

ON TRADE®

THE INTERNATIONAL TRADE RESEARCH JOURNAL OF MVIRDC WTC MUMBAI

For private circulation

Promoting Khadi



Celebrating 150th Birth Anniversary of Mahatma Gandhi with H. E. Mr. Bhagat Singh Koshyari

Meeting



Key Functionaries of MVIRDC World Trade Center Mumbai Meet H. E. Mr. Satya Pal Malik

Interview



Mr. John E. Drew
Chair of the Board of Directors, WTCA, NY



CONNECT LOCALLY TRADE GLOBALLY



Bharat Ratna Sir M. Visvesvaraya

(15 September, 1860 - 14 April, 1962)

M. Visvesvaraya Industrial Research and Development Centre (MVIRDC) is a non-profit company registered and licensed under Section 25 of the Companies Act, 1956 (currently Section 8 of the Companies Act, 2013). MVIRDC became a member of the World Trade Centers Association, New York, in 1971 and established the World Trade Center Mumbai.

MVIRDC, having spearheaded the movement of World Trade Centres in India with the establishment of WTCs at Bhubaneswar, Goa and Jaipur, is assisting MSMEs in these regions through Trade Research and Knowledge Programmes.

Establishing global connections is an effective tool to promote goods and services in a global market. In the light of MVRDC World Trade Center Mumbai's motto 'Connect Locally Trade Globally', the Center once again geared up to organise the third edition of its flagship event World Trade Expo (WTE). The overlying objective of the Expo is to facilitate companies to build on their capacities, increase competitiveness and project new avenues for business growth, thereby catalysing global connections for local enterprises.

WTE 2019 drew business communities from India and abroad under one platform to connect and explore cross-country collaboration through trade, technology transfer, investment, tourism and cultural exchange. This was achieved through exhibition, conference and networking events which are the driving force of international trade and economic growth. The event was successful in enabling participants to understand and access market potential, investment climate, regulatory and policy incentives both from Indian and foreign companies.

The Cover Story of this edition of On Trade has extensively featured WTE 2019 with country presentations and other highlights which serves as a rich guide to new and existing companies across regional and global value chains.

The last edition of this year brings you valuable insights on a wide range

of topics in the form of articles and interviews. Notable topics in the article section are free trade agreements and MSMEs' export potential. In an interview to On Trade, Mr. John E. Drew, Chair of the Board of Directors, World Trade Centers Association New York shares his vision to widen the presence of the WTC brand across all regions. The edition also features thought-provoking perspectives on bilateral cooperation from diplomatic corps of Mauritius and Ethiopia.

An analysis on the industrial potential of the Parbhani district in Maharashtra reveals immense scope for growth in agriculture, leather, garments, automobile, printing, publishing and other sectors.

During the course of the year, the Center made great strides in bringing the best of trade promotion programmes and various initiatives, making the year an eventful one, amidst changes impacting domestic and global trading environment. Noteworthy to mention this year are – donation of INR one crore to Maharashtra Chief Minister's Relief Fund towards the loss of lives and property in devastating floods ravaging several villages across the state; and donation of INR 51 lakhs to Odisha Chief Minister's Relief Fund for restoration and relief works carried out in the aftermath of Cyclone Fani.

As the Center moves from strength to strength and gathering momentum year after year, we are gearing up to



50 years of successful completion in serving the business needs of our trade and business community which will end with a grand celebration on June 26, 2020. Thereafter, we look forward to yet another semi-centennial.

We hope this edition will provide the much-needed insights into trade and industry and we remain ever so committed in bringing you the best of insightful articles and interviews on subjects that impact the business climate, in subsequent issues of On Trade in this New Year.

Y. R. Warerkar

Y. R. Warerkar
Director General

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MSMEs Need Paradigm Shift from Capacity to Capability Development

Mr. Rajesh Batra

Head-Centre for MSME
Indian Institute of Corporate Affairs
(Ministry of Corporate Affairs)

Background

The Micro, Small and Medium Enterprises (MSME) sector is an important pillar of Indian economy as it contributes to growth with a vast network of around 63.38 million units at present, creating employment for 111 million people, contributing about 45% to manufacturing output and about 49% of exports, directly and indirectly.

MSMEs are manufacturing more than 8,000 products ranging from traditional to high tech items. MSMEs in India have acquired global competitiveness in sectors such as auto components; leather goods; textile and garments; engineering items; gems and jewellery; etc.

MSME sector in terms of employment next only to agriculture and services sector, the government has launched several schemes to address their requirements.

Most small businesses in India are set-up by first generation entrepreneurs. They often have a product or service idea and zest to work hard. However, the limited market access namely capital access; brand promotion solutions; marketing support; logistics and sales, and information & communication technology (ICT) support stall the zeal to take the enterprise to the next level. So there are both opportunities to explore and challenges to overcome for any start-up and SME to contribute to India's growth.

following are some of the external and internal challenges plaguing the sector:

- How to battle slowdown of demand owing to recessionary trends
- How to set-up an efficient supply
- How to overcome paucity of quality manpower
- How to manage statutory requirements and compliances
- How to diversify client base
- How to expand and service the market
- How to get access to and service global markets
- How to manage demand, assets and optimally deploy resources
- How to swiftly attain scale to serve diverse and expanded markets

Against the backdrop of a global meltdown, it is important to acknowledge the importance of long-term economic and financial sustainability of MSMEs and its contribution to bring about a change. Therefore, the huge potential of MSMEs needs to be transformed into achievement through Capability Development & Enhancement by linking them with large organisations as preferred suppliers or service providers.

Suggested Approach

If micro, small and medium enterprises (MSMEs) are made capable to meet the requirement of large organisations, they will have sustainable markets and grow with larger organisations. The industrial environment is moving towards a major breakthrough and the initiative - Capability Enhancement of the Micro, Small and Medium Enterprises (MSMEs) will bring real benefits to industrial society. This will be an initiative to help MSMEs move from capacity building to capability

Keeping in mind the potential of

From an entrepreneur point of view,



building and their linkage with larger organisations as per their existing practices with them.

The following segments can be selected for interventions:

- Engineering industries
- Chemical engineering industries
- Power sector (solar, wind, tidal, hydro, thermal)
- Road building
- Services sector
- Transport (logistic) sector (road, air and navigation)
- Construction engineering

The Capacity Building Programme applicable to MSMEs is conducted under two major areas of operation:

- 1) Procurement process
- 2) Technical and functional process

Objectives

Long-term Objectives:

- Single source supplier
- OEM
- Exporter
- Open market player
- Replacement market or spare parts

Short-term Objectives:

- As supplier to government, central and state PSUs
- Link to supply chain of large corporations

Important Features

- From capacity building to capability enhancement in MSMEs in a phased manner. Core process capability to be assessed, developed or enhanced for delivering quality product and or



- service consistency in a cost-competitive timely manner
- Requires degree of interface with western management
- Works on process engineering
- Gains in terms of quality (greater end customer satisfaction), reduced cost (increased profit). Delivery and responsiveness to be drivers for capacity building
- To be market driven, customer focused, and people and process oriented

Interventions through key core services to be facilitated for MSMEs in identified industry sectors

- Linking MSME units to Vendor Development Programmes (VDPs) of large public/private sector enterprises and develop new vendor base for them
- Supplier development - Areas of interventions for reducing cycle time and improving productivity of units
- System development
- Process improvement
- Process optimisation
- Linkage of MSMEs with larger organisations

- Product design and development

Type of MSMEs - Who Can Participate in this Initiative:

- Presently capable enterprise
- Potential enterprise
- Enterprise with weak capability
- Motivated entrepreneur who wishes to start an enterprise

Eligible industries - It will cover all manufacturing and service sector enterprises willing to be upgraded with reference to proposed methodologies:

- Development of action plan
- Implementation of action plan
- Linking with supply chain of large enterprises / PSUs

Eight Steps for Capability Development & Enhancement of the Micro, Small and Medium Enterprises (MSMEs) to link them with large organisations as preferred supplier or service provider

The industries will execute following eight steps for achieving global competitiveness:

- 1) Study to establish existing capability to identify gaps
- 2) Development of road map for bridging the gap



- 3) Redesign and/or re-engineering business or support processes
- 4) Operation of updated new processes for continual improvement
- 5) Visual performance control
- 6) Periodical performance review / presentation
- 7) Customer visits and audits
- 8) Linking with supply chain of larger industries

Nature of association with MSMEs

- Continuous business process
- Sector-wise for each company
- Consultancy services in phase-wise manner

During MSME capability enhancement and post-linkage phase with supply chain of large enterprise, some key areas of training and capacity building of individual MSMEs would be woven with existing programmes. Some of the services include:

- Advisory services to MSMEs both from the perspective of increasing their market penetration as well as in terms of regulatory framework on works contract, interstate works contracts and GST provisions. These also include latest changes in process of execution of orders placed on them by procurement agencies (public, private and large corporates)
- Advisory services on labour laws and legal systems with objectives of capability building of MSME units to enable them to understand practical aspects of labour laws applicable to their organisa-



tions and deal with important legal issues while managing labour.

- Corporate governance and documentation practices to ensure preparedness of MSMEs documenting relevant activities so that MSMEs can prepare themselves for obtaining various advantages in areas of credit, export, marketing, etc.
- Anticipated regulatory imperatives and judicial activism that can and will render compliance compulsory for MSMEs.

The above advisory and consulting services to individual MSMEs can be extended in respect of markets, taxation, entry strategies, business planning, financial management, innovation, legal and other important aspects. Besides, above areas of training and capacity building for individual MSMEs, prospective MSME vendors at various cluster locations can be organised through workshops and provide assistance to MSMEs to meet quality certification norms and registrations with select organisations.

Benefits from Implementation of 'Development-friendly' and 'Future-oriented' Capacity Building Development Programme

By joining this programme, industries will be benefited with the following:-

- Micro enterprises will grow into small enterprises which will in turn grow into medium enterprises and then into large enterprises
- Process improvement for growth and profitability
- Paradigm shift in business operation
- Better business opportunities
- Employment creation and competitiveness will increase

Way Forward

- Proposed capability building development programme can be applied across all MSMEs throughout India. This can also be extended to create linkages between MSMEs and key government agencies, MNCs, large corporations, etc. with major stakeholders and partners
- This model is helpful to large corporates and PSUs for development of their vendor base
- This model will help Government of India especially Ministry of Defence (MoD) and Ministry of MSME to achieve the goal of sourcing from MSMEs.

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■



Harnessing Potential of MSMEs in Global Context

Mr. Mohit Singla

Chairman

Trade Promotion Council of India

cost of raw material, sluggish global demand and stiff international competition which is the strongest indicator. Today, the sector produces a wide range of products, from simple consumer goods to high-precision, sophisticated finished products. It has emerged as a major supplier of mass consumption goods as well as a producer of electronic and electrical equipment and drugs and pharmaceuticals.

