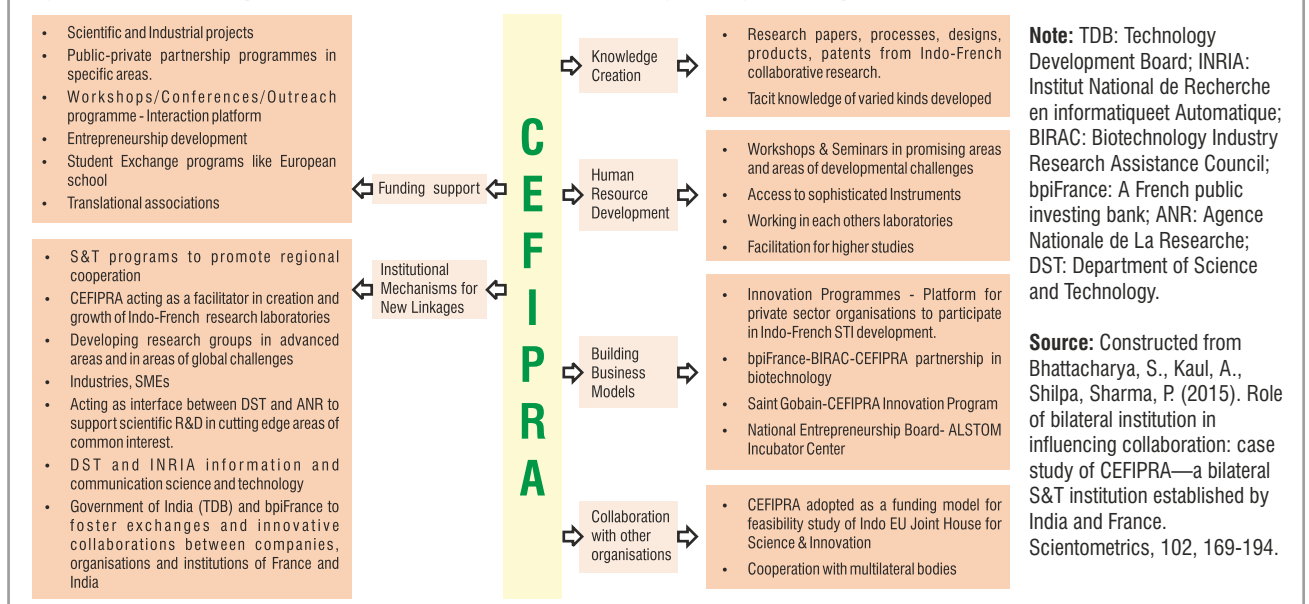
being adopted by France to address EU objectives; the major change being moving from centralised to more regional research and innovation strategy. Integration with EU programmes provides new opportunities for member countries in their international engagements including STI. However, it brings new challenges as institutions like CEFIPRA have to revisit and adopt new programmes for linking up with EU. A few good initiatives are already observed in this direction.

India also has to revisit her bilateral engagements with other EU member countries to exploit the new opportunities. In the case of bilateral engagements in STI, for example, there is a need to design new approaches that promote linkages with various EU initiatives. CEFIPRA can be a useful model as it has evolved over the years from a funding organisation to a catalyst for strengthening research and innovation ecosystem of India and France.

(Ms. Shilpa, Senior Project Fellow, CSIR-NISTADS and AcSIR PhD Student have provided useful information on EU and Indo-French cooperation.)



Figure 1: Stylised Representation of CEFIPRA’s Role in Strengthening STI Cooperation of India and France



WTO Public Forum 2015, Geneva - A Report



Speakers on the dais (L-R) Mr. Ricardo Melendez - Ortiz, Chief Executive Officer, International Centre for Trade and Sustainable Development (ICTSD), Mr. James Bacchus, Chair, Commission on Trade Development and Investment Policy, International Chamber of Commerce (ICC), Mr. Oliver Wieck, Secretary General, ICC Germany, Ms. Rupa Naik, Director-Projects, MVRDC World Trade Centre Mumbai and Executive Director, All India Association of Industries, Dr. Ikuo Kuroiwa, Executive Senior Research Fellow, Bangkok Research Centre, JETRO Bangkok, Ms. Luisa Santos, Director, International Relations, BUSINESSEUROPE and Dr. Javier Lopez Gonzalez, Policy Analyst, Trade and Agriculture Directorate, Organisation for Economic Co-operation and Development.

Trade Works

WTO Public Forum 2015 marked the twentieth anniversary of World Trade Organization (WTO) with the theme 'Trade Works'. The Public Forum was held from September 30-October 2, 2015. The Forum focused on how trade works through the multilateral system to boost growth, lift people out of poverty, increase access to goods and services and promote peaceful mutually beneficial relationship between nations. The Forum looked at those areas where trade can work better and what role WTO can play.

The opening plenary debate was addressed by a distinguished panel of experts comprising **Ms. Lilianne Ploumen**, Minister for Foreign Trade and Development Cooperation of the Netherlands; **Ms. Amina Mohamed**, Cabinet Secretary for Foreign Affairs and International Trade, Kenya; **Ms. Yuejiao Zhang**, Appellate Body Member of the WTO; **Ms. Susan Schwab**, Former United States Trade Representative; **Ms. Anabel Gonzalez**, Senior Director, Trade and Competitiveness Global Practice, World Bank Group, **Mr. Roberto Azevedo**, Director General, World Trade Organization and moderator **Ms. Lerato Mbele**.

The Forum organised 88 powerful sessions over three days covering wide range of subjects focusing on trade as a tool of growth and development.

Opening the Public Forum, **Mr. Roberto Azevedo**, Director General, WTO expressed that trade works to leverage economic growth and development resulting in huge benefits. However, trade works if it is accompanied by right policies; if countries are supported to build the capacity they need to compete and if the world promotes a transparent system of

rules which are agreed together and are enforced in a fair, open and cooperative way. WTO strives to create that platform.

Reflecting on the gains over the last twenty years, Mr. Azevedo said that tariffs were brought down by half and trade volumes doubled. Benefits of trade extended to million more people as developing countries' share in global merchandise trade surged from 27 per cent to over 43 per cent. Through the 'Aid for Trade' initiative, 245 billion dollars were disbursed to help countries improve their trading ability.

Further, the Trade Facilitation Agreement and the important decisions on Agriculture and in support of Least Developed Countries were significant outcomes at Bali in 2013. The Trade Facilitation Agreement will make trade work better for everyone. It will cut the cost of moving goods across borders. The majority of benefits will accrue to the developing and the least developed countries, Mr. Azevedo averred.

Likewise, the recent advances in the negotiations to expand the Information Technology Agreement are a welcome move. This will eliminate tariffs on over 200 IT products - worth approximately 7 per cent of global trade, Mr. Azevedo observed.

Finally, trade played an important part in the Millennium Development Goals to cut extreme poverty by half that was reached by 2010 – well before the 2015 deadline.

WTC Mumbai and AIAI Session

Global Value Chains (GVCs) and Changing Patterns of Value Added Trade in Developing Economies

World Trade Centre (WTC) Mumbai and All India Association of Industries (AIAI) officials participated in the WTO Public Forum 2015 and organised a session on September 30, 2015 on the theme 'Global Value Chains and Changing Patterns of Value Added Trade in Developing Economies.' The session was addressed by eminent experts drawn from prestigious organisations of international repute. Ms Rupa Naik, Director-Projects, WTC Mumbai and Executive Director, AIAI moderated the session.

The panelists discussed key issues of global value chains and examined the effects of GVCs on value-added trade. The discussion focused on strategies to integrate developing countries into the GVCs to maximise their competitiveness in global markets.

Mr. James Bacchus



In his opening remarks, Mr. James Bacchus, Chair, Commission on Trade Development and Investment Policy of International Chamber of Commerce (ICC) sought to establish a linkage between sustainable development goals, poverty alleviation and global value chains. All countries agreed by consensus to sustainable development goals – the ambitious goals of our times. The first goal is to eliminate poverty everywhere in 15 years by helping those who have the least to get more. How to do that? Every country has to decide for itself based on its sovereign decision making as to how it is going to achieve this goal. One way is to work together with other countries and the best way to engage is international trade and investment.

History reveals that no country has ever grown and sustained its growth in any other way other than by opening up its economy to the wider world and keeping it open and making it even more open. GVCs are the best way to begin helping the lowest among these to pull out of poverty.

In India and elsewhere all over the world, particularly in the developing countries, the best way for small and medium-sized enterprises to connect with global economy and become more prosperous is by becoming a part of global value chains. SMEs can piggy back on the efforts of bigger companies to engage in the wider world, increase productivity, increase growth and prosperity. That is the real issue.

Referring to the benefits of trade facilitation Mr. Bacchus said, trade facilitation is one of the best ways to smooth trade along global value chains (GVCs) by eliminating inefficiencies and by enhancing the capabilities of developing countries to participate in global economy. It is important that it should be fully implemented as early as possible. The potential gains are \$1 trillion annually added to global GDP with most of it going to the developing economies.

Mr. Oliver Wieck



According to Mr. Oliver Wieck, Secretary General, International Chamber of Commerce Germany, in the last three to four decades, governments and businesses have been part of a far-reaching economic transformation, made possible by remarkable advances in information, communication and transport technologies. The proliferation of global supply chains has changed the economic and political landscape in fundamental ways.

Advances in technology and an enabling policy environment have allowed businesses to internationalise their operations across multiple locations in order to increase efficiency, lower costs and speed up production.

Business today looks to add value in production where it makes most sense to do so; indeed this has become a key element of corporate competitiveness. For their part, some governments – though not all – recognise that participating in global value chains will bring value and opportunities to their workers and economies. For many economies today imports are increasingly a key-component of local production and exports. For example in Asia, since the year 2000 intermediate goods have comprised over 50 per cent of exports and over 60 per cent of imports. That is also why it is important to look not only at the gross figures of trade but also in value-added terms. When we measure exports in terms of their import content it becomes clear that many products today comprise inputs from a number of countries. Products today are 'made in the world', rather than made in a single country.