It is said, only if the small survive will the big prosper, micro, small and medium enterprises (MSMEs) is one such sector constituting the heart of industrial activity in India. As per the official estimates, there are about 63.05 million micro industries, 0.33 million small, and about 5,000 medium enterprises in the country. There are more than 6.33 crore MSMEs, which account for 47% of industrial production, 48.58% of exports, 30.5% of services sector and employ close to 120 million people catering to 8900 quality products.

Therefore, a dynamic global market coupled with domestic policy focus can unleash opportunities for MSMEs to go global. However, even as 48.58% of exports are handled by MSMEs, they are yet to take off in the global arena in terms of technological investments or expansion plans.

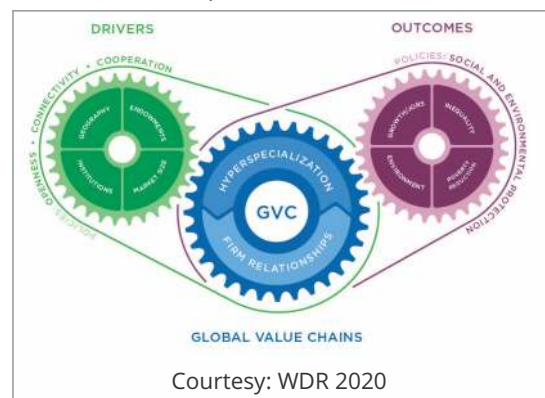
The story of India's growth has comprised merely the experience of 5,788 listed companies. This is about

to change, which is data released by the Reserve Bank of India on the finances of 237,398 non-government non-financial (NGNF) private limited companies. The ministry of corporate affairs (MCA) website shows that non-government private limited companies comprise 94% of 1,067,925 active companies limited by shares as on January 31, 2016.

Aggregate level data for these MSME companies indicate that, while operating profits have grown at a slower pace, the profit margins - measured by the operating profit to sales ratio - have gone up from 7.7% to 9.1% between 2012-13 and 2014-15. So has the return on equity, i.e. the ratio of profit after tax to net worth, from 7.6% to 9.1%.

MSME export enterprises too have been on the rise, despite increased

An impetus to the sector is likely to have a multiplier impact on economic growth. Globally GVCs play a crucial role mainly for electrical, furniture, pharma, textiles, automobile, electric components, electronic products, heavy metals and plastics. With 75% of trade under GVCs, Indian MSMEs have immense potential to reap business opportunities. So the focus needs to be kept to leverage and tap more destinations.



The main markets for 20 most-exported MSME product groups, which accounted for more than 90 per cent of MSME exports, include USA, European Union (EU), UAE, Turkey, Singapore, Hong Kong, Israel and Saudi Arabia.

For the small to survive, the small has to go global. In case of India, the policy continues to linger around regulatory regime and subsidy frameworks, which fail to provide an enabling framework for MSMEs to





grow. An existing business having a turnover of INR five crore, which in the global context would be considered a 'micro business', does not have an enabling framework to grow to INR 50 crore, or an INR 50 crore turnover company does not have an enabling framework to grow to INR 500 crore. Given global inflation and valuation for money, the definition of limits demand a refurbishment.

A subsidy framework may be provided for small entities with less than INR five crore of turnover, but globally USD 100 million (INR 600 crore) annual turnover is recognised as a barrier after which a company is considered to be a serious player in the market. Till then, it is still considered to be a small player. The INR 600 crore to INR 3,000 crore (USD 500 million) is the space for 'small' and 'medium' companies, globally. If MSMEs are to 'go global', policymakers have to 'think global' and reorient accordingly.

The genesis of making Indian MSMEs global lies in providing them with a level-playing field to innovate, incubate and penetrate vis-a-vis the global arena. The sector is one of the

most agile ones. There is more such expertise in precision engineering waiting to be explored. Therefore, all trade deals and FTAs should focus more on the technology transfer for MSME sector.

The government should also introduce employment-linked tax rebates to entrepreneurs in addition to capital-based incentives. Under the Prime Minister's Employment Generation Programme (PMEGP), the estimated employment generated (number of persons) alone in micro was 5.87 lakhs in 2018-19. In this context, labour reform initiatives taken by states like Rajasthan and Gujarat need to be replicated across major states to enable growth.

Even in terms of regions, geographies like Latin America, Eastern Europe, Eurasia, CIS and Africa are largely untapped, especially in the MSME sector. These regions typically comprise of emerging economies and offer significant consumer base which can be milked. Hence, to increase the bilateral trade, the business communities from countries should be encouraged to explore untapped potential in

various fields. For example India-Kyrgyzstan, India-Morocco, India-Korea, India-Russia and more such bilateral co-operations should be done especially with African countries.

India is heavily dependent on imports for a large number of goods and services. While import of certain goods like crude is inevitable, many other products across consumer sectors like electronic white goods, lighting, electrical, furniture and consumables which are not technology intensive, have a significant potential to be substituted by local enterprises, hence penetration of e-commerce in trade to urban and rural MSMEs should be encouraged, as it is expected to boost exports and result in further indigenisation and import substitution. New sectors like furniture, electrical and food processing need to be aggressively tapped, where India enjoys inherent advantage.

It is essential that in India-specific scenario, separate consideration should be given to agriculture and food processing businesses. This segment requires support and benefits during the current development phase and creates significant opportunities in MSME segment for new startups across regions and boost agro exports.

Today, best practice in corporate brand building involves defining the corporate brand (its purpose, beliefs, verbal and visual identity), integrating the brand in culture, designing the brand experience for every stakeholder and relentlessly managing the brand across the universe of touch points.

■

Digitalisation Opens Funding Doors for MSMEs

Ms. Binaifer Jehani

Business Head, SME Solutions
CRISIL



Traditionally, big lenders have been chary of small businesses, but the advent of digitalisation is leading to a mindset change.

Consequently, financing micro, small and medium enterprises (MSMEs) – a teeming opportunity, given there are 6.3 crore of them in India – looks poised for takeoff, with improved digital infrastructure and recent government and regulatory push that is creating alternative financing channels.

One of the major issues in MSME financing from the lender's viewpoint is data availability for credit risk assessment.

A rising digital footprint takes care of that by enabling creation of rich repositories of alternative or non-traditional data points, which can be used for MSME evaluations. Some of these data points typically include: sales trends through Goods and Services Tax (GST) and income tax returns filings, spending patterns, credit history, utility consumption and social and mobile data.

Two, availability of these alternative/non-traditional data points, coupled with artificial intelligence and machine learning-based algorithmic credit assessment models, are enabling quicker assessments of MSMEs.

Three, in addition to improved turnaround time, digital lending gets the better of traditional lending by - enhanced reach through deeper penetration in rural markets, significant reduction in loan processing cost and less dependence on audited financials.

Thus, digital lending overcomes the traditional challenges faced by MSMEs in availing of formal finance due to lack of formal structure, financial indiscipline, and increased uncertainty and cost of credit risk assessment owing to unavailability of historical cash flows.

Last, but not the least, digital platforms address the most important aspect of MSME financing from the firms' perspective, namely, trade or supply chain finance, which directly impact their cash cycles and profitability.

To help MSMEs tide over their working capital constraints, integration of the Government e-Marketplace, or GeM portal with platforms such as Trade Receivables Discounting System or TReDS, for enabling discounting of bills, is expected to play a pivotal role.

Optimum usage of these platforms will also lead to creation of huge digital repositories of alternative data to enable accurate assessments of MSMEs and bring down the cost of

such assessment. This, in the long term, will help to get the long tail of MSMEs into the formal folds of financial inclusion.

CRISIL too, aims to transform access to credit for MSMEs by leveraging decades of experience in analysing credit and through launch of automated products such as CRISIL Credit Assessment Score or CCAS and other customised assessments. CRISIL assesses MSMEs by processing and analysing structured, unstructured/non-traditional, and new data streams through its digital platform.

There's no doubt that MSMEs play a crucial role in the development of the country's economy, contributing significantly to gross domestic product, job creation, exports, and balanced regional growth. MSMEs are present across a range of sectors and products, fulfilling domestic as well as global demand. Yet, a significant part of addressable external credit demand of the MSME sector continues to be met through informal sources of financing.

Stretched working capital, owing to poorly defined payment terms in contracts with mid and large corporates further aggravates the financing gap.

In addition, lack of adequate collateral and susceptibility to economic cycle make MSMEs unattractive for long-term formal financing for traditional lenders.

With digitisation and increased penetration of technology in rural areas, coupled with greater willingness of MSMEs to formalise themselves, the huge lending opportunities for traditional as well as evolving lenders, look ripe for realisation.

■

Trade Envoys Discuss Ties With Indian Businesses

30 Countries, Six Indian States, 50 MNCs Showcase their Strengths

World Trade Expo, the flagship event of MVIRDC World Trade Center Mumbai is aimed at facilitating global connections for local enterprises thereby bringing to fore new opportunities for businesses to grow. The third edition of World Trade Expo, held from November 13-14, 2019 brought together business communities from 30 countries and six states under one platform, through exhibition, conference and networking events which are the driving force of international trade and economic growth. The Expo attracted more than 2000 delegates who engaged in at least 7000 business-to-business meetings taking advantage of the number of business ideas that unfolded. The two-day programme generated cross-country collaboration through trade, technology transfer, investment, tourism and cultural exchange. The Expo featured 11 country presentations, where senior

officials of trade missions showcased trade, investment tourism and education potential in their countries. These presentations helped delegates understand market potential, investment climate, regulatory and policy incentives in participating countries. The exhibition showcased traditional Indian culture through products from handicrafts, handloom, textile, garments, organic means of production, leather and metal handicrafts sectors.

The Expo benefitted women entrepreneurs and start-up enterprises through networking platforms in order to expand their presence abroad. It attempted to enhance trade relationship and to promote exchange of tourists and students with participating countries.

Inaugural Session

The inaugural session set the tone of the ensuing two-day programme of World Trade Expo 2019. The session highlighted scope for trade, investment, technology and cultural exchange among participating countries. The speakers at the session brought out the importance of facilitating global connections for micro, small, medium enterprises and industry clusters.



Dr. Harshdeep Kamble, IAS, Secretary - Industries & Mining and Development Commissioner (Industries), Directorate of Industries, Government of Maharashtra (tenth Left); Mr. Suresh Kakani, IAS, Vice Chairman and Managing Director, Maharashtra Airport Development Company Ltd. (center); Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai, (eighth left); Captain Somesh Batra, Vice Chairman, MVIRDC World Trade Center Mumbai (ninth left) along with consular corps of participating countries.



Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai and Honorary Consul of the Republic of Uzbekistan in Mumbai delivered the Theme Address. Mr. Kalantri said, "The third World Trade Expo will bring in a new chapter in India's relations with 30

participating countries, that together contribute 40% to world exports. The participating countries will discuss new avenues for trade and technological partnerships. The two-day event will generate cross-country collaboration through trade, technology transfer, investment, tourism and cultural exchange. The Expo will provide renewed momentum not only to international trade, but also to the global engagement of Maharashtra, which aims to become a USD 1 trillion economy by 2025."



Dr. Harshdeep Kamble, IAS, Secretary - Industries & Mining and Development Commissioner (Industries), Directorate of Industries, Government of Maharashtra delivered the Keynote Address. Dr. Kamble highlighted the advantages of doing business in Maharashtra and suggested

foreign companies to explore investment opportunities in the state. He invited participating countries to explore investment opportunities in Maharashtra, which is the leading industrial state of India. The state accounts for 30% of foreign direct investment and it has a fantastic ecosystem for industries. Maharashtra has one of the best manufacturing bases and the state contributes 15% to India's GDP. The state offers financial incentives to industries, which is the best-of-its-kind offered by any state government in India.

Mr. Suresh Kakani, IAS, Vice Chairman and Managing Director, Maharashtra Airport Development Company Ltd. delivered the Special Address. Mr. Kakani said that there are about 6.5 crore MSMEs in India contributing about 30% to the Indian GDP. The state of Maharashtra has very good ecosystem for these MSMEs. This sector has also produced large number of entrepreneurs which



provide huge direct and indirect employment. Therefore, there is growing need and demand to strengthen the ecosystem by providing faster mode of transportation.

Mr. Kakani explained the role of Maharashtra Airport Development Company (MADC) in supporting the state government's mission of transforming the state into a preferred investment destination for aviation by 2025. Till 2016, the state had only four airports in commercial operations. Now, MADC has added five more airports to this tally in the last three years. The company has successfully developed and operationalised full-fledged greenfield international airports at Nagpur and Shirdi. Development of two greenfield airports at Purandar, Pune and Chandrapur are in the pipeline. Further, in the next five years, MADC is to develop and operate about six new airports in tier-II and tier-III cities of Maharashtra.

Maharashtra has implemented Regional Connectivity Scheme (RCS), or the UDAN, operationalising nine airports under the scheme. Out of these, four airports are already operationalised. Today, more than 7000 RCS flights have operated in Maharashtra, benefitting more than three lakh passengers. The state government is providing lot of incentives for this scheme.

Mr. Kakani highlighted investment opportunities available for companies across various sectors in the Multi Modal International Hub Airport (MIHAN) Special Economic Zone (SEZ) at Nagpur. MIHAN has one of the largest processing SEZs in Asia with an area of 1,236 hectares. MIHAN is the perfect destination for setting-up MROs. Government of Maharashtra provides a lot of incentives for setting up industrial units in MIHAN.



Mr. P. Mallikarjunaiah, Regional Director (Western Region), O/o The Development Commissioner (Handicrafts), Ministry of Textile, Government of India also delivered a Special Address. Mr. Mallikarjunaiah explained the rich and diverse handicrafts industry, which is tied to the cultural and historic legacy of India. India's handicrafts export is growing at a rate of 15% per annum and this growth momentum is expected to continue in the coming years. India's rich handicraft sector employs over 60 lakh artisans across 32 major crafts and more than 100 sub-crafts that together export USD 4 billion worth of

products annually. Across the country, there are many handicraft clusters ranging from 50 artisans to 30,000 artisans.

There are more than 100 government schemes to promote handicraft sector in the form of support to individual artisans, entrepreneurs, exporters and clusters. India's handicrafts exports represent hardly 3% of world exports and hence there is great scope for increasing India's exports. Specifically, India has export potential in markets such as USA, Europe, Africa, east Asia, among others.

Captain Somesh Batra, Vice Chairman, MVIRDC World Trade Center Mumbai and Honorary Consul of



Portugal presented Special Remarks at the session. Captain Batra said that the third edition of this Expo attracted around 30 countries from across all continents. These countries together accounts for 44% of India's global trade and more than 60% of India's inbound foreign direct

investment. This programme showcases the products and services of MSMEs, industry clusters, startup enterprises and women entrepreneurs from Goa, Gujarat, Maharashtra, Odisha, Rajasthan and Assam.

Country Presentations

An important highlight of World Trade Expo 2019 was presentations made by representatives of consular corps and of trade promotion agencies from 30 countries. They spotlighted the bilateral trade and investment potential, schemes and benefits and areas of strength to attract foreign investors in their countries.

ARGENTINA

Argentinean government has implemented specific measures to improve the business climate. Argentina is promoting renewable energy in a big way which is evident from its oversubscription of its tenders. It has a new Public-Private Partnership (PPP) law that governs this sector. The sector offers prospects for partnership and bidding. It has scope to build midstream infrastructure and has vast offshore potential. The government declared 2017 as the year of renewable energy. With a view to increase the share of renewable energy, a new law and regulations were launched for Renovar Programme, setting different targets in the electricity mix to achieve 20% in 2025.

The power capacity by 2025 is expected to be 54 GW that is 21 GW more than in 2015 of which 10 GW will come from renewable energy sources. This represents USD 15 billion of investments (already invested USD 5 billion). Currently there are projects for six GW (some of them are already operational while the others are under construction). Therefore, 60% of 10 GW is still to be achieved. Five GW has been awarded in public auctions and the rest



Ms. Cecilia Monica Risolo
Deputy Consul General
Consulate General of Argentina
in Mumbai

come from private market. Main resources of renewable energy are wind and solar. Financing and partnerships for awarded project of Renovar 2, private market and Miniren (auction for smaller projects – capacity 10 MW) are opportunities available.

Argentina follows tax and fiscal efficiency through an income tax reduction plan that is being executed and is implementing a reduction of revenue taxes in provinces across the country.

Argentina promotes innovation and technology through incentives provided to train technology professionals. There are also specific incentives for software development.

In order to promote fair means of competition, Argentina has in place antitrust and SME promotion laws.

To promote ease of doing business there are plans to reduce costs by 1% of GDP through business simplification measures and institute a process to establish corporations in one day.

To bring down labour costs, Argentina has embarked on productivity agreements sector wise and also through reduction of labour risk law.

There are more than USD 300 billion worth of investment opportunities across sectors.

- **Energy and Mining** – This sector has investment opportunities worth USD 230+ billion.
- **Infrastructure** – Investment worth USD 55+ billion is spread over – roads and highways, railways, airports and ports, water and sanitation, telco networks, real estate and urban mobility.
- **Agribusiness** – The total investment is worth USD 10+ billion.
- **Manufacturing and Industrial Goods** – This sector has USD 10+ billion worth of investments comprising automotive industry; food and beverage; consumer products; machinery and equipment and basic materials.
- **Value-added Services** – This sector offers USD 5+ billion worth of investment across subsectors namely tourism, professional services, biotechnology, pharma and software development.

Argentina has numerous mining projects to be developed in an area of 750,000 km², of which 183,000 km² has already been granted mining rights. Within the granted mining rights, 25 are advanced prospects and 14 are production mines. It is one of three countries

MORE THAN USD 300 BN OF INVESTMENT OPPORTUNITIES ACROSS SECTORS

USD Billion

ENERGY & MINING	INFRASTRUCTURE	AGRI-BUSINESS	MANUFACTURE / INDUSTRIAL GOODS	VALUE ADDED SERVICES
230+	55+	10+	10+	5+
OIL & GAS 170	ROADS & HIGHWAYS 37	IRRIGATION 5	AUTOMOTIVE INDUSTRY	TOURISM
MINING 30+	RAILWAYS 11	ANIMAL PROTEIN 4	FOOD & BEVERAGE	PROFESSIONAL SERVICES
RENEWABLE ENERGY 15	AIRPORTS & PORTS 6+	FORESTRY / PULP 2	CONSUMER PRODUCTS	BIOTECHNOLOGY
HYDRO POWER 10	WATER & SANITATION 6	AQUACULTURE 1	MACHINERY & EQUIPMENT	PHARMA
THERMAL ENERGY 6	TELCO NETWORKS 3+		BASIC MATERIALS	SOFTWARE DEVELOPMENT
NUCLEAR ENERGY 2	REAL ESTATE 5+			
POWER GRID 3	URBAN MOBILITY 4			

worldwide in Lithium triangle. There are prospects for mining of copper, gold, silver, etc.

Argentina presents ideal conditions to establish pulp and paper plants. An aquaculture programme is under development.

Argentina is well positioned in global services which is fully supported by the government. It commands an exceptional talent for high added-value activities, highly competitive cost structure and advantageous time zone. Investment announcements have been made in the following sectors – knowledge-based services (USD 0.4 billion), retail (USD 1.3 billion), health (USD 1.6 billion), financial (USD 2.9 billion), agribusiness (USD 3.5 billion), consumer goods (USD 5.4 billion), manufacturing (USD 6.7 billion), transportation and infrastructure (USD 7.7 billion), TMT (USD 8.5 billion), power generation (USD 9.1 billion), renewable energy (USD 9.8 billion), real estate (USD 10.6 billion), mining (USD 12.6 billion) and oil&gas (USD 55.5 billion).

BANGLADESH

India is likely to be the largest trading partner of Bangladesh in the near future. Currently, the volume of trade between Bangladesh and India is around 6.6 billion and it is estimated that the trade potential is at least four times the present level.

Some of the potential sectors for cooperation in investment are energy and power, urban infrastructure, manufacturing, transport and border infrastructure, information and communication technologies and business services, agribusiness and food processing, tourism, warehousing and cold storage facilities, shipbuilding, pharmaceuticals, garments and textiles, among others. Adding to this are investment proposals

made by Reliance, Adani and NTPC Vidyut Vypar Nigam in the power sector. Bangladesh has also offered India two sites for setting up economic zones, exclusively for Indian companies.

To develop the technological capacity building in Bangladesh, huge investments are required.



Mr. Md Lutfor Rahman
Deputy High Commissioner of
Bangladesh in Mumbai

ECUADOR

Ecuador presents opportunities for business partnerships in many sectors. In the energy sector the Ecuadorian government has invested USD five billion in hydroelectric and eolian projects; two per cent of GDP in higher education; USD 1.2 billion in water supply and flood control megaprojects and strategic infrastructure comprising USD 375 million in airports, USD 670 million in ports and USD 10.5 billion in road network. The Ecuadorian government has prepared a framework to attract investment. This includes equal conditions for investment and protection and security for both domestic and foreign investors, right to property guaranteed and all forms of confiscation are prohibited for domestic and foreign investment and renewal of contract up to 15 years, as per the original duration.



Ms. Christina Chiriboga
Trade Commissioner,
Commercial Office of Ecuador
in Mumbai

Ecuador presents business opportunities for India. It is a top supplier of teak wood and cocoa beans. It has



recently ventured into toquilla straw hats, preserved roses, corozo blanks, heart of palms and chocolate. It has pending requests for approval in balsa wood, melina wood, etc.

In order to strengthen bilateral trade ties, India and Ecuador signed partial scope agreement to set up Joint Economic & Trade Committee (JETCO) in 2015. Joint studies were conducted in 2018. Further, the ties can be strengthened through trade promotion events, e-commerce platforms, business intelligence and through personalised advisory and assistance.

EGYPT

Egypt has been traditionally one of India's most important trading partners in the African continent. The two countries are diversifying their trade basket with Increasing export of agro-products from India to Egypt and fresh and dried dates, grapes, strawberry and green beans from Egypt to India. Egypt offers potential business opportunities in the pharma sector, particularly in anti-cancer, bio-tech and vaccines.

The two countries have signed many bilateral agreements including an MoU on cooperation in the field of promoting investments, signed in March 2018.

Recent legislative reforms in Egypt include a new law on public finance replacing the current state budget law and government accounting law, a draft law that simplifies and standardises tax procedures in both income tax and value-added tax, a new customs law and tax treatment

law on public treasury bills and bonds, among others.

Egypt's Free Trade Agreements ensure rapid delivery of goods to two billion consumers in Europe, Asia, Middle East and Africa. In the last few years, Egypt has launched its vision for 2030 and started implementing large-scale economic and structural reforms in the context of an ambitious sustainable development programme. Investment Law 72, 2017 is tailored to ensure effective and accelerated administrative proce-



Dr. Khaled Melad Rezek
Counselor (Commercial)
Embassy of the Arab
Republic of Egypt in India

dures through Investors Service Centers which are legally and effectively empowered one-stop-shops. It guarantees a number of protections for international investors to encourage development in Egypt.

The main investment opportunities include the Suez Canal Economic Zone with a proposed area of 461 sq. km., Egypt's new capital on Cairo-Suez road with a proposed area of 700 sq. km., 1.5 million Feddan project in agriculture, Golden Triangle project in mining with a proposed area of 9,200 sq. km., El Galala city and tourist compound project in tourism with a proposed area of 17,500 Feddan, new Alamein city with a proposed area of 48,000 Feddan and Dameitta Furniture City with a proposed area of 331 Feddan.

Apart from this, Egypt is home to the only fully vertically

integrated textiles industry in Middle East. It is one of the high-growth potential IT markets in Middle East. It is targeted to generate 20% of total power generation through renewable energy by 2020.

Egypt is targeting USD 8 billion for trade and the same for investments between Egypt and India. It also wants to become an economic and Industrial hub and an attractive destination for Indian industrial investments toward regional markets such as Africa, Europe, Middle East and America. Other fields of cooperation include customs cooperation, dispute settlements mechanism, cooperation in MSME field, capacity building, cooperation in field of Industrial development, facilitating movements of business persons and promoting bilateral investment.

ETHIOPIA

Agriculture is the backbone of the Ethiopian economy and the major export products of the country are coffee, oil seeds, pulses, flowers, vegetables, sugar and food stuffs for animals. The country also exports cattle, hides and skins.

Ethiopia, with a population of 10 million, is the second largest market in Africa and its exporters have duty-free and quota-free access to 19-country COMESA bloc (400 million people), USA (under AGOA and GSP), Europe (under Everything But Arms) and Africa (under Continental Free Trade of Africa). The country is one of the preferred investment destinations in Africa and it witnessed 46% growth in FDI inflows in 2016.

The country also offers cheapest electricity in Africa. Ethiopia has huge potential in hydropower and 99% of electricity generated in the country is from this source.

The government of Ethiopia offers investment incentives such as income tax exemptions for six years, customs duty exemptions and export incentives to prospective investors. Ethiopia is the oldest independent country in Africa and it is among the most stable countries in the region. The country has a thriving democracy, rule of law,



Mr. Demeke Atnafu
Consul General, Consulate
General of the Federal
Democratic Republic
of Ethiopia in Mumbai

protection to private property and no restriction on remittance of foreign exchange.

Government of Ethiopia has undertaken several economic reform measures, most notably privatisation in sectors such as aviation, telecom, shipping and logistics.

With an annual GDP growth of 11%, Ethiopia is one of the fastest growing economies in the world, according to World Bank.

The country has investment potential in sectors such as leather; textile and garments; pharmaceutical industry; chemicals and chemical products; paper and paper products; non metallic mineral products; among others. Apart from the above sectors, the economy has huge potential in agriculture, information and communication technologies, tourism, mining, energy, water, etc.

The government invites foreign investors in its state-of-the-art industrial parks, developed along key economic corridors and which is well connected to ports by road and railway.

INDONESIA

The economic structure of Indonesia is similar to that of India, as services sector is the dominant segment of both economies.

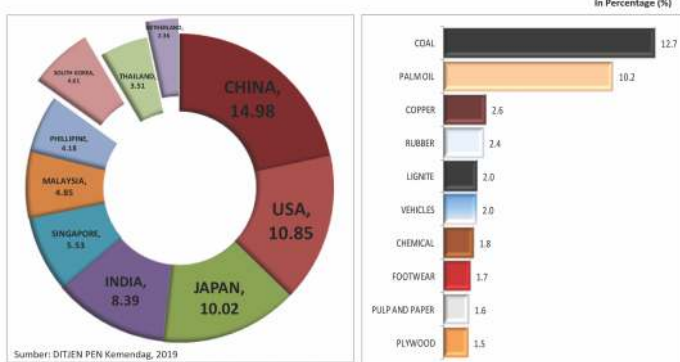
Coal and palm oil are the major sources of export revenue for India, as they together account for 23% of the country's total exports. Other goods exported from Indonesia are copper, rubber, lignite, vehicles, chemicals, footwear, pulp and plywood, among others.



Mr. Ferry Jacob

Trade Attaché, Embassy
of the Republic of Indonesia
in India

TOP 10 INDONESIA'S PARTNER AND SHARE OF 10 MAIN PRODUCT'S (Percentage)



Coal and palm oil account for 67% of India's total import from Indonesia. On the other hand, India's export basket to Indonesia is dominated by auto components, iron and steel products, electrical devices and chemical products.

International Trade Agreements (IMPLEMENTED)



ASEAN-India Free Trade Agreement (AIFTA) implemented since 2010 including Trade in Goods, Investment and Schedule of Tariff Commitments until December 2019.

MAURITIUS

Mauritius is an attractive investment destination for foreign investors and it is also a gateway to the African continent, which is home to 1.3 billion people and has a projected consumer and business spending of USD 5.6 trillion by 2025.

Mauritius is ranked number one in entire Africa and it is ranked 13th globally in the Ease of Doing Business Index of World Bank. The island nation has political, economic and social stability. The country has low tax rate (15% corporate tax, 3% for export of manufactured products), has an arbitration court, assures free movement of capital and protection to intellectual property rights, incorporation of a firm in two hours and 100% foreign ownership.

Mauritius offers investment opportunities in food processing, precision engineering, textile and apparel,



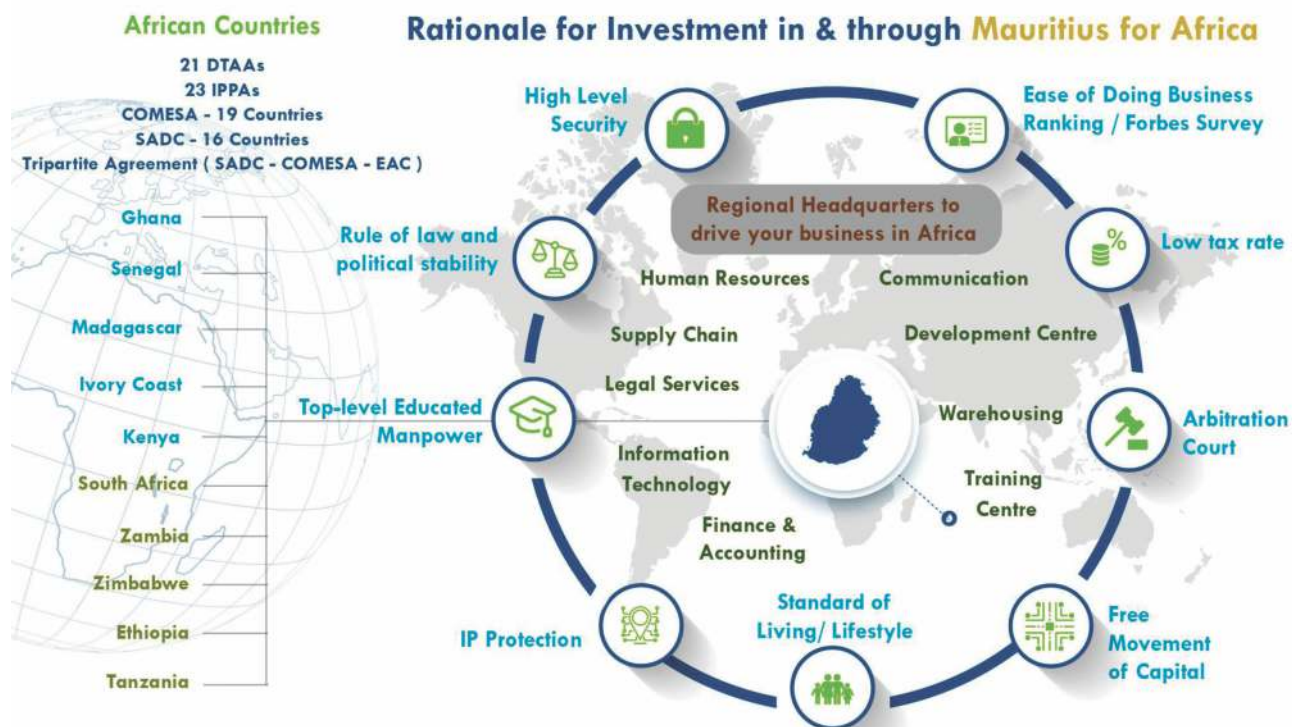
Mr. Seewraj Nundlall

Counselor (Investment and Trade), Economic Development Board Mauritius in Mumbai

pharmaceuticals, medical devices and jewellery. In the processed food sector, the country produces and exports fresh produce and processed food, seafood, sugar and rum. Some of the products exported from this sector are instant noodles and pasta, fish oil, vanilla, milk products, spices, oil, honey and other products.

In the textile and apparel sector, the country manufactures and exports t-shirts, trousers, knitwear, ladies wear, suits, kid wear and swim wear to global brands such as Edgars, Calvin Klein, Polo, Levi's, Adidas, among others.

India exports petroleum products, plastic, cotton yarn, pharmaceuticals and chemicals, while it imports sea food and optical goods from Mauritius.