Dr. Javier Lopez Gonzalez



Dr. Javier Lopez Gonzalez, Policy Analyst, Trade and Agriculture Directorate, Organization for Economic Co-operation and Development (OECD) highlighted on the import side of GVCs and how firms and SMEs demonstrate by importing more sophisticated and more competitively priced intermediates.

According to Dr. Gonzalez, a lot of it is happening regionally. The regional component is also important. GVCs are underpinned by three factory systems - Factory Europe, Factory Asia and Factory North America. That has implications in terms of the regional integration efforts that are taking place. Deep agreements are taking place within the factory systems. The general perception is that of value added, inclusiveness and jobs upgrading productivity.

GVCs are creating and sustaining a lot of jobs. Jobs related to export activity are growing much faster than domestic jobs in general. Jobs related to exporting activities grew nearly 2.2 times faster than total jobs. However, jobs associated with

producing intermediates used in GVCs grew over 6 times faster.

So how can developing countries benefit from GVCs? Developing country firms are no longer having to master the entire production process of a good and are slotting into different segments of 'global production' according to comparative advantages. On the input side, having access to more sophisticated and competitively priced imported intermediates has a technological component that helps firms. Importing is essential for export competitiveness but also for selling in the domestic market.

Therefore, participation in GVCs is growing and value chains are very heterogeneous. Natural resource producers that generally engage in selling help add value to other countries production and of exports and other economies such as China, Mexico, Korea, Singapore and Thailand which are mostly engaged in buying. Implications of participation in value chains are clearly evident.

Countries are increasingly relying on foreign value added to produce their export and share of domestic content of exports is falling. However, even as the share of domestic content of exports has fallen, its value has grown considerably over the last decade. For example in the case of electrical and optical exports of China, the share of domestic content of exports fell from 87% in 1995 to 57% in 2009 while the value of exports has risen sharply from 19 billion in 1995 to 248 billion in 2009.

Dr. Ikuo Kuroiwa

Dr. Ikuo Kuroiwa, Executive Senior Research Fellow, Bangkok Research Centre, JETRO Bangkok presented a case study of Thailand's automobile GVCs focused on four key areas viz., the automobile industry in Thailand, industrial policy of Thailand, automobile GVCs in Asia and the challenges faced by Thailand and other Asian countries.



According to Dr. Kuroiwa, South East Asian countries including Thailand have high foreign content of automobile exports implying that in order to export automobiles, they have to import a lot of intermediate input from other countries. In Japan, EU and China, foreign content is very low because they procure the best from local part suppliers. These countries hardly depend on foreign imports. The foreign content has been increasing in automobile exports implying the deepening of automobile GVCs in many countries of the world.

Deliberating on the changing profile of the foreign content in Thailand auto exports Dr. Kuroiwa said, new patterns are emerging. In 1995 Thailand had high shares of intermediate inputs from Japan, EU, USA. During 1995 – 2011, there was rapid increase in the share of inputs from China and South East Asia, in particular Indonesia and Philippines. Thailand became more dependent on import from South East Asian

neighbouring countries rather than developed countries.

However, there are challenges. Thailand is not facing the middle income trap. The top priority of the Government of Thailand is to avoid middle income trap. To do so, Thailand needs to upgrade to GVCs shifting from production hub to innovation hub in South East Asia.

Economic growth has slowed down since 2008. Government of Thailand is trying to invite FDI, R&D facilities at regional headquarters and the Government of Thailand is now promoting the eco-car project.

Mr. Ricardo Melendez-Ortiz

According to Mr. Ricardo Melendez – Ortiz, Chief Executive Officer, International Centre for Trade and Sustainable Development (ICTSD) value chains are more regional than global. Mr Melendez-Ortiz elucidated with examples of Factory North America, Factory US, Factory Japan, Factory China, Factory Europe and mostly Factory Germany where the drivers, the leading firms in value chains are located. In these regions the policy environment has been favourable for the development of value chains.



However, the issue is about integration of SMEs into global value chains. Even though small and medium enterprises make up nearly 95 per cent of all enterprises around the world, provide around 60-70 per cent of private sector employment, they continue to be very much behind participation in global markets with marginal contribution of 20-25 per cent of global GDP. Their ability to participate in global value chains is an area of particular concern.



From (L-R): Mr. Harish Iyer, Counsellor, Development Division, WTO, Ms Debjani Chowdhury, Advisor, MVIRDC WTC Mumbai, Ms Rupa Naik, Director-Projects, MVIRDC WTC Mumbai and Executive Director, AIAI and Mr. Yonov Federick Agah, Deputy Director-General, World Trade Organization (WTO).

Participation in value chains not only help capture the gains in terms of employment but also generate positive spill over in the economy in terms of technology, innovation etc.

Have developing countries really benefitted from value chains? The phenomenon of GVC is evident mostly in the locations, regions (Factory North America, Factory US, Factory Japan, Factory China, Factory Europe and mostly Factory Germany) discussed above. Some developing countries have participated, drawn by the many firms located in those countries and they have taken advantage particularly in the context of the preferential arrangements and other forms of economic integration. However, the most developing world continues to be absent in the phenomenon of value chains, Mr. Meledez-Ortiz pointed out.

Ms. Luisa Santos



Ms. Luisa Santos, Director, International Relations, BUSINESSEUROPE expressed that in the past 20 years the digital revolution has led to a world that is better connected to the global value chains. Today's products and services are not produced in a single location, but are the result of a combination of tasks executed in different countries, with the lion's share of traded goods being intermediates. Businesses have new opportunities but many of them are outside traditional markets. By 2015, 90% of world economic growth is expected to be created outside Europe - 1/3 alone in China. Developing and emerging countries are likely to represent nearly 60% of world GDP by 2030 (< than 50% today).

Governments tend to develop industrial policies taking into account existing GVCs. Of course this means that choices are being done, in many cases forsaking traditional industries in favour of new industries that in theory are more innovative and prepared for the future. Sometimes these choices do not have the expected results as they are designed without considering existing realities -- overcapacities, lack of skills or lack of infrastructure. Temptation to create domestic champions by protecting domestic markets from foreign competition will lead to uncompetitive sectors that are unable to compete at international level. The GVCs in the long run will tend to be unsustainable.

Ms. Rupa Naik



Ms. Rupa Naik, Director-Projects, World Trade Centre and Executive Director, All India Association of Industries said that now more than ever, SMEs in Asia have the opportunity to engage in international trade given the falling barriers to trade and fragmentation of production whereby the production of final goods is spread over firms located in several countries, with

each one undertaking an individual 'task' in the overall process. Firms no longer need to have the expertise to export to a modern market; instead, they can simply support the value chain as suppliers of intermediate inputs, such as parts and components and act as subcontractors several levels down from the ultimate buyer.

SMEs that invest in technology and those with high labour productivity are more likely to be part of the GVC. The extent to which a firm actively engages in improving its technology, production and processes positively influences its participation in GVCs.

According to Ms Naik, increased internationalisation through trade and participation in GVCs provides SMEs in many developing economies the opportunity to achieve economies of scale, expand market share and increase productivity. Additionally, participation in GVCs and cooperation within a network of upstream and downstream partners can enhance a firm's information flows and learning possibilities, as well as introduce new business practices and more advanced technology leading to greater growth and earning potential.

China, Japan, the Republic of Korea and Malaysia dominate Asia's GVC trade. India is also opening up to GVC activities in a significant way. The electronics sector is particularly exposed and is the key driver of these countries participation in these chains. Relatively good infrastructure, bureaucratic efficiency when dealing with multinational corporations, political stability, abundant cheap local and foreign labour and an English-speaking labour force are some of the propellers that distinguish these countries from other countries for electronics firms looking to develop locations for labour-intensive assembly activities.

China is the largest exporter in the world and China is by far the main exporter in textiles both in value added and gross terms. India participates strongly in manufacturing GVCs for automobiles, chemicals, electrical equipment and other manufactures. India's participation in manufacturing GVCs is in general due to the sourcing of intermediates from abroad. The majority of the final demand for manufactured goods and market services in Brazil represents value added that has been created domestically.

Policy makers should think business and think global - or at least regional. A country cannot develop a competitive offer of goods or services in isolation. This implies that imports are not an expression of foreign competitiveness, but rather a means for firms to access the most efficient inputs and free resources to focus on core competences.



WTC Mumbai Participates in 2015 WTCA Member Seminar - A Report

The 2015 Member Seminar was hosted by the World Trade Centers Association (WTCA) from October 18-20, 2015. Mr. Vijay G. Kalantri, Vice Chairman, MVIRDC World Trade Centre (WTC) Mumbai, Mr. Y. R. Warkerkar, Executive Director, MVIRDC WTC Mumbai and Ms. Sabah Naik, Assistant Director-Legal, MVIRDC WTC Mumbai, represented World Trade Centre Mumbai at the Seminar.

The first day, October 18, 2015, started with the 'New Member Orientation' Session. The session was specially designed for new WTCs or new staff of an existing WTC who have joined the WTCA family since January 2014.

Thereafter, the 1st Session comprised topics such as WTCA Overview, WTCA Global Network, What is a World Trade Center?, Real Estate Component of a WTC, International Trade Development Component of a WTC followed by questions-answers.

A session was organised by WTCA representatives namely, Ms. Khristina Muller, Member Services Manager, WTCA and Mr. Scott Wang, Vice President, Asia Pacific, WTCA. While Ms. Muller greeted all the new members, Mr. Scott Wang addressed the audience explaining in brief the symbolic representation of a terrorist attack. A slide show of the old and new building of the WTCA was shown. They explained about WTC and its global networking policy.

The 2nd Session covered topics such as New Member Resources, Introduction of the Digital Platform, Branding Guidelines, Trademark Protection, Quality and Certification Guidelines, followed by questions-answers.

In the evening a welcome reception was hosted. The 2015 WTCA Member Seminar was officially opened with a black and white themed cocktail party. The attendees had to dress in black and white business wear.

The second day, October 19, 2015, commenced with a WTCA Plenary Session. Mr. Rolf Draak, WTCA Interim Chief Executive Officer, along with WTCA team presented achievements and new initiatives to advance the WTCA mission and to support WTC operations. The WTCA Plenary Session was followed by a questions-answers with the WTCA management team, where members had the opportunity to seek clarification on various issues faced by them.

A Speed Networking Session was organised for WTCA members. Shortly after, the 47th WTCA General Assembly Presentation was held. This was followed by a panel presentation on 'Doing Business in Algeria' moderated by Dr. Ismael Chikhoun, Managing Director, President and Chief



From (L-R): Mr. Y. R. Warkerkar, Executive Director, MVIRDC World Trade Centre (WTC) Mumbai, Mr. Vijay Kalantri, Vice Chairman, MVIRDC WTC Mumbai and President, All India Association of Industries and Ms. Sabah Naik, Assistant Director-Legal, MVIRDC WTC Mumbai.

Executive Officer, US-Algeria Business Council. The others on the panel included Mr. Abdeslam Bouhouareb, Algerian Minister of Industry & Mining, Mr. Madjid Bouguerra, Algerian Ambassador to the US, Mr. Ali Haddad, President FCE, Algerian Economic Association and Mr. Mohamed Laid Benamor, President, Algerian National Chamber of Commerce (CACI)

Thereafter, there was a keynote by Mr. Josh Linkner, Chairman Fuel Leadership, LLC. Mr. Linkner presented on 'Disruptive Innovation and Reinvention' – an invigorating and enlightening presentation on creating robust change and growth within an organisation.

The day concluded with a cocktail party on the theme 'A Night in Casbah'. The party presented a glimpse of the experience that awaits WTCA 2016 General Assembly in Algeria.

On the third day, October 20, 2015, 'WTC Innovation Exchange' Session was organised. The session featured transferable solutions presented by participating WTC colleagues that enables to achieve one's mission and growth. The speakers were Mr. Jürgen Rees, WTC Dresden, Mr. Ray Nulty, WTC Dublin, Mr. Evert Jan Schouwstra, WTC Leeuwarden, Ms. Cristina Sbaizero, WTC Trieste and Ms. Mariette Mulaire, WTC Winnipeg. This was followed by 'Meet WTCA's Strategic Partners' Session which covered presentations by Kompass and Reed Exhibitions.



5th Global Economic Summit - A Report

The 5th edition of the Global Economic Summit 2015 on the theme 'Enabling Food for All' was well received among the agriculture fraternity in India and abroad. The Summit was jointly organised by World Trade Center (WTC) Mumbai with All India Industries Association (AIAI) from November 19-21, 2015, at WTC Mumbai. The Summit witnessed a participation of 50 from 28 countries. Over 650 delegates participated and over 100 exhibitors showcased products and services at the Expo Center. There were 200 Business-to-Business meetings organised. The eight-panel sessions exhaustively deliberated on all topics in agriculture and allied sectors aligning with the theme.

The two and half day Summit comprised a Conference which provided in-depth knowledge through the eight-panel discussions and a variety of other knowledge products in the form of release of two publications - A Research Study 'Enabling Food for All - Can India Realise it's Food Security Dream?', a primary research study showcasing the best practices in the enforcement of agricultural practices and a Summit Handbook consisting of various articles on the theme, a farmers workshop and two international presentations one from Manitoba and the other from United Nations Procurement Division UNPD). The presentation from Manitoba showcased the best agricultural practices and the investment opportunities in all sectors of the economy, especially agriculture. The presentation by UNPD explained the various avenues of procurement and the information about the processes, which could be useful for the stakeholders in India.

This Summit also honoured progressive Farmer Producer Organisations (FPOs) by recognising them for the best practices in agriculture. In addition, interaction between international agencies and farmers was proliferated through a Post-event Tour to certain regions of Maharashtra.

The Summit also conceptualised Business-to-Business Meetings and Exhibitions enabling potential collaborative efforts to cover the trade perspective of WTC Mumbai and AIAI.

Inaugural Session started with the welcome address of **Mr. Vijay Kalantri, Vice Chairman, World Trade Centre Mumbai and President, All India Association of Industries**. In his speech, he stressed about the prevalent drought conditions due to scanty rainfall and the relevance of development of extensive water management initiatives to curb distress and instil better farm management practices in farmers.



Mr. Subhash Desai, Minister of Industries, Maharashtra, in his special address spoke, the greatest challenge faced by India which is the huge amount of wastage in food commodities at the post-harvest stage. He stressed that another pressing issue is the acute shortage of water being faced by some of the districts in the Marathwada Region of Maharashtra. In

order to overcome this issue, experts must guide farmers on how to increase agriculture production by using limited amount of water. Some of the districts in Maharashtra have no lakes, no reservoir or any other water harvesting structures and hence the amount of water stored is only around 15% of the total rainfall. He also said experts must also guide farmers on opting for value addition of crops rather than selling raw crops in the market. For example, potato farmers stand to lose gains from value. Farmers must also be taught to pursue alternative livelihood in order to reduce their reliance on agriculture.

The inaugural session consisted of special addresses by the eminent personalities namely, Mr. Ghazi Abu Nahl, Mr. Andrey Murga, Mr. Wojciech Jankowiak who were present on the occasion.

Mr. Ghazi Abu Nahl, Chairman, World Trade Center Association, New York, Chairman, World Trade Center Holdings (Cyprus) Ltd and WTC Qatar expressed concerns on excessive water wastage in India and urged that India should tread the path of best practices followed by the international community.



Mr. Andrey Murga, Deputy Head, Stavropol Region, Russia in his special address spoke about his region's strengths in agriculture. At the same time, he also gave excellent examples of best practices in his country which could be followed by India to curb hunger and poverty.

Mr. Wojciech Jankowiak, Deputy Marshal, Wielkopolska Region, Poland in his special address spoke of how his government builds and develops the economy of Poland by strengthening the agriculture and agro-based industries. Therefore, the subject of 'Enabling Food for All' holds immense importance to his country. Poland is one of the largest producers of food commodities in the European Union and it has witnessed growth in the export of grains, processed grains and meat products, year-after-year.



The inaugural session ended with the thematic address by **Mr. Shyam Khadka, FAO Representative in India** who strongly advocated the need for an integrated food and nutrition security system that incorporates past experiences and lessons with updated knowledge, technology in augmenting India's agricultural productivity, implementation of social protection

programmes which will not only enable food for all but enable the right food for all, which takes care of malnutrition and obesity. He also remarked on the agro-economic growth policy which would benefit GDP growth at large. However, this alone cannot fight poverty, hunger and malnutrition. He emphasised on feminisation of agriculture sector in India where male members of the farm households migrate to towns in search of jobs leaving female members to work on fields.

Panel discussion - Food Security and International Approaches was chaired by **Mr Shyam Khadka, FAO Representative in India.**

Panelist: Dr. Ashok Vishandas,



Chairman, Commission For Agricultural Costs And Prices, Ministry of Agriculture, Government of India expressed that, India had a trade surplus in the agriculture sector which reflects India's competitiveness in the global agriculture market. India's 'revealed comparative advantage', as measured by the Balassa Index, in the agriculture sector is 1.6 as against 0.98 in the manufacturing sector. This reveals that India's farm sector is more competitive in the global market than the manufacturing sector.



Panelist: Mr. Samir Shah, Managing Director & Chief Executive Officer, National Commodity and Derivatives Exchange Ltd. emphasised on a holistic approach to find a sustainable solution for the post-harvest loss in food commodities. He stressed on urgent policy focus in three areas namely, reforming primary markets for agriculture commodities, reforming buffer stock management and modernising storage infrastructure.

Panelist: Ms. Manisha Dhatrik, Managing Director, Varun Agro Processing Foods Pvt Ltd explained how her organisation Varun Agro Processing Foods Pvt. Ltd. improved the lives of farmers by training them on efficient use of water, fertilisers, pesticides and other inputs. She spoke about her successful journey with Hindustan Unilever an International Organisation.



Panelist: Dr. Nancy Creamer, Director of Center for Environmental Farming Systems, and Professor, North Carolina State University, USA, spoke about the alarming food insecurity and bad nutrition habits from her home state and the various initiatives taken by her organisation to curb them.

Panel Discussion - Food Production System: Emerging Trends and Global Challenges was chaired by **Mr. V. Padmanand, Director, Grant Thornton India LLP** who spoke about the various comprehensive strategies, popularly referred as 'Farm to Fork' approach, for diagnostics, policy making, field-level intervention and international branding practices which helped the export potential of commodities.



Panelist: Mr. Nandkishore Kagliwal, Chairman, Nath Bio-genes (I) Ltd. (Nath Seeds) shared his views on the production side of the food system in India. He stressed on the policy and technological interventions needed to increase farm productivity. He spoke about the fragmented land holding scenario and the need to consolidate land holding of farmers.



better results if gender sensitivity and gender equality were considered.



Panelist: Mr. Marco Marzano de Marinis, Executive Director, World Farmers' Organization (WFO), Italy, introduced WFO and said that his organisation worked in the areas of value chain, policy prescription to address food security, gender equality, climate change and other issues in the agriculture sector and advocates appropriate nutrition. He spoke about



Panelist: Dr. Alwin Keil, Senior Agricultural Economist, International Maize and Wheat Improvement Center (CIMMYT) spoke about the great success of zero tillage method and efforts to bring up wheat cultivation in Bihar.

the best practices followed across countries of the world. He emphasised that farmers have a prominent role in creating a sustainable planet in the days ahead.

Panelist: Mr. Anwar Faruque, Additional Secretary, Director General (Seed Wing), Ministry of Agriculture, Government of People's Republic of Bangladesh, spoke about the success of Bangladesh amidst threats and weaknesses and its achievements in the agriculture sector.



Panelist: Mr. Wawrzyniec Czubak, Assistant Professor, Poznan University of Life Science, Poland, spoke about policymakers of the European Union (EU) who introduced a Common Agriculture Policy (CAP) to ensure food security and self-sufficiency in food commodities in early 1960s. It took 20 years to attain self-sufficiency in agriculture in the EU after the introduction of CAP. Since 2013, the focus of the policy has shifted to other imperatives like protecting ecology.