PORTUGAL



Captain Somesh Batra
Honorary Consul of Portugal
and Vice Chairman
MVRDC World Trade Center
Mumbai

India's relations with Portugal remain warm and friendly. Portuguese Prime Minister, Mr. Antonio Costa, visited India from January 7 - 12, 2017, when eight MoUs were signed. Indian PM, Mr. Narendra Modi, reciprocated by visiting in 2017, when 11 MoUs were signed. In 2018-19, bilateral trade between India and Portugal stood at USD 876 million, with Indian exports amounting to USD 743 million and

Portuguese exports amounting to USD 133 million. The trade balance has consistently been in India's favour.

Portugal ranks 50th in Foreign Direct Investment (FDI) into India with total cumulative FDI inflows amounting to USD 42.10 million.

Portugal – At A Glance



- Located in southwestern Europe
- Situated in the west of the Iberian Peninsula
- Bordered on the North & East by Spain and the South & West by the Atlantic Ocean
- Includes a mainland and two autonomous regions: the Azores and Madeira
- Area of 92,090 km²
- Capital Lisbon

QATAR

India is the third largest export destination for Qatar. There is a growing interest shown by Indian companies to contribute in construction, infrastructure, communication, information technology, energy and other fields. India has shown keenness for direct investment in manufacturing and production of liquefied natural gas and chemical industries - fertilisers, urea, petrochemicals and projects concerning infrastructure related to industry of natural gas and drilling of oil, minerals and power.

In order to promote Qatar Free Zone Authority, several India engagements have taken place in recent times. The two free zones are Airport Free Zone at Ras Bufontas and the other is Port Free Zone at Umm Al Houf.

Airport Free Zone would be used for retail, commercial and residential purposes. It will also provide serviced offices; warehousing, logistics and assembly facilities and open spaces. The target sectors are consumer goods; media and design services; energy and environment technologies; ICT; pharmaceuticals; financial services and insurance; retail trade; leisure and hospitality; logistics and warehousing; and aerospace and



Mr. Wilson Chan
Director – Markets
Qatar Free Zones Authority

aviation activities.

The Airport Free Zone will house a Commercial Boulevard, three different Business and Innovation Parks (BIP), 24 light industrial units (to be completed by Q4 2019), Oasis Office Building (to be completed by Q3 2019) and Pre-built Light Industrial Units (LIU).

The Port Free Zone will cover areas such as heavy manufacturing, maritime industries and services, downstream petrochemical, emerging technologies, besides other industries and a logistics hub.

The gateway for Qatar's marine industry is open to foreign investors and local enterprises across a diverse range of marine services and light industry. The activities that will be carried out at MARS Marine Cluster are maintenance, logistics, brokerage, research, design, boat building, safety measures and training, leisure, among others.

QFZA is an independent authority focused on creating a user-friendly, pro-business and globally competitive regulatory framework in the form of advanced licensing

regime, compliance with international best practices, transparent and competitive operating environment, Qatar international court, regulations to serve FDI and special laws to serve intellectual property rights, privacy and data protection.

QFZA is open to customising solutions for companies who want to set up operations in its free zones in order to best suit the company's requirements. It caters to three focused sectors namely chemicals, logistics and emerging technologies. A company can tap into globally attractive end-user industries and diverse market segments, such as advanced textiles and engineered materials, by capitalising on Qatar's vast natural gas reserves and competitively priced inputs.

A company can benefit from the unparalleled accessibil-

ity, connectivity and capacity of Hamad Port and Hamad Airport.

Within the focused sectors, QFZA has identified a wide range of permitted activities for entities operating in the zones as clusters, which will evolve over time. The activities identified are industrial products and services; pharma, life sciences and medical services; automotive and transport equipment; aerospace and aviation; energy and environment technology; construction and real estate; food and beverage; consumer goods; marine; logistics and warehousing; ICT; media and design; financial services and insurance; professional and business services; leisure and hospitality and retail.

SOUTH AFRICA

With a sophisticated banking sector, South Africa has emerged as the continent's financial hub. The country has also emerged as a prominent hub for innovation, technology and fintech.

Acting as a gateway to the African continent, South Africa is an ideal location for multinationals underpinned by factors such as skilled labour force, efficient infrastructure, and a world class banking and financial services sector, among others.

South Africa offers attractive opportunities across several sectors. The agriculture and agro-processing sector offers excellent potential for fruit and vegetable packaging and canning, fruit juice processing, processing of soya-based products, meat processing, aquaculture, dairy and others. In the manufacturing sector, some of

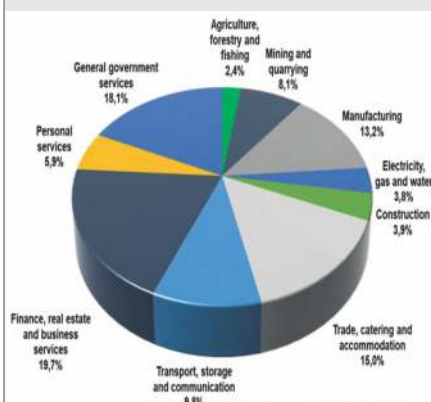
the prominent activities are in the fields of automotive parts and accessories and other transport equipment, machinery and equipment, metals fabrication, chemicals, plastics, pharmaceuticals, footwear, leather industries, clothing and textiles, cosmetics and fast moving consumer goods. In the field of advanced manufacturing, the country has gained stronghold in fuel cells, energy storage, speciality materials, electronics, aerospace, defence industries, medical devices and emerging tele-medical instrumentation, speciality chemicals and bio-chemicals, among others.



Mr. Dean Hoff

Consul Economic, Consulate General of the Rep. of South Africa in Mumbai

Sectorial composition of the South African economy in 2018



Source: IDC, compiled using States SA datas

Note: Sector share according to GDP at basic prices (current prices)

South Africa has excellent potential in the tourism sector. Among other prominent services are business process outsourcing, financial and insurance services, IOT, film production and support services, shipbuilding and related activities. South Africa ranks number one in Africa for the protection of investment and minority investors. The country offers favourable market access to global markets.

Given the vast economic opportunities, South Africa offers excellent quality of life and ease of doing business.

SRI LANKA

Sri Lanka is a gateway to South Asia having signed Free Trade Agreements (FTAs) with India and Pakistan. Under these FTAs, it has 100% duty-free access to India for 4,232 products.

Sri Lanka exported goods worth USD 768.71 million to India in 2018 of which 65% were under Indo-Sri Lanka FTA (ISFTA), while it imported goods worth 4158.18 million of which 5% were under ISFTA. Other agreements between India and Sri Lanka include SAPTA, SAFTA and APTA.

Sri Lanka's major exports to India under ISFTA include spices (pepper, cloves, cardamom), ships, boats and floating structures, apparel, prepared animal fodder, insulated wire and cable, glass and glassware, tea, man-made staple fibres, mineral water and aerated water, essential oils and bicycles, whereas imports from India include petroleum oil, portland cement, diesel and petrol, cotton, motor cycles, motor cars and other motor vehicles, medications, iron and steel, yarn and fabric and paper and paper board.

Potential sectors for investment in Sri Lanka include logistics, infrastructure, real estate, IT/BPM, tourism, agriculture and fisheries, export manufacturing and education. Its key target sectors include automobile components, medical devices, pharmaceuticals, solar



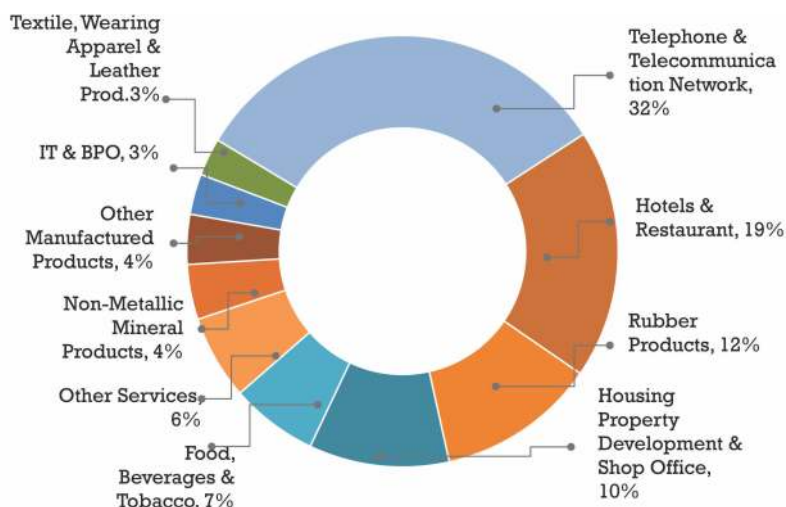
Mr. Sandun Sameera
Consul (Commercial)
Consulate General of the
Democratic Socialist Republic
of Sri Lanka in Mumbai

panels, fabricated metal parts, value-added minerals in manufacturing (high value-added /high tech), lingerie, smart textiles (wearable technology), other high-value clothing items (especially niche products) in manufacturing – apparel (high value-added), IT software, BPM, KPM in IT-enabled services, hotels, recreational activities (theme parks), adventure, wellness, sports and leisure facilities in tourism, fish / seafood, fruit and vegetables, dairy in food processing, entrepot trade, transportation, warehousing and storage in logistics, vocational and higher education and industrial zone development in large-scale infrastructure.

Sri Lanka is open to foreign investments and was the first country to liberalise its economy in South Asia in 1977. 100% foreign ownership is allowed except for a few exceptions and 100% repatriation of profits is allowed. In terms of exchange control, all current account transactions are liberalised and capital account transactions are partially liberalised. It has Double Tax Avoidance Agreements with 42 countries and corporate tax rates have been reduced by over 28%.

Sri Lanka is a great place to visit and tourism is a sector worth investing.

Top 10 sectors that attracted FDI in Sri Lanka



Business-to-Business Meetings (B2Bs)

World Trade Expo 2019 presented opportunities for approximately 7000 business-to-business meetings (B2Bs) between MSMEs from six states and 30 countries. MSMEs that participated included founders of micro, small and medium enterprises, women-owned businesses, startups and representatives from industry clusters. Senior officials from embassies, consular office,

trade missions of participating countries and senior executives from foreign and domestic companies participated in B2Bs.

The networking session during the two-day event generated fruitful overseas business leads for merchant exporters and manufacturers in India. Officials from education, tourism, media & entertainment sectors explored possibilities of student exchange, joint tour packages and co-production of films with their counterparts in these countries.

Representatives from trade missions explained investment potential in their countries to interested delegates. Senior officials from MSMEs explored partnership with foreign companies in the form of technology transfer and other joint ventures. Founders of start-up enterprises explained business model of their companies to prospective investors and officials of foreign trade missions in order to attract capital from their countries.



Exhibition

World Trade Expo 2019 hosted more than 120 exhibitors from foreign embassies, consular offices, trade and investment promotion agencies from 30 countries. The exhibition also showcased products and services of foreign countries, micro, small and medium enterprises (MSMEs), women-owned enterprises, industry clusters and start-up enterprises.