Panelist: Dr. R. K. Gupta, Director, ICAR-Central Institute of Post Harvest Engineering and Technology, Ludhiana, India, spoke about post-harvest losses due to the handling of raw food produce which goes through several stages monitored by middlemen. The processing process is mostly controlled by urban rather than rural entrepreneurs.



Panelist: Dr. Digvir S. Jayas, Vice-President (Research and International) and Distinguished Professor, University of Manitoba, Canada in his presentation on the Province of Manitoba said that agriculture was given the same priority as the other sectors of the economy. The key pre-requisites of a well-managed food grain system are considering grain

Panelist: Dr. D. Rama Rao, Director, National Academy of Agricultural Research Management (NAARM) spoke about the various successfully implemented projects through Information Communication Technology (ICT) platform.



a national asset, developing education programs, applying existing knowledge, developing local appropriate technologies and developing region specific guidelines. He shared his concept of the future storage system, which includes automation technologies to control temperature, moisture and insect attack.



Panel Discussion: Agricultural & Food Processing Policy Outlook was chaired by **Dr. Hameed Nuru, Representative and Country Director, World Food Program (WFP),** spoke about studies from Food and Agriculture Organization (FAO), World Bank and other UN institutions which indicated that women comprise around 60% of the agriculture labour in developing countries. Also, it is found that agriculture projects being implemented by these UN institutions delivered 30%

Panelist: Mr. Arvind Kumar, Managing Director, Maharashtra Agro Industries Development Corporation (MAIDC) emphasised that the advanced western countries have a significant role to play in sharing technology and know-how in the agriculture and food processing sectors with other countries in the world. He advocated the importance to enhance access to institutional credit to farmers through the provision of interest-free loans to all farmers.





Panel Discussion - Innovative Financing for Agriculture was chaired by **Mr. Raj Benahalkar, Chief Risk Officer, National Commodity & Derivatives Exchange**. He informed that the real issue in agriculture finance in India is timely access to credit at reasonable interest costs. He informed farmers that through GES 2015 he would share his insights on agriculture value chain, which has developed well in India.

Panelist: Ms. Meera Mishra, Coordinator, International Fund for Agricultural Development (IFAD), India emphasised that society and policy makers must repose faith in farmers' ability to face risks. Indian farmers have the inherent capacity to face various risks like climate uncertainty, price volatility for their produce in the market etc. Therefore, the government must stop adopting a protectionist approach towards farmers and instead adopt a supportive approach.



Panelist: Dr. Dinesh, Chief Executive, National Co-operative Union of India (NCUI) stated that today, across the globe there is no model as effective as the co-operative model for growing more food commodities with limited farm resources. The co-operative model is based on aggregation of the resources of all farmers in a community to realise economies of scale.

Panelist: Mr. B. V. S. Prasad, General Manager, Department of Economic Analysis and Research, National Bank for Agriculture and Rural Development spoke about the various development activities of NABARD such as strengthening Rural Financial Institutions, operating Watershed Development Fund (WDF), Tribal Development Fund (TDF), conducting off-farm skill development, Self-Help Group (SHG) Bank Linkage Program, financial inclusion etc.



Presentation on Promoting Make in Manitoba



The presentation was made by **Ms. Mariette Mulaire, President and Chief Executive Officer, World Trade Centre Winnipeg, Canada**. She informed about the main industries in Manitoba which are transportation, logistics, manufacturing, agriculture and food processing, among others. The

food processing industries had been growing over the years spearheaded by the Richardson Centre for Functional Foods and other institutes in the food and agriculture sector. Thereafter she introduced Centralia 2016 to be held in May 2016 and invited the audience to participate in the business forum.

Workshop on Food Procurement by the United Nations Procurement Division



Ms. Laura Secher, Procurement Officer, Field Supply Team in the Peacekeeping Procurement Section, United Nations Procurement Division (UNPD), USA presented on the UNPD procurement process. UNPD procures around 450 food commodities from contractors around the world, to supply to its peacekeeping forces stationed in different countries. The division selects the right contractor based on several eligibility criteria. Besides the usual food items, the UNPD may also procure food articles like bakery, fresh bread, bottled water etc.



Panel Discussion - Food Standardisation and Safety, Post 2015 - The Role of International Standard Organisations was chaired by **Dr. Mark Cyubahiro Bagabe, Director General, Rwanda Standards Board (RSB), Rwanda** stated that the goal of 'food security with safe food' can be attained only by adopting a holistic policy approach that takes into account developments like globalisation, urbanisation, climate change etc.

Panelist: Dr. Eng. Mohamed Abdel Motaleb Etman, Head of Central Department for Standardization, Egyptian Organization for Standardization and Quality, Egypt, informed how his organisation ensures that the food sold in Egypt was safe for human consumption.



Panelist: Mr. Gevorg Nazaryan, Deputy Director, Armenian National Institute of Standards CJSC (SARM) Armenia, spoke about the challenge of food security and the international food safety standards regime.



Panelist: Dr. Asmi Raza, Professor of Economics, University of Delhi & Project Director, World Bank, began his speech by mentioning that food safety plays an important role for food security and how modern farming practices endangers food safety.



Panelist: Dr. Hasanuddin Ibrahim, Assistant to the Minister of Agriculture for International Trade and Relation, Ministry of Agriculture of the Republic of Indonesia said that food security and farmers' welfare are among the important issues in this country which are being addressed.

Panelist: Mr. Omkar Musale, Senior Technical Manager, Envirocare Labs Pvt Ltd, in his speech, spoke about post-2015 framework of food safety and food security for all, in a long-term sustainable manner.



Panelist: Mr. Per-Stefan Gersbro, Managing Director, Pacedo AB and Founder, Packbridge AB, Sweden, explained the role of packaging in increasing the shelf life of food products, thereby enhancing marketing appeal of these products. He also talked about the sustainable practices to be followed by packaging companies.



Panelist: Ms. Vaneet Kaur, Research Associate, Centre for Science & Technology of the Non-Aligned and Other Developing Countries, in her speech, advocated the adoption of innovative agriculture technology to promote farm productivity and attain food security.



Panelist: Mr. Venkatesh N. Hubballi, Director, The Directorate of Cashewnut & Cocoa Development (DCCD), spoke on how DCCD adopted a well diversified strategic approach to develop the cashew sector in India. Specifically, in the last few decades, it has taken various steps to increase area of cashew cultivation and productivity of the crop in various parts of the country.

Panel Discussion: Agriculture Infrastructure: The Way Forward was chaired by **Mr. Ashwin C. Shroff, Chairman, Excel Crop Care Ltd,** listed out the challenges in the agriculture sector of India and the role played by his organisation in addressing some of these challenges.



Panel Discussion: Role of Skill Development and Innovation in Enhancing Agricultural Yield was chaired by **Ms. Joanna Kane-Potaka, Director-Strategic Marketing and Communications,** who introduced the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) and its specialisation in addressing issues faced by farmers in drylands, which have the harshest environment in the world, through three approaches namely, capacity building across value chains, inclusive capacity building and capacity building as a catalyst for empowering farmers.



Panelist: Mr. Anil B. Jain, Managing Director, Jain Irrigation Systems Ltd spoke about problems related to erratic power supply and electricity which farmers receive at subsidised costs and how in order to overcome this issue, Jain Irrigation supplies solar powered water pumps to farmers.

Panelist: Dr. Min-Tze Wu, Director, Plant Technology Laboratories, Agricultural Technology Research Institute (ATRI), Taiwan spoke on how Taiwan's agriculture sector is prepared to face the trend of liberalisation, create new value based cross-domain cooperation and encourage innovative thinking by the Taiwanese government.



Panelist: Dr. Parashuram Samal, Principal Scientist, ICAR-National Rice Research Institute, Cuttack, India, through his presentation provided a background of the impetus for rice research and development in the country.

Panelist: Mr. Mayank Sagar, Business Development Executive, Annamrit Farmers as Owners Foundation, in his speech spoke extensively about The Apple Project, implemented by a consortium of partners in five districts in the States of Uttarakhand and Himachal in 2007.



Valedictory Session: Mr. Bhushan Gagrani, IAS, Chief Executive Officer, Maharashtra Industrial Development Corporation (MIDC) was the Guest of Honour in this session. He proudly informed that the State of Maharashtra has skilled farmers. The only policy step needed is the orientation of the farming community to value-added products.

Business-to-Business Meetings (B2Bs)

B2Bs were organised to provide a networking platform for the delegates from India and abroad and thereby facilitate them to establish business relationships among themselves. Around 27 international delegates representing various countries and 50



Indian delegates participated in this session. A total of 150 B2Bs were scheduled in sectors such as farming, food processing, beverages, logistics, information technology, trading, ayurvedic and herbal packaging.

Farmers Workshop

A Farmers Workshop was organised for the benefit of farmers on November 20, 2015. The farmers who participated included



41 farmer directors of 29 farmer producer companies from Pune and Nashik Districts. Mr. V. N. Athawale of Vipra Agriculture Business Development Services, Pune and Consultant to Small Farmers Agribusiness Consortium (SFAC), New Delhi arranged to bring the directors to the workshop.

The Workshop enabled the farmers to interact with the international experts and gain insights in to key issues faced by them. They were provided with best practices in farming technology and appropriate use of available technology.

Post-event Tour

A two-day post-event tour to Nagpur was held from November 21-22, 2015, for international delegates to understand the state of farming and food processing sector. The delegation that visited had 21 delegates including the High Commissioners of Fiji and Rwanda. They had meetings at Vidarbha Industries



Association (VIA); Vasantnao Naik State Agricultural Extension Management Training Institute (VANAMATI), Visit to the factories of Haldiram, Nagpur Sortex and Suruchi Spices.

Reach Out to North American Markets through Centrallia 2016

The World Trade Centre Winnipeg (WTC Winnipeg) is putting out the welcome mat for its entire international 'family' at business-to-business (b2b) forum Centrallia on May 25-27, 2016.

Presented under the WTC banner for the first time, Centrallia 2016 also opens doors to the international business leaders to better acquaint themselves on its vast trade network.

Ms. Mariette Mulaire, President and Chief Executive Officer, WTC Winnipeg travelled to India from November 16-28, 2015 to meet various partner members of the World Trade Centers Association (WTCA) network. The visit included a stop in Mumbai where collaborating with the WTC Mumbai was crucial to connecting with the business community in Maharashtra, India. The trip to India was a great opportunity to invite Indian business leaders to leverage Centrallia 2016 as a platform to explore Canadian and North American markets.

Centrallia organisers play matchmaker, arranging up to fourteen 30-minute b2b 'speed-dating' meetings, along with social and networking events. WTC Winnipeg is also looking forward to



CENTRALLIA IN NUMBERS...
 5,000+ B2B MEETINGS
 700+ BUSINESS LEADERS
 100 EXHIBIT BOOTHS
 30+ COUNTRIES

display the revamped convention centre and unique businesses and attractions sparked by Manitoba's community of innovators.

American civil and human rights leader Dr. Gerald Durley will set the tone for the conference as the opening keynote speaker, with a focus on building personal relationships as a foundation for strong business relationships. As well, two conference streams will focus on business opportunities in the 'Arctic' and in the 'Americas'. The trade show at



RBC Convention Centre Winnipeg will feature a WTC Alley to accentuate the benefits of having more than 300 WTC partners in over 91 countries.

Centrallia was presented in 2010 and 2012 by ANIM (Manitoba's Bilingual Trade Agency, which supports and develops Manitoba's economy by promoting trade with francophone markets in Canada and abroad), the bilingual trade agency that has since expanded its mandate as WTC Winnipeg. The first WTC Winnipeg board of directors was introduced at Centrallia 2012, when more than 700 delegates from 30 countries attended. Last October, Centrallia Manitoba - the first version solely focused on the Province of Manitoba - elicited an equally enthusiastic response.

Learn more at www.centrallia.com.

Centrallia will match your key people with decision makers from around the world, all motivated to do business on the spot.

WHO SHOULD ATTEND?

YOUR BEST	BUSINESS TYPE	OPPORTUNITIES	
CEOs Senior Management Executive Team Directors	Growing Business	• Explore international business opportunities	SALES!
	Export Ready	• Expand your export plan	GROWTH!
	Importer or Distributor	• Meet alternative suppliers • Discover new, cost-cutting products or materials	INNOVATION!
	Investor	• Explore international investment opportunities	REVENUE!
	Trade and Investment Expert or Service Provider	• Share your knowledge • Expand your network	NEW MARKETS!
	Trade and Investment Promotion Agency	• Become an exhibitor • Showcase your region to international business leaders	NETWORKING!

Food Taipei 2016 - Asia's Comprehensive Food Show to Reckon With

Taiwan External Trade Development Council (TAITRA) will be organising the 26th Taipei International Food Show from June 22-25, 2016 in Nangang Exhibition Hall and TWTC Hall 1. The Show comprises Foodtech & Pharmatech Taipei and Taipei Pack which will be held concurrently in the Nangang Exhibition Center and Foodtech & Pharmatech Taipei, Taipei Pack, Taiwan Horeca and Halal Taiwan in TWTC.

The products exhibited will include fresh fruits & vegetables, preserved fruits & vegetables, poultry, seafood, meat & processed meat products, edible oils, dairy products, organic and vegetarian food, frozen prepared food, canned food, baked food, biscuits, wine & liquor, coffee & tea, juice & soft drinks, condiments & confectionery and ice cream.

In the 2015 Show, buyers from over 100 countries presented their products in around 36 national pavilions. In the top 10 countries of buyers, China topped the ranking with 2,271 buyers and Asia represented 82% of its overseas buyers. Buyers from Europe reached a record high with 23.4% growth in number over the previous show. This only goes to prove that there are great opportunities Food Taipei offers.

For the 2016 Show, overseas visitors who have been approved after pre-registration and holding registration passes will have access to the Show on June 22 - 25.

Hurry now to avail international visitors incentives! (Incentives are subject to approval and on first come first serve basis)



In 2015, the Expo created an outstanding record of 1,642 exhibitors and 3,920 booths in 2015 (Food Taipei had 1,088 exhibitors and 2,140 booths). National and regional pavilions include Taiwan, USA, China, Japan, Korea, Thailand, Canada, Central America (Panama, Belize, Nicaragua, El Salvador, Honduras and Guatemala), FTA Countries, Spain, Belgium, Chile, New Zealand, Sri Lanka, Indonesia, Brazil, Malaysia, Fiji, Peru, Argentina, Hungary, Slovakia, Philippine, Austria, Vietnam, Swaziland, Bosnia i Hercegovina, Greece, Germany, Netherlands and Poland.

For more details contact Mr. A. O. Kuruvila at kuruvila@wtcmumbai.org and Ms. Sonali Hule at mb.sonali@taitra.org.tw

Trade Promotional Activities Held This Quarter

Slovak Republic Seeks to Boost Bilateral Relations with India



From (L-R): Ms. Rupa Naik, Director-Projects, MVIRDC World Trade Centre (WTC) Mumbai, Mr. Amit Choksey, Honorary Consul, Slovak Republic in Mumbai, Ms. Dominika Bartosova, Commercial & Economic Attaché, Embassy of the Slovak Republic, New Delhi, H. E. Mr. Zigmund Bertok, Ambassador, Embassy of the Slovak Republic, New Delhi, Mr. Vijay Kalantri, Vice Chairman, MVIRDC WTC Mumbai and President, All India Association of Industries, Mr. Vazil Hudak, Honourable Minister of Economy, Slovak Republic, Mr. Y. R. Warekar, Executive Director, MVIRDC WTC Mumbai and Ms. Zuzana Nehajova, General Director, Ministry of Economy, Slovak Republic.

A business forum on ‘Doing Business with Slovak Republic’ was organised in honour of the Slovakian ministerial delegation led by Mr. Vazil Hudak, Honourable Minister of Economy, Slovak Republic who visited the World Trade Centre (WTC) Mumbai.

Mr. Vijay Kalantri, Vice Chairman, MVIRDC WTC Mumbai and President, All India Association of Industries, expressed hope that there is room to strengthen bilateral trade between India and Slovakia although, the current level of trade between both the countries is negligible. Mr. Kalantri said India and Slovakia have tremendous scope to co-operate in agro-food, automobile, engineering, defence, railways and other technology intensive sectors. The central government’s ‘Make in India’ campaign also envisages greater co-operation between India and foreign countries.

He informed that the Indian government is spending around Rs. 80,000 crore annually on defence, which is one of the focus sectors of the ‘Make in India’ campaign and there is huge scope for co-operation in this sector. Speaking on the automobile sector, Mr. Kalantri said ever since the opening up of the

automobile sector in India in early 1990s, foreign auto firms have been showing interest in the Indian market. Particularly, he mentioned how Slovakia’s leading car brand Skoda made inroads in the Indian automobile market.

Speaking at this session, H.E. Mr. Zigmund Bertok, Ambassador, Slovak Republic to India also seconded the view that India and Slovakia can strengthen the commercial relationship in automobile, defence, electronics and other sectors.

Mr. Hudak said Slovakia is a small country with a population of 5.5 million people (less than the population in Mumbai). He said in 1993, Czechoslovakia was divided into two countries namely - Czech Republic and Slovakia. Since then, the Slovakian economy experienced radical transformation, he remarked. Since the country is part of the eurozone, it shares the common currency Euro and it enjoys unrestricted trade in goods and services with eurozone countries. He further informed that Slovakia is the fastest growing economy in eurozone with an average annual growth of 5% in the last 10 years.

Slovakia is an export-led economy as 85% of GDP comes from exports. Meanwhile, 80% of the exports of this country is destined for European countries, he said. Consequently, the crisis in the European countries affects the economic prospects of Slovakia. Therefore, the Slovakian government is taking steps to diversify the export market of goods and services produced in the economy, the Minister explained.

Automotive is the dominant industry in the Slovakian economy and the country is the biggest producer of cars per capita, the Minister informed. Volkswagen, Kia, Peugeot are some of the car makers operating in this country. The second dominant industry in the economy is electronics and some of the main companies operating in this industry include Samsung, FoxConn and Honeywell, the Minister said.

He remarked that the future of its economy lies in innovation, especially in the emergence of start-ups in the technology intensive sectors, service sector and pharmaceutical sector.

He said foreign investors prefer to invest in Slovakia because of its attractive features like political stability, favourable geographical location, availability of skilled labour etc. He mentioned that Slovakia is well connected to the Silk Route of China and in future, the country would become part of the proposed mega railway project to connect Europe with countries in Eurasia, Russia and Asian countries.

He further noted that the country has demonstrated its expertise in solar, wind, biomass and other renewable energy

sectors by collaborating with European countries. He mentioned that Slovakia will assume the presidency of the European Union (EU) in 2016 and this would give the country an opportunity to lead the agenda of EU across the globe. Also, it would give Slovakia an opportunity to re-energise the economic relationship between India and the European Union and address key issues plaguing free trade agreement between them.

Ms. Zuzana Nehajova, Director General, Directorate General for Innovation and Business Environment, Government of Slovakia said her government has taken various initiatives to promote the start-up eco-system in the country in the areas of Information and Communication Technology (ICT), cyber security, automotive and energy efficiency. Key initiatives on this front include the introduction of 18 measures to support start-up companies and collaboration with Czech Republic, Poland, Hungary to promote start-ups etc, she said.

Further, she mentioned that a 'Fund of Funds' is promoted by sovereign wealth fund to provide financial assistance to start-up companies in energy, big infrastructure and related businesses. The Slovak government also provides special grants for Ph.D. students.

The Business Forum was held at the World Trade Centre Mumbai on October 8, 2015.



MoU Signed between WTC Mumbai and Portugal TPO

Captain Somesh Batra, Vice Chairman, MVIRDC World Trade Centre visited Portugal on a business meeting. He met Dr. Shivendra Rajan Sahay, President, Portuguese Indian Chamber of Commerce and his management team at the office of Caiado Guerreiro, a legal company in the capital city of Lisbon. On the occasion a Memorandum of Understanding (MoU) was signed between the two organisations.