Foreign manufacturing companies and their distributors dealing in food processing, textile and fashion products showcased their new brands and product launches to visitors. Trade missions and investment promotion agencies promoted investment and tourism potential in their countries to interested investors and businessmen.



Airlines and logistics companies explained their services to tourists and freight forwarders. Companies from beverages, dry fruits, spices and other food commodities engaged attracted visitors by offering free samples of their products. Manufacturers of industrial machineries explained key features of their products by giving live demonstrations. The exhibition also hosted stalls of companies engaged in tourism, education, financial services, healthcare, research and consultancy services.



Cultural Evening

The first day of World Trade Expo 2019 concluded with an outstanding cultural performance depicting rich tradition in rural and urban areas of Indonesia. Distinguished artists performed various forms of folk dance, notably Tari Piring and Menari, besides staging spectacular musical of Angklung and Manuk Dadali.

Tari Piring (Piring dance) is a traditional Minangkabau plate dance from West Sumatra, Indonesia. The dance can be performed by a group of women, men or couples. Each of the performers holds plates in each hands, and vigorously rotate or half rotate them in various formations and fast movements. This dance is usually performed as a welcome dance to honour guests and elders

complete melodies. On November 16, 2010, UNESCO officially recognised Angklung as a Masterpiece of Oral and Intangible Heritage of Humanity, and encouraged the Indonesian people and the Indonesian government to safeguard, transmit, promote performances and encourage the craftsmanship of Angklung.

Indonesia Menari or Indonesia Dance is a collective dance movement from Aceh to Papua. The dance is performed simultaneously at many locations in Indonesia. It aims to introduce people to traditional Indonesian dances, to encourage more people, especially those of the young generation to learn traditional dances of Indonesia and to be proud of Indonesian



to a traditional ceremony. The dance is also one of the popular Indonesian traditional dances performed in festivals abroad to promote Indonesian culture and tourism.

Angklung is a musical instrument from Indonesia made of varying number of bamboo tubes attached to a bamboo frame. The tubes are carved to have a resonant pitch when struck and are tuned to octaves. The base of the frame is held in one hand, whilst the other hand shakes the instrument. This causes a repeating note to sound. Each of the three or more performers in an ensemble played one note or more, but altogether

culture. Menari is usually performed in the form of a mass dance with choreography that combines several traditional and modern dance. The event is also enlivened by the presence of art workers who also danced together in the festivity of the event in each venue.

Manuk Dadali is a traditional song from West Java, Indonesia. Manuk Dadali means Garuda bird, the symbol of Indonesias heroism and unity.

World Trade Center Bhubaneswar

World Trade Center Bhubaneswar participated in World Trade Expo 2019 with the support of Micro, Small & Medium Enterprises Department, Government of Odisha to promote trade and business potential of the state. Selected exporters from the state took the opportunity to demonstrate and display their products representing focus sectors such as organic spices, hospitality services, essential oils, handlooms and handicrafts, engineering products, etc. The exporters from the state gained from an excellent opportunity to interact and highlight their services at a global platform and explore greater market for their services. They engaged with participating countries and MNCs during the Business-to-Business meetings (B2Bs).

Mr. P. M. Dwibedy, Deputy Director, Directorate of Export Promotion and Marketing (DEP&M), Department of MSMEs, Government of Odisha participated in the Expo. Mr. Dwibedy interacted with representatives of the 30 participating countries. He discussed various policy initiatives of the state, highlighting Odisha's ease of doing business parameters and export potential.



From (L-R): Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai; Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai; Mr. Suresh Kakani, IAS, Vice Chairman and Managing Director, Maharashtra Airport Development Company Ltd; Ms. Reena Behera, Proprietor, Sai Adarsh Traders Pvt Ltd; Dr. Harshdeep Kamble, IAS, Secretary - Industries & Mining and Development Commissioner (Industries), Directorate of Industries, Government of Maharashtra; Ms. Asha Mohapatra, Assistant Manager - Trade Promotion, World Trade Center Bhubaneswar; Mr. P. M. Dwibedy, Deputy Director, Directorate of Export Promotion & Marketing, MSME Department, Government of Odisha; Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar and Ms. Rashmita Prasad, Director, Corporate Gifting at MSME Department, Government of Odisha stall.

World Trade Center Goa

World Trade Center Goa organised a 'Goa Pavilion' at World Trade Expo 2019. The Goa Pavilion was represented by District Rural Development Agency (DRDA), Government of Goa and companies from business verticals, which included, green buildings technology, artificial intelligence, disaster management systems, automation, spices, agro products, new-age virgin coconut oil and consultancy services. Further, it provided new verticals of the Goan Industry which have been identified by World Trade Center Goa as having a huge potential for increasing not only business but also promoting employment opportunities and exports from the state.

The companies that participated were Kamat Infra Tech Pvt. Ltd - Green Buildings Technology; Prabhudesai Group - Automation, Disaster management Solutions and Virgin Coconut Oil and Herbs; Revas Universal



Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai (3rd left) being presented with Goan products by an exhibitor. Also seen is Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa (left) at the District Rural Development Agency, Government of Goa stall.

Industries - spices and readymade recipes for Goan cuisines; Vishwesh Contractors Pvt. Ltd. - agro products for export markets and Mangal Analytics and Research Consulting Pvt. Ltd. - research work for global clients

District Rural Development Agency - spices and different

varieties of rice that are grown in Goa and can have a huge potential for Exports.

WTE 2019 provided the much-needed exposure to these companies and the Government of Goa on the opportunities in international markets.

World Trade Center Jaipur

World Trade Center Jaipur led a delegation of approximately 18 exhibitors comprising MSMEs from districts in States of Rajasthan and Gujarat. The exhibitors showcased exportable handmade products



Mr. Ravi Veer Singh, Asst. Director and Regional Head, Bhuj, Gujarat, O/o The Development Commissioner (Handicrafts) Ministry of Textiles, Government of India (center); Ms. Rupa Naik, Senior Director, MVRDC World Trade Center Mumbai and Mr. Navneet Agarwal, Assistant Director - Trade Promotion, World Trade Center Jaipur along with exhibitors.

supported by MSME Jaipur, Industries Department Udyog Bhawan Jaipur, Office of Development Commissioner (Handicrafts), Ministry of Textiles – Jodhpur, Jaipur and Gujarat office. WTC Jaipur invited Mr. P. Mallikarjunaiah, Regional Director (Western Region) O/o The Development Commissioner (Handicrafts) Ministry of Textiles, Government of India to make a presentation on 'Export Scenario of India' at the Inaugural Session of the Expo which motivated the exhibitors.

World Trade Expo 2019 created a platform for MSMEs, women entrepreneurs and startups to discover new export opportunities through interactions with potential buyers and collaborators to tap the vast unexplored markets.



White Paper

MSMES are drivers of employment and exports in all economies. In India of the 650 MSMEs that exist, only a meager 1.27 lakh participate in exports.

Today, the share of MSMEs in India's exports stands at 49% and Government of India aims to enhance this to 60% in the next five years. This can only be achieved if the challenges that mar MSME growth such as lack of awareness, trade barriers, technology and finance unavailability, etc. are suitably addressed.

There is a dire need to create awareness about international trade opportunities among MSMEs to facilitate their access to the global market. World Trade Expo 2019 served this purpose by bringing together trade missions and local MSMEs to discuss mutual complementarities, trade opportunities, latest market trends and investment opportunities in their countries.

India has substantial trade and investment relations with these 30 countries as they together accounts for 44% of India's global trade and five of these countries are the top 10 trading partners of India.

These five countries are USA, China, Singapore, South Korea and Indonesia. South Africa ranks first among the destinations for India's exports in the Sub-Saharan Africa region. Poland is India's largest trade partner in Eastern Europe.

Share of participating countries in India's exports	44.40%
Share of participating countries in India's imports	43.30%
Share of participating countries in India's inbound FDI	60.76%
Source: Ministry of Commerce, Government of India	

In view of the potential for commercial partnership that lies ahead of India, MVRDC World Trade Center Mumbai brought out recommendations for policy review which were based on the proceedings that took place over the two-day programme.

Recommendations to increase India's commercial linkages with 30 countries

1. Organising World Trade Expo in other Indian states: Governments of other states must partner with local businesses, chambers of commerce and consular corps to hold World Trade Expos in their states.

2. Impact of World Trade Expo 2019 on India's trade balance and making most of Free Trade Agreements:

India's trade balance with participating countries can be corrected by exploring multi-dimensional partnerships with them. World Trade Expo is an effective platform for Indian companies to explore joint ventures, technology transfers, trade, investment, tourism and educational partnerships with these countries. Such events will create awareness on foreign market opportunities for aspiring exporters in other states of India, besides the ones that participated. Further, it will help in boosting India's exports to the participating countries and thereby reduce trade deficit with them.

WTE 2019 was most effective in creating awareness about existing free trade agreements among local business community. Many Indian entrepreneurs are not aware of the trade agreements signed by India with different countries, the list of products covered and the extent of duty benefits available under these agreements. Export Promotion Councils must actively participate in World Trade Expos and create awareness on these aspects.

Government and industry associations can seek feedback from Indian exporters about tariff and non tariff barriers being faced by them in these countries, with which India is negotiating free trade agreements. Such a feedback from the industry forms the basis for deciding the terms of proposed agreements.

3. Strengthening partnerships with countries:

Argentina can be a potential partner for India in sourcing shale gas, lithium and other commodities such as gold, copper and silver, which are India's major import goods. Indian companies can explore joint ventures, sub-contracting, technological collaborations and other opportunities with the prospective units in Qatar Free Zone Authority. Business opportunities in these Zones must be widely publicised at all trade shows and industry events held across India.

Africa is also a promising partner for India. Many public sector undertakings and private companies from India have presence in the African economy in sectors such as infrastructure, mining, oil & gas, telecom, among others. Government of India must enter into free trade agreement with South Africa or Mauritius, which are the preferred gateways to Africa.





Making Mumbai a Global Leader in Sustainable Development

Mr. Milind Mhaske
Director, Praja Foundation

Mumbai can be a sustainable, future-ready city through citizen empowerment and by addressing its transport woes.

Making a city sustainable requires a 'bottom-to-top' approach, enabling a city become more citizen-friendly and future-ready for changing times as well as forthcoming challenges. When it comes to making Mumbai a global leader in sustainable development, it is crucial that work is done on several areas for all-round development of the city, its infrastructure and the way it functions.

In Mumbai, multiple agencies are involved in running and managing several departments, leading to fragmentation of responsibilities and delivery of services. For instance, if one looks at the urban transportation sector in Mumbai, one notes that railways are run and managed by central government; metro and monorail services are designed and managed by state government; while bus services, roads and pedestrian accesses come under Brihanmumbai Municipal Corporation (BMC).