Among other dignitaries present at the meeting were, His Excellency Jitendra Nath Misra, Indian Ambassador as well as Dra Maria Jose Alvarenga, Deputy Director, AICEP, a premier Portuguese Government Trade Promotion Organisation.

The event is a first step to promote bilateral trade between both countries.

The meeting was held in Portugal, Spain on October 27, 2015.



Exchange of signed MoU between Captain Somesh Batra, Vice Chairman, MVIRDC World Trade Centre Mumbai and Dr Shivendra Rajan Sahay, President, Portuguese Indian Chamber of Commerce.

Poland Launches 'Go to India' to Encourage Indian Investments

A twenty-member delegation led by Mr. Jerzy Witold Pietrewicz, State Minister for Economy, H. E. Mr. Tomasz Łukaszuk Ambassador of the Republic of Poland, Krzysztof Grabczuk Deputy Marshall of Lubelskie Province, Poland and leading entrepreneurs visited the World Trade Centre Mumbai to participate at a Business-to-Business event.

The Minister informed the Indian entrepreneurs that their government had launched a 'Go to India campaign,' prior to their visit to India. "We have launched Go to India programme to support the entrepreneurs and establish our presence here. The aim is to encourage mutual trade and investments. It is in line with your Prime Minister Narendra Modi's 'Make in India' initiative. Similarly, we too are encouraging Indian entrepreneurs to invest in Poland," said Mr. Pietrewicz.

The Minister Pietrewicz explained the current economic and political environment in Poland as being conducive to foreign investments. "Since 2000, we have political stability and have made economic progress. Our GDP is stable and deficit is low. As per the latest World Bank Report, Poland is on number 32 for ease of doing business," the Minister informed the business community. He added, "Our government has reduced clearances and brought down the time of providing clearances to only 24 hours." The Minister also said investors need to explore new areas of trade. Poland has strengths in engineering, nuclear medicine, defence and other areas.

Echoing his Minister's call for encouraging mutual trade growth, Mr. Grabczuk said, that their country believed in transfer of technology and knowledge to India. Likewise, new regions need to be explored by investors in both Poland and India. "We started with Punjab for sharing of technology and trade in new areas. There is potential for investments in my region, Lubelskie, which is close to Ukraine. We are strong in agriculture, food processing, fruit exports, mining and other technologies," said Mr. Grabczuk.

H. E. Mr. Tomasz Łukaszuk Ambassador of the Republic of Poland highlighted the importance of Maharashtra in the Indian economy and said Polish investors cannot afford to miss this State. He praised the Maharashtra government for bringing down the number of licences and reposing faith in investors. "We would like our companies to focus on Mumbai



From (L-R): Mr. Jerzy Witold Pietrewicz, State Minister for Economy, Republic of Poland, Mr. Krzysztof Grabczuk, Deputy Marshall, Lubelskie Province, Mr. Vijay Kalantri Vice Chairman, World Trade Centre Mumbai and President, All India Association of Industries, H. E. Mr. Tomasz Łukaszuk, Ambassador, Republic of Poland and . Mr. Leszek Brenda, Consul General of the Republic of Poland.

and Maharashtra which is contributing significantly to India's economy. We are here to assist the business contacts. I am confident our companies will find a place here," said Łukaszuk. He added, "We are happy that the government has reduced the number of licences from 75 to 26 and attempts are being made to reduce it further. It creates a really favourable climate for our companies.

Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Centre Mumbai and President, All India Association of Industries said that the trade links between India and Poland are well established and growing. "We have mutual interests in sectors like mining, engineering, agriculture and medicine. However we need to explore areas for investments," said Mr. Kalantri. He added, "We can think of collaborations of setting up plants in India, which will help us to make the 'Make in India' programme successful."

Kalantri said the trade between the two countries is expected to double in the next five years and India is a big market and an emerging economy.

Business-to-Business event was held at the World Trade Centre Mumbai on October 30, 2015.

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Portugal Seeks to Enter Indian Market

Mr. Rui Carvalho Baceira, Consul General, Consulate General of Portugal in India and Mr. Joao Rodrigues, Trade and Commercial Counsellor, Embassy of Portugal in India visited World Trade Centre Mumbai with a view to promote Indo-Portuguese bilateral trade.

The Portuguese market is thriving in Europe and has good exports abroad, except India, a reality that Portugal officials now wish to change for mutual benefit. The Portuguese officials are now on a mission to reach out to Indian entrepreneurs and exporters to ensure that business and investments between both countries reach a new landmark. The bilateral trade relations between India and Portugal are still low, said Mr. Rui. Exports from India to Portugal was INR

3.78 billion in December from INR 3.35 billion in November 2014. Exports to Portugal in India averaged INR 1.04 billion from 1991 until 2014.

“Portuguese companies are keen on investing in India and World Trade Centre Mumbai can help us to bring our companies to India,” said Mr. Baceira.

Speaking about the economy of Portugal, Mr. Baceira elaborated, “We are at an important point in our economy and are exploring new business areas. We are looking at sectors such as textiles, fishery, pharmaceuticals, medical tourism and services”.

“We will be coming with five missions to India first of which will be technical and then commercial. “Our delegation will be exploring renewable energy, automobile, spare parts and machinery,” said Mr. Rodrigues. “I promise Indian investors that there are big opportunities in Portugal.”

Medical research in unknown illnesses is a sector that Portugal has expertise. “We have companies that make specialised chemotherapy machines and yes we will be looking for medical tie-ups in the near future,” said Mr. Rodrigues.

Portuguese officials stated that Indian companies who have established in Portugal have made it the gateway to Europe. Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Centre Mumbai and President, All India Association of Industries assured the Portuguese officials of support and guidance. “We feel there is a synergy and mutual benefit to grow bilateral trade between both our countries. This can be achieved with the visit of delegations between Portugal and India.” Mr. Kalantri assured Portugal officials of guidance and support.

The meeting was held at the World Trade Centre Mumbai on October 29, 2015.



Ms. Rupa Naik, Director-Projects, MVIRDC World Trade Centre Mumbai presenting a memento to Mr. Rui Carvalho Baceira, Consul General Portugal. Others (L-R): Mr. Vijay Kalantri, Vice Chairman, MVIRDC WTC Mumbai and Mr. Joao Rodrigues, Trade and Commercial Counsellor, Embassy of Portugal in India.

Farewell to Dean of Consular Corps

A reception to bid farewell to the Dean of Consular Corp Mr. Pule I. Malefane, Consul General, Consulate General of the Republic of South Africa in Mumbai was organised at the World Trade Centre.

Mr. Malefane in his farewell speech said he was leaving India with a heavy heart. “The City of Mumbai and its people will always leave us with precious memories of the last 5 years. I will forever remember the hospitality



From (L-R): Mr. Vijay Kalantri, President All India Association of Industries and Vice Chairman, MVIRDC World Trade Centre Mumbai, Mrs. Lerato Malefane, Mr. Pule I. Malefane and Mr. Kamal Morarka, Chairman, MVIRDC World Trade Centre Mumbai.

and warmth extended to me and my wife during our stay in Mumbai. Mumbai being the economic and commercial capital of India has given me a lot of opportunities during my tenure to strengthen bilateral trade relations of the two countries”, said Mr. Malefane.

Mr. Malefane added, “Over 5 years, my family and I believe that Mumbai is our home and not South Africa. This is the kind of feeling and warmth that was given to us by the people of this

magnificent City”. In a lighter sense he mentioned, “My children say, when we are in South Africa, when are we going back home i.e. Mumbai”.

The Reception was held at the World Trade Centre Mumbai on November 21, 2015.

Gansu Province Explores Business in India

A high level business delegation from the Province of Gansu led by Mr. Wang Junxu, Chairman, China Council for the Promotion of International Trade (CCPIT) Gansu participated in an interactive meeting at the World Trade Centre Mumbai.

The members of the delegation included Mr. Bai Liqun, Secretary General, Conciliation Center of Gansu Provincial Committee of China Council for the Promotion of International Trade, Mr. Qi Lintian, General Manager, Gansu Tixin Industrial Co.,Ltd., Ms. Zhang Lisheng, Manager, Gansu Tixin Industrial Co.,Ltd., Mr. Huang Dengyu, General Manager, Jinchang Shengliduo Grain and Oils Equipment Development Co.,Ltd., Ms. Zhou Xiuhua, Chief Executive, BC Foods Gansu Co., Ltd., Mr. Ma Dong, Marketing Director, BC Foods Gansu Co., Ltd., Zhang Shaoping, Chief Executive, Gansu Dunhuang Seed Fruit & Vegetable Products Co. Ltd, Mr. Tang Kejun, General Manager, Yulan MSG Halal Food Co.,Ltd, Mr. Zhang Yong, General Manager, Gansu Dahe Food Co.,Ltd., Ms. Yang Yayuan, Sales Manager, Lanzhou Kangweier Food Sales Co. Ltd.

Mr. Kalantri sought suggestion from the delegation on the areas of mutual co-operation that can be explored between the Province of Gansu and India. Replying to this, Mr. Junxu informed that the prominent industries of Gansu economy are renewable energy (especially wind and solar), industrial oil, chemical, construction, mineral resources, agriculture, food processing, tourism etc. In the food processing sectors, companies produce various food commodities like tomato juice, dried onions, he said. In the agriculture sector, the Province is strong in rice, black pepper and other crops, he added.

In the renewable energy sector, the Province is rich in wind and solar power. The total production capacity of both wind and power is 170 million kilowatts, Mr. Junxu highlighted.



From (L-R): Mr. Mr. Wang Junxu, Chairman, China Council for the Promotion of International Trade (CCPIT) Gansu, Mr. Vijay Kalantri, Vice Chairman, MVRDC World Trade Centre (WTC) Mumbai President, All India Association of Industries and Mr. Y. R. Warerkar, Executive Director, MVRDC WTC Mumbai.

He further informed that the main aim of the visit of his delegation to India is to explore co-operation in agro-products. The visiting delegation also wanted the members of World Trade Centre Mumbai and other Indian entrepreneurs to participate in the annual trade fair that happens in the month of July in the Province of Gansu.

Mr. Kalantri informed the delegation that the Indian government is promoting ‘Make in India’ while the Government of Maharashtra is pursuing ‘Make in Maharashtra’. In this regard, he suggested manufacturers in the Province to explore investment opportunities in Maharashtra. He said there are various advantages in setting up manufacturing plants in India and these include availability of cheap labour and finance.

The Indian government is also improving the ease of doing business to simplify the regulatory and administrative

procedures in order to encourage foreign companies to invest in India. Mr. Kalantri brought to the attention of the delegation members that, the Indo-China bilateral trade volume, stands at a whopping \$80 billion and suggested them to explore business opportunities in India.

Mr. Kalantri assured the delegation that India would send its delegation to the annual trade fair so that Indians can explore

business opportunity in that country.

The interactive meeting was held at the World Trade Centre Mumbai on November 25, 2015.

MSME Report Released at WTC Mumbai

The 18th India Micro Small and Medium Enterprise Report 2015 was released at an event jointly organised by World Trade Centre Mumbai and All India Association of Industries (AIAI) in association with Institute of Small & Medium Enterprise and Development, Cochin.

Mr. S. S. Mundra, Deputy Governor, Reserve Bank of India was the Chief Guest of the event. He addressed the audience on financial issues faced by the MSME sector. Non-performing assets (NPAs) occurs largely due to uncontrollable or unexpected factors in the economy and willful default on the part of the borrower is only miniscule. An account becomes an NPA, reflecting constraints faced by the unit, which requires the bankers and agencies concerned to help out by handholding it.

Mr. Mundra added that MSMEs must be encouraged to be a part of the Electronics Trade Receivables Discounting System (TReDS). The trade platform will be an efficient, transparent and real time system to settle receivables.

Referring to the credit guarantee fund trust for micro and small enterprises (CGTMSE) scheme, he said that industry bodies and other stakeholders should join CGTMSE as the government was planning to raise the funding ceiling under the scheme. This could bring about discipline in payment by large corporates to SMEs. Further, RBI has taken various measures to boost bank credit to the MSME sector and it would continue to do so, added Mr. Mundra.

Dr. P. M. Mathew, Director, Institute of Small Enterprise and Development presented the key findings of the India Micro, Small and Medium Enterprise Report 2015. The Report highlights the state of MSMEs in India and outlines policy recommendations for the growth of this sector. Among other things, the Report recommends National MSME Innovation Policy, Export Capability Enhancement Fund, restructuring of start-up programmes, establishing rural services observatory, creating development finance network etc.

While the government has introduced MUDRA Bank to enhance flow of funds to the MSME sector, a lot needs to be done to enhance support system to this sector, he said.

Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Centre Mumbai raised concern over various issues plaguing the MSME sector in India including lack of timely access to bank credit at a reasonable interest rate. Mr. Kalantri expressed that MSMEs in India need guidance on sound human resource management, skill development, marketing, finance and other related areas.

Mr. Kalantri further informed that units in this sector produce around 8,000 products, contribute 40% to GDP, 45% to exports and employ over 60% of labour force in India. This sector is the only sector that can address regional imbalance, Mr. Kalantri opined.

The Report release was held at the World Trade Centre Mumbai on November 26, 2015.



Mr. S. S. Mundra, Deputy Governor, Reserve Bank of India releasing 'India Micro, Small and Medium Enterprises Report 2015'. From (L-R): Ms. Rupa Naik, Director-Projects, MVIRDC World Trade Centre (WTC) Mumbai and Executive Director, All India Association of Industries (AIAI), Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Centre Mumbai and President, AIAI and Dr. P. M. Mathew, Director, Institute of Small Enterprise and Development.

WTC Xiamen Facilitates India-China Relations

A high-level trade exploratory mission led by Mr. Scott Wang, Vice President, Asia Pacific, World Trade Center Association, New York (WTCA) along with Mr. Zhong Chen, Vice Chairman, World Trade Center Xiamen (WTC Xiamen) and Mr. Vincent Lin, Director, Ribest Ribbons & Bows (India) Pvt Ltd. interacted with members of trade and industry. The objective of their visit was to strengthen bilateral relations between Xiamen and India and also, to invite WTC Mumbai to lead a delegation to the International Fair for Investment and Trade (CIFIT) in China during September 8-11, 2016, in order to project India as an investment destination.

During the meeting, Mr. Chen mentioned that the business community in Xiamen was keen to invest and trade with India in infrastructure, energy, electronic goods and e-commerce. To promote co-operation, information on legal, regulatory and policy environment in India must be furnished to Chinese



Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Centre Mumbai and President, All India Association of Industries presenting bouquets and mementos to Mr. Scott Wang, Vice President, Asia Pacific, World Trade Centers Association, New York (left of Mr. Kalantri) and Mr. Zhong Chen, Vice Chairman, World Trade Center Xiamen (right of Mr. Kalantri). Looking on is Ms. Rupa Naik, Director-Projects, MVIRDC World Trade Centre Mumbai and Executive Director, All India Association of Industries.

companies regularly and a one-point contact must be established.

Mr. Chen said China Council for the Promotion of International Trade (CCPIT) is operating a sales and marketing office in Mumbai, promoting exports of goods and services between the countries in 13 sectors. WTC Xiamen has proposed India as an important market to be linked by the ambitious 'One Belt One Road' Project, being implemented by the Chinese government.

During the meeting, World Trade Center Xiamen signed a Memorandum of Understanding (MoUs) with WTC Mumbai and another with AIAI to facilitate business between both countries.

Mr. Wang stated that WTCA would take all steps to strengthen commercial ties between India and China. WTCA would also organise a training programme to inculcate best practices in trade promotion among World Trade Centres in India and China. He suggested that Indian entrepreneurs should take advantage of 46 World Trade Centres operating in China to facilitate their business.

While highlighting the advantages of investing in India, Mr. Lin emphasised on cheap labour, availability of land, power and other infrastructure facilities. Specifically, the cost of labour in India is around 30% cheaper than China. Mr. Lin's office is located at the WTC Mumbai.

Mr. Kalantri, Vice Chairman, MVIRDC WTC Mumbai assured that WTC Mumbai and AIAI would liaise with Maharashtra Industrial Development Corporation (MIDC) to support Chinese investment in Maharashtra. He assured Mr. Scott that WTC Mumbai would send a business delegation to CIFIT 2016.

He advised Chinese entrepreneurs to source raw material from China and manufacture finished goods in India. He suggested exploring investment opportunities in infrastructure in addition to manufacturing.

The meeting was held at the World Trade Centre Mumbai on December 7, 2015.

Quanzhou Explores Partnership with India

Mr. Li Jiping, Vice Chairman, Chinese People's Political Consultative Conference (CPPCC) led a high-level delegation from the Quanzhou Region for an interactive meeting with the business community at the World Trade Centre Mumbai (WTC Mumbai). The delegation included Mr. Wang Kesi, Vice Chairman, The Development and Reform Commission of Quanzhou, Mr. Huang Yanping, Chairman, China Council for the Promotion of International Trade (CCPIT) Quanzhou Municipal Branch, Mr. Ji Shixian,

Executive Vice President, An Sheng Shipping Co. Ltd., Mr. Wen Jinhui, Deputy Director, Foreign Affairs & Overseas Chinese Affairs Office HK & Macau Affairs Office of Quanzhou Municipal People's Government.

Mr. Jiping said that India can collaborate on emerging industries in Quanzhou such as life sciences, pharmaceuticals, energy, environment protection and renewable energy equipments. Indian companies can benefit from the

comprehensive reforms being implemented in financial, services and industrial sectors in China. Quanzhou is a major port city in China and its port was listed as one of the 15 coastal ports fully supported by the Chinese government.

Mr. Jiping informed that Quanzhou is known as ‘Special Zone of Private Economy’ having over 45,000 private enterprises contribute 92% to the total industrial output of the municipal region. He further informed that Quanzhou is to be the best potential for investment in the People’s Republic of China, since 60 years of existence. Mr. Jiping pointed out that the leading sectors in Quanzhou City are silk, porcelain, art work, shipping and logistics.

Capt. Somesh Batra, Vice Chairman, MVIRDC World Trade Centre Mumbai in his address said that both countries must collaborate to exploit their mutual complementarities. He specifically mentioned that solar energy, infrastructure, transport are potential areas of collaboration. Inviting Chinese companies to invest in India, Capt. Batra pointed out that India is a big consumer market, having cheap labour and high economic growth.

Meanwhile, officials from An Sheng Shipping Co. Ltd. evinced interest to open an office in World Trade Centre Mumbai. Mr. Yanping invited Indian companies to explore business opportunities with their counterparts in Quanzhou. He assured that the Quanzhou Municipal Branch of CPPIT would assist Indian companies in case of commercial disputes with their Chinese counterparts.



From (L-R): Mr. Li Jiping, Vice Chairman, Chinese People's Political Consultative Conference (CPPCC), Quanzhou Municipal Committee, Capt. Somesh Batra, Vice Chairman, MVIRDC World Trade Centre (WTC) Mumbai and Ms. Rupa Naik, Director- Projects, MVIRDC WTC Mumbai and Executive Director, All India Association of Industries.

An introductory film on the social, economic, political, geographical features of Quanzhou City of China was shown as a visual introduction to Quanzhou.

The Interactive meeting was held at the World Trade Centre Mumbai on December 8, 2015.

WTC Mumbai Holds 2nd CII-Tata Tower Run



Participants gear up for the 2nd CII-Tata Tower Run

The 2nd edition of the Confederation of Indian Industry (CII) – Tata Tower Run was held at the World Trade Centre Mumbai. Tower running is a sport that involves running up the internal staircases of the buildings. The races are in enclosed concrete stairwells. The objective of this initiative is to focus on the employees’ health and fitness. With this initiative, plans are on to bring a sport that is rapidly expanding worldwide to India. The Mumbai Tower Run is recognised and promoted by the World Tower running Association (TWA) based in Austria. The Tower Run entailed running up a flight of 689 stairs leading up to 30 floors of the Centre I Building.