Due to multiplicity of agencies, there is no coherent strategy on the urban governance issues. Also what worsens the existing situation is that the system lacks democratic accountability, making it unrespon-

sive to needs of citizens who are not prepared to face uncertain future challenges.

It is also worth noting that the elected representatives (ERs) namely MLAs and councillors are also not empowered enough to address challenges confronting their cities. A case in point would be the budget of Municipal Corporation of Greater Mumbai (MCGM), which is prepared by the commissioner and presented in the house and ERs deliberate on the existing budget. However, to improve the functioning of a city, it is critical that ERs must not only approve or make alterations to the budget, but must be involved in the budget drafting process as they know their cities and concerns of citizens at close quarters.

Further, present ward committees are functional only at the zonal level in Mumbai, though the need of the hour is to have committees at electoral wards level to facilitate participation of citizens and deliberation at the grassroots level. Currently, there are no such real platforms, where citizens can discuss and share their grievances.

In Mumbai, there is a robust grievance redressal mechanism, through which citizens use multiple modes to submit their complaints. The citizens can call central control room number 1916, file their complaints online on www.mcgm.gov.in, send complaints to complaint officers at their wards, or even send SMS and fax. After filing complaints, citizens can even track their grievances to see its status.

However, the worst aspect is that the mechanism doesn't accept any feedback from citizens, making them just helpless spectators in administrative circles. Instead, the authority lies in the hands of administration, where officials decide when a complaint must be closed or when opened, taking any sort of power further away from people. It is worth questioning that how would a city become sustainable if citizens' grievances and issues are not resolved in a timely manner. Hence, it





is crucial that citizens and their needs become utmost important concerns for the city's administrators.

Further, it is a known fact that majority of Mumbai's population travels using city's lifeline, i.e. Mumbai's trains. More emphasis must be laid on their development and refurbishment so that Mumbaikars can commute with ease. Recently, government's plan of building the 10-km southern section of the Coastal Road has grabbed attention. The estimated cost of the project would be INR 12,900 crore, which critics of the project argue would be a complete wastage of resources as very few commuters would prefer that route. Instead, critics suggest that investment in a new metro line would be more useful for citizens and also a viable option for Mumbai, whose population is growing day-by-day.

Moreover, Mumbai's traffic modal shares (percentage of trips made using various modes of transport) have changed alarmingly over the past 20 years.

According to a report published by online news portal Scroll.in, in 1998, the share of public trips (rail and bus)



was 78% and that of personal vehicles (autos, taxis, cars and two-wheelers) just 22%. The report further suggested that by 2018, the share of public trip would go down to 61% while that of private trips would go up to 39% and share of car trips rose from 9.2% in 1998 to 16.1% in 2018. All these are glaring realities of Mumbai, therefore, it is important to take charge of the city and demand change for better infrastructure and services. Only then it would be possible for Mumbai to move towards sustainability.

Also, there seems to be no invest-

ment for improving pedestrian culture, building separate lanes for bicycles so that health of Mumbaikars can also be improved. Development of bicycle lanes will also reduce long traffic snarls and encourage people to opt for bicycles to their workplace and schools/ colleges, etc.

Hence, to address transport issues, an agency is required at the metropolitan level such as the Urban Metropolitan Transport Agency. Such an agency must focus not just on the development of Mumbai but also on

adjacent areas such as Virar, Vasai, Thane, Dombivili. A new agency in addition to BMC is the need of the hour for better delivery of services and addressing citizens' grievances.

It is also crucial to empower the elected representatives and administration to take better decisions for cities and citizens. All of which will help make Mumbai a sustainable futuristic city, ready to embrace new challenges in innovative ways.

■

Come, Seize the Power of WTCA Network!

Mr. John E. Drew, Chair of the Board of Directors, World Trade Centers Association, New York and President, World Trade Center Boston is focused in building World Trade Centers Association Network through a regional focus. The network as Mr. Drew sees it, is one that is strong, collaborative and sustainable which is being promoted through a year-long campaign of its 50th Anniversary celebration. Mr. Drew, in an interview to **MVIRDC World Trade Center Mumbai**, speaks of the immense potential among World Trade Centers to work together in advancing their members interests in respective regions.



“I also believe in actively promoting and directing meetings and events that come to our property that are looking to hold events in India to go through great services that World Trade Center Mumbai is able to provide.”

What is your vision to take World Trade Centers Association to the next level under your strong and dynamic leadership?

The next step is to become much stronger as a regional network with more ideas emanating from our members that will continue to strengthen and evolve our organisation navigating the ever-changing international trade landscape.

Having a strong background in developing real estate, what are the innovative real estate projects that you have introduced of late?

Real estate, as with many other industries continues to evolve with new technologies that are introduced and in a way making each real estate project more innovative than the last with sheer difference in technologies

utilised for functions appropriate to the building. Our current portfolio of projects represents these innovative technologies throughout our buildings, whether it is climate control, security or package delivery technology solutions, we find that our tenants and residents drive the demand for innovation. We have also seen innovation in community building within a building, with much attention given to community space and community activities that allow for residents and tenants to enjoy building space beyond their allotted apartments or office.

This is true for all of our current projects, whether it be our luxury urban residential building in Boston, our 1,000 room convention center hotel in Atlanta, or our multipurpose housing and retail project in the suburban area of Boston.

What are the possible synergetic activities between World Trade Center Mumbai and World Trade Center Boston?

One very significant opportunity between Boston and Mumbai is how we can work together to help companies in both of our respective regions. I also believe in actively promoting and directing meetings and events that come to our property that are looking to hold events in India to go through great services that World Trade Center Mumbai is able to provide. It is only natural with the synergies that already exist in academics, technology and biosciences that our two cities continue to strengthen and increase activities that will promote and help both our regions.



“Among our trade centers, we have extraordinary knowledge provides from Mumbai that I would like to see it become a leader in the trade services space globally.”

to stay highly competitive, and what needs to be added to every World Trade Center to make it more sustainable and vibrant.

promoted events and activities, and our members interact on an ongoing basis. We have found that this close trusting relationship has benefited both parties in our regions.

World Trade Center Boston has premium facilities for conferences and exhibitions. How are they being promoted?

Historically our events are promoted for local, regional, some national and some international events here in Boston. However, with our facility at World Trade Center D.C., we have pursued and promoted many more international meetings, events, conferences and exhibitions. Promotion typically includes direct and online advertisements, promotion through industry events, social media and digital marketing, and direct print marketing.

You have been instrumental in bringing about sustainability in the Boston Plan for the City of Boston? In your view, how should a city be made a sustainable one?

A World Trade Center can in fact play a major role in supporting and sustaining local growth. Understanding local economics and working with local businesses gives trade centers a role as a very knowledgeable spokesperson for the city or region. That knowledge is extremely valuable for inward investments, infrastructure growth



Mr. John E. Drew, Chair of the Board of Directors, World Trade Centers Association, New York and President, World Trade Center Boston (left) with Mr. Vijay Kalantri, Board Member, World Trade Centers Association (WTCA), New York and Vice Chairman, MVIRDC World Trade Center Mumbai at the re-election of the latter as Board Member of WTCA for the record sixth term during 50th General Assembly at Querétaro in Mexico.

How can World Trade Centers collaborate with local chambers of commerce to promote trade and investment in their cities?

I believe this relationship to be extremely valuable to both parties and that we need to work very closely together. With our trade centers in Boston, Dublin, and Washington D.C., we have always had an operating partnership with the local chamber. In Boston and D.C., we have presence on the Board for each chamber and in Dublin, we are housed in the same building as the Ireland chambers. We have organised joint programmes with our local chambers, co-

How do you intend to grow the World Trade Center Association's network? Further, how is the network and resources helping build trade?

Yes, I am intending to grow the network. The way forward for us to grow is through a much stronger regional focus that will allow us to identify new license members who have good trade and development credentials and will provide World Trade Centers Association (WTCA) with visible new leaders in their areas.

World Trade Centers Association is marking 50th Anniversary through a planned year-long campaign under the tagline 'A Half Century of Global Trade Connectivity'. How do you see this promoting the Association and its activities worldwide?

We hope to promote a strong message of network, collaboration, sustainability and growth through the World Trade Center family with 50th Anniversary messaging. Coupled with providing stronger business trade information and our easy ability to communicate with one another, we hope that WTCA network is seen as a good, reliable source for

“ WTCA needs to speak about our direct connections with these SMEs and understand what their needs are when it comes to world trade and promote our member experiences with SMEs and how we as a network are playing a vital role in day-to-day business.”



international business and activity.

India is one of the fastest growing large economies. There is a decline in global trade. What role do you envisage India to play in improving the situation?

The growth of India worldwide in the near future is going to be immense. India is obviously a very large market and the significant growth of its economy and middle class is going to place India in a position to be a very strong voice in future world economy and international trade. With a solid foundation in an educated workforce, India will become stronger and its economy is going to change Asia and thereby the world economy, similar to the way China and Japan have in the last 50 years.

How can trade services and trade tools be made more advantageous to businesses?

Business can avoid making mistakes as they enter international markets so easily if they utilised the services and tools that a World Trade Center provides. The experiences our members can share with businesses is extraordinarily deep and knowledgeable. Among our trade centers, we have extraordinary knowledge

provides from Mumbai that I would like to see it become a leader in the trade services space globally.

In your opinion, how could the world trade movement achieve eradication of poverty, prosperity and peace in the world?

Trade has simply always been the engine of economic growth and economic growth creates prosperity. Coupled with the World Trade Center's mission to support SMEs in our regions, trade centers are naturally in a position to directly influence and support the local constituents in conducting business and business growth.

We are all actively responsible to participate in our local communities to elevate our regions whether it be better education, safer communities, and programmes that support those in need. As in anything, collective movement is always stronger than the individual and as a network, I hope that WTCA continues to be an active force in local business development to better and benefit the movement to diminish and fight poverty.

How is WTCA promoting participation of SMEs in world trade?

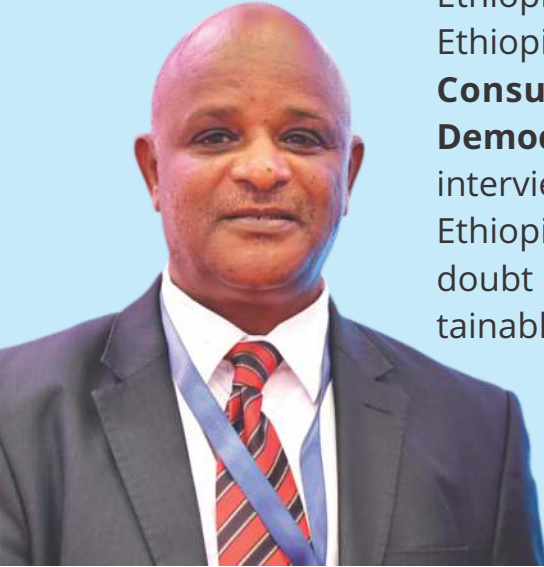
Our members represent in large part SMEs and are gateways for SMEs to enter the world of trade. Trade education and services facilitate small companies to prepare and clear the barriers to trade. WTCA needs to speak about our direct connections with these SMEs and understand what their needs are when it comes to world trade and promote our member experiences with SMEs and how we as a network are playing a vital role in day-to-day business. WTCA has taken steps through its updated member publication, *Meridian*, along with other communication tools to promote this vital relationship between World Trade Centers and their SMEs this past year and I hope that this area continues to grow and improve in the coming years.