The CII Tower Run 2015 had two events. One - at the individual level and the other - a team event (team of five participants each, representing their organisations which participated and completed the run as a relay). Thereafter, a prize distribution ceremony was organised.

The Tower Run was held at the World Trade Center Mumbai on December 13, 2015.

Re-election of Mr. Kamal Morarka as WTC Mumbai Chairman and Election as Chairman of Board of Directors of WTC Bhubaneswar, WTC Goa and WTC Jaipur



Mr. Kamal M. Morarka (Director, Gannon Dunkerley & Co. Ltd.) has been unanimously re-elected as the Chairman of World Trade Centre Mumbai, for the year 2015-16.

He was also unanimously elected as the Chairman of the Board of Directors of World Trade Centre Bhubaneswar (Odisha) Association, World Trade Centre Goa Association and World Trade Centre Jaipur (Rajasthan) Association.

Mr. Kamal M. Morarka was formerly a member of the Rajya Sabha and a Minister in erstwhile Prime Minister's Office,

besides being the past President of All India Manufacturers' Organisation (AIMO) and many other institutions.

Mr. Vijay G. Kalantri, Chairman and Managing Director, Dighi Port and Board Director, WTCA New York, Capt. Somesh C. Batra, Partner, Marine Container Services and Mr. Sharad P. Upasani, Former Chief Secretary, Government of Maharashtra have been unanimously re-elected as Vice-Chairmen of World Trade Centre Mumbai.

World Trade Centre Mumbai is affiliated to World Trade Centers Association (WTCA), New York, which has 330 WTCs in 92 countries.

World Trade Centre Mumbai is the premier operating member in India of World Trade Centers Association, New York.

WTC Mumbai Organises Cyber Safety Meet

As part of the initiative of Mumbai Police to observe 'Cyber Safety Awareness Month', an interactive meeting on 'Cyber Safety and Security' was organised by the World Trade Centre (WTC) Mumbai and All India Association of Industries (AIAI) along with the US-India Investors' Forum.

Delivering the keynote address at the event, Mr. Ahmad Javed, I. P. S., Commissioner of Police, Mumbai, said Mumbai is the first city in India to have a dedicated cyber crime police station, equipped with state-of-the-art apparatus, to handle all cases of offences committed in the information technology space. The Mumbai police is undergoing training and operational support from foreign institutions and governments to face the ever-rising complexity of cyber crimes. The police is also partnering with all stakeholders, especially educational institutions, industry bodies in creating awareness to a larger audience, he informed.

Mr. Javed informed that the Mumbai Police is taking recourse to the robust Indian Information Technology Act 2000 in addressing issues of cyber crime as the number of the registered cases is increasing. He added that information technology is developing at a fast pace and Mumbai Police has to keep abreast with this in order to tackle cyber crimes through training, upgrading skills and hardware and software gadgets.

Lastly, Mr. Javed added that the Police is exploring formal exchange of co-operation with embassies and ministries of all

governments. Safety of Consular Corps is always a priority, he added.

Mr. Vijay Mukhi, The Third Opinion, provided an overview on 'Cyber safety Journey'. He said that cyber crime is a global issue and it needs to be addressed through a global approach



Mr. Ahmad Javed, I. P. S., Commissioner of Police, Mumbai (left) accepting a memento from Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Centre Mumbai and President, All India Association of Industries (right).

and no city can resolve it in isolation. In 2000-01, Mumbai Police was the first to realise the importance of setting up a dedicated team to handle cyber crimes. Since then, the Mumbai Police has been working closely with all stakeholders including industry bodies, diplomatic corps, social media in making Mumbai a cyber safe city of the world.

Mr. Vijay Kalantri, Vice-Chairman, World Trade Centre Mumbai and President, All India Association of Industries, in his welcome address said cyber safety is one of the focus areas of Mumbai Police for the last 10-15 years. AIAI and WTC have

been conducting events to create awareness which is the need of the hour, especially when the Indian government has announced the 'Digital India' Initiative. It is crucial to address issues like leakages and hacking. One has to be vigilant and educate oneself on a daily basis.

The Interactive meeting was held at the World Centre Mumbai on December 18, 2015.



World Trade Centre Institute

D. Y. Patil Institute Students Visit WTC Mumbai

A team of 30 management students from D. Y. Patil Institute of Management pursuing Management in International Business visited World Trade Centre (WTC) Institute as part of their educational curriculum, to understand the courses being offered by the Institute. Mr. A. O. Kuruvila, Deputy Director – Trade & Education, MVIRDC World Trade Centre Mumbai made a corporate presentation on the World Trade Centre Mumbai and delivered a talk on the global trade scenario. He interacted with the students and also addressed their queries. The students evinced interest to apply to WTI courses in addition to their regular course curriculum.



A view of D. Y. Patil students who visited MVIRDC World Trade Centre Mumbai.

As a result of this visit, students received a good exposure of WTC Mumbai and they also had the privilege of visiting the various emporia in World Trade Centre Shopping Arcade.

The Event was held at the World Trade Centre Mumbai on November 30, 2015.



Prasanna Academy Students Visit WTC Mumbai



Prasanna Academy students attending a briefing at MVIRDC World Trade Centre Mumbai.

Mr. Pramod S. Kuvalekar, Dean, Prasanna Academy along with a team of 17 export-import management students from the Academy visited World Trade Centre Institute. Mr. Kuvalekar presented a brief introduction of the Academy and the purpose of their visit to the Institute. Mr. A. O. Kuruvila, Advisor, Trade & Education, MVIRDC WTC Mumbai presented a brief on the global trade scenario as well as India's trade in the global market and explained the important role WTCs play in promoting international trade. A video presentation was made on the World Trade Centre movement for a better understanding of the purpose behind the WTC movement, to benefit the students. He interacted with the students and also attended to the queries raised by them. The students evinced interest to apply to WTI courses in addition to their regular course curriculum.

The Event was held at the World Trade Centre Mumbai on December 22, 2015.



INDIA TRADE SHOWS

TITLE	LOCATION	DATE	SECTORS	WEBSITE
Stona 2016	Bengaluru Karnataka	February 3-6, 2016	• Natural Stone Industry	 www.stonafigs1.com
Auto Expo 2016 - Components	Pragati Maidan New Delhi	February 4-7, 2016	• Automotive Components and Technology	 www.autoexpo.in
Gujtech Industrial Expo 2016	Ahmedabad Gujarat	February 5-7, 2016	• Micro Small and Medium Enterprises Sector	 www.gujtechexpo.com
Gem & Jewellery India International Exhibition	Chennai Trade Centre Chennai	February 8-10, 2016	• Jewellery Industry	 www.chennai.jewelleryfair.in
Bangalore India Bio 2016	Bengaluru Karnataka	February 9-11, 2016	• Biotechnology Sector	 www.bangaloreindiabio.in
Build Intec 2016	Coimbatore Tamil Nadu	February 12-15, 2016	• Construction Industry	 www.buildintec.codissia.com
India Wood 2016	Bengaluru Karnataka	February 25-29, 2016	• Indian Woodworking Industry	 www.indiawood2016.com
IME - International Mining Exhibition 2016	Kolkata West Bengal State	February 24-27, 2016	• Mining Industry	 www.internationalminingexhibition.com

INDIA TRADE SHOWS

TITLE	LOCATION	DATE	SECTORS	WEBSITE
GTE - Garment Technology Expo 2016	NSIC Exhibition Complex New Delhi	February 26-29, 2016	• Garment Industry	 www.garmenttechnologyexpo.com
International Horti Expo 2016	Pimpri Pune	February 26-28, 2016	• Horticulture Sector	 www.hortiexpo.com
PackPlus South 2016	Hyderabad Telangana	March 2-5, 2016	• Packaging Industry	 www.packplussouth.in
India Aviation 2016	Hyderabad Telangana	March 16-20, 2016	• Indian Civil Aviation Sector	 www.india-aviation.in
India Kitchen & Cabinetry Show 2016	Gurgaon Delhi	March 18-20, 2016	• Modular Kitchen Industry	 www.indiakitchencongress.com
IEE Expo - International Elevator and Escalator	Goregaon Mumbai	March 17-19, 2016	• Vertical Transportation Industry (elevators, escalators, components and accessories)	 www.ieeexpo.com
ikisan Hi Tech Agri Fair 2016	Bhuj - Kutch Gujarat	March 20-23, 2016	• Agriculture Industry	 www.hitechagrifair.com

INTERNATIONAL TRADE SHOWS

TITLE	LOCATION	DATE	SECTORS	WEBSITE
Metal and Steel Middle East 2016	Cairo Egypt	February 18-20, 2016	• Steel Industry	 www.metalsteelgy.com
22nd China International Expo for Auto Electronics, Accessories, Tuning & Car Care Products (CIAACE 2016)	Beijing China	February 25-28 2016	• Auto Industry	 www.ciaacexpo.com
ECF - East China Fair 2016	Shanghai China	March 1-5, 2016	• Fashion, Garments and Home Textiles	 www.ecf.net.cn
Print South China 2016	Guangzhou China	March 2-4, 2016	• Printing and Packaging Industries	 www.printingsouthchina.com
China Art and Frame Expo 2016	Shanghai China	March 6-7, 2016	• Art and Framing Industry	 www.cafexpo.net
IWF SHANGHAI Health, Wellness & Fitness Expo 2016	Shanghai China	March 6-8, 2016	• Fitness and Gym Industry	 www.ciwf.com.cn
VIFA-EXPO - Vietnam International Furniture & Home Accessories Fair 2016	Ho Chi Minh City Vietnam	March 8-11, 2016	• Wooden Furniture and Handicrafts	 www.vifafair.com
Interzum Guangzhou 2016	Guangzhou China	April 28-1, 2016	• Furniture Production and Interior Décor Trade	 www.interzum-guangzhou.com

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