What is your message to all businesses?

WTCA and your local World Trade Center are your strongest advocates. Join us, become our members, meet our members' members, become part of our Association.



India-Ethiopian Trade Ties Beckon New Era of Opportunities



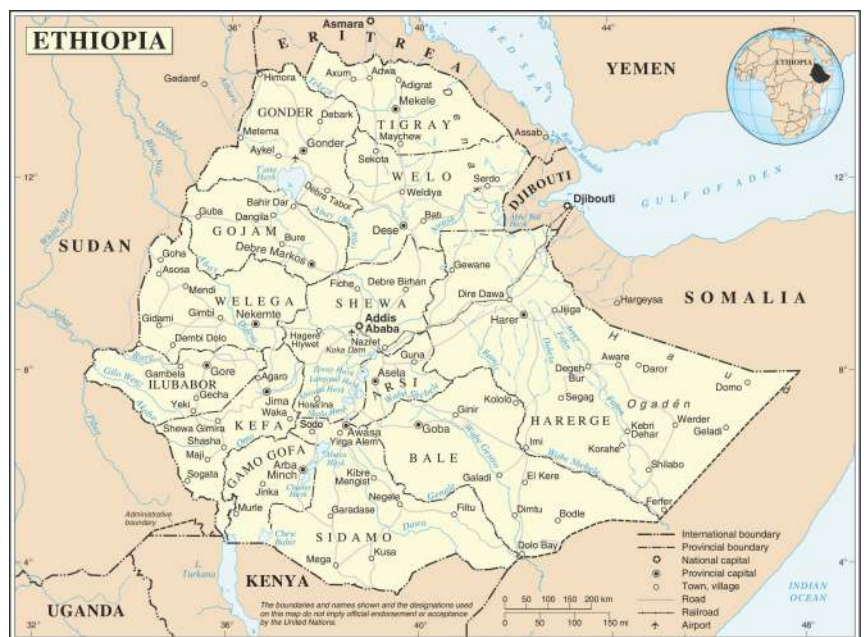
Ethiopia has all the right measures in place to enhance Indo-Ethiopian trade relations. **Mr. Demeke Atnafu Ambulo, Consul General, Consulate General of the Federal Democratic Republic of Ethiopia, Mumbai – India** in an interview to **MVIRDC World Trade Center Mumbai** says that Ethiopia has a favourable business climate and it is beyond doubt that Indian companies would build on successful sustainable partnerships with their counterparts. Further, Mr. Ambulo invites Indian companies to collaborate in setting up manufacturing units in renewable energy, participate in commercial farming and value-add in agro processing among other sectors.

Ethiopia is the oldest independent country in Africa. It has a long-standing cordial bilateral relations with India. As Consul General of Ethiopia in Mumbai, how do you propose to enhance this bilateral relationship from the western region jurisdiction?

India-Ethiopia relations date back to 2000 years and have multiple bonds that closely bind both countries civilisations, cultures, histories, geographies, economies, ethics, religions and social, politics and diplomacy.

With regard to Ethiopia's relation with the western region of India, Ethiopians have had a significant presence in India since medieval times and they first arrived in Bharuch, Gujarat at around 612 A.D. In Gujarat, people of African origin claim to have come with Baba Gora, an Ethiopian Saint of medieval times. In present times, Ethiopians along

“Most of the import and export trade to and from Ethiopia, and more than half of Indian investment in Ethiopia are from the western region of India.”



“To enhance, intensify and broaden commercial and economic partnership, we encourage companies to participate in trade fairs, exhibitions, product promotion programmes as well as trade delegation visits.”

with other people of African origin are known as siddi/siddhi, which means a lord or prince. Both these terms give a glimpse of the glorious past of Ethiopians in India. They were so successful that they even established their own kingdom in Janjira.

With regard to Indians in Ethiopia, Ethiopia is home to a sizeable Indian diaspora primarily from west coast of India who settled down in the latter half of the 19th century. The early settlers came from Gujarat as traders and artisans in the 19th century.

Besides, the long-standing people-to-people, economic and cultural ties, today trade and investment between Ethiopia and western regions of India occupy an important place in our bilateral relations. Most of the import and export trade to and from Ethiopia, and more than half of Indian investment in Ethiopia are from the western region of India.

Due to this steadily growing and flourishing business ties with the western region, Government of Ethiopia opened up a Consulate General in Mumbai ten years back. To enhance, intensify and broaden commercial and economic partnership, we encourage companies to

participate in trade fairs, exhibitions, product promotion programmes as well as trade delegation visits. To further maximise the benefits that accrue for an excellent relationship that exists between Ethiopia and western region, we invite companies to establish manufacturing unit in Ethiopia.

Ethiopia prides itself with an outstanding investment policy, one of the fastest growing economies, cheap cost of electricity and attractive investment schemes. How can Indian investors take advantage of these favourable conditions?

As you know very well, Ethiopia has become a preferred destination for foreign direct investment and is an emerging hub for manufacturing in

provision of land at competitive lease price, etc. Non-fiscal incentives include one-stop-shop service, customs facilitation, expedited visa procedure, investment guarantees and protections are also being offered.

Fast economic growth, conducive economic climate, large market size and high-level government commitment towards FDI, have contributed to the growth of FDI inflow into Ethiopia making the country the second largest recipient of FDI in Africa. We are also pleased to witness impressive growth of Indian investment in Ethiopia, making India the third largest foreign investor in Ethiopia. More than 400 Indian companies have invested more than USD three billion in various sectors like textile and garment; agriculture



Africa due to political stability and committed government; conducive economic and favourable market factors and well-developed infrastructure.

Besides, the investment law of Ethiopia also provides wide ranging fiscal and non-fiscal incentives to encourage investments. The fiscal incentives package include customs duty exemption, income tax holiday, loss carry forward, remittances of profit, dividends, principles and interest payment on external loans,

and floriculture; engineering; plastic and packaging; pharmaceuticals, consultancy, information and communication technology, etc. We have signed bilateral Investment Promotion and Protection Agreement and Double Taxation Avoidance Agreement with India.

Indian investors can take advantage of favourable conditions by setting up manufacturing units using either sole proprietorship or joint venture forms of business in Ethiopia.

Ethiopia is strategically located and is a gateway to regional markets in Africa. In your opinion, what should Indian businesses do to encash and establish sustainable business partnerships with Ethiopia?

Ethiopia is strategically located in the Horn of Africa, close to Middle East and European markets. Ethiopia's position as a regional hub with access to a number of markets is one of the factors for investment flow in Ethiopia.

With a population of more than 110 million people and a rapidly growing middle class society, Ethiopia is the second largest market in Africa. It is also part of the Common Market for Eastern and Southern Africa (COMESA) comprising 19 member countries with over 400 million people and Africa Continental Free Trade Area (AfCFTA), with a population of more than 1.2 billion people.

Ethiopian products have duty-free-quota-free access to USA and EU



Nations Economic Commission for Africa (UNECA). It's also the main air hub for Africa and home of Ethiopian Airlines offering flights to 127 international passenger destinations, it's the only airlines connecting India, with 62 African cities. It has flights twice a day from Mumbai and New Delhi and also started flights from Bangalore on September 27, 2019, connecting South India with Africa.

regional markets, USA and EU market opportunities, by setting up productive units to maximise comparative advantage, these countries provide.

Approximately 99 percent of electricity comes from renewable sources of energy in Ethiopia. How can Indian MSMEs in the manufacturing space take advantage of the opportunities offered by Ethiopia's renewable energy sector?

“Indian investors can take advantage of favourable conditions by setting up manufacturing units using either sole proprietorship or joint venture forms of business in Ethiopia.”

markets through African Growth and Opportunity Act (AGOA) and Euro Banking Association (EBA) respectively. There is also preferential market access to China, India, Japan, Canada and Australia.

Moreover, Ethiopia is a gateway to Africa because Addis Ababa its capital city, emerged as a regional hub and is home to key regional and international organisations namely, African Union (AU) and the United

Ethiopia has the largest domestic market with more than 110 million people, duty-free-quota-free access to Africa, USA, EU and other countries, excellent connectivity which are of vital importance for investment undertaking and to establish sustainable businesses.

Accordingly, Ethiopia encourages Indian companies to encash from competitive and lucrative incentive packages and wide domestic,

According to our national policy, Ethiopia is a power supply hub for the east African region through the east African power pool. Investment in on-grid power is open to private sector. Off-grid and mini-grid systems are also major components of the nation's plan to increase access to electricity.

Rapidly growing electricity demand at 30-35% annually, a bold industrialisation agenda driving power, plans of exporting power to Kenya, Tanzania, Sudan, South Sudan and Djibouti are key reasons for investing in renewable energy sector.

Out of more than 80 thousand exploitable renewable energy reserves, more than 86% is unex-

exploited. A case in point to illustrate is that of an average 5.5 kwh/M²/day which is the solar energy capability, more than 98% is unexploited. The same is true for wind, geothermal and hydropower.

We strongly advise Indian MSMEs in the manufacturing sector to optimally utilise this unexploited sector of the economy by establishing (solar or wind) units either by their own or by joint venture with domestic and other foreign companies. India has appropriate, adaptable and affordable skill and technology which are advantageous to maximise these opportunities.

Agriculture is the mainstay for Ethiopia. How can India and Ethiopia benefit from sourcing and supplying agricultural products and value-add in the agro processing sector?

Agriculture is the backbone of the national economy and more than 70% of the population earn a living from the land mainly as subsistence farmers.

“We strongly advise Indian MSMEs in the manufacturing sector to optimally utilise this unexploited sector of the economy by establishing (solar or wind) units either by their own or by joint venture with domestic and other foreign companies.”

With large land size, diverse topography and agro-climatic zones, growing seasons, fertile soil and water availability for irrigation, Ethiopia is an ideal destination for commercial farming. It is also suitable for production of the world's most coveted food crops – cereals; pulses; oil seeds; fruits and vegetables; coffee; tobacco; sugarcane; tea; herbs and spices; flowers; among other.

Ethiopia is also Africa's leading producer of coffee Arabica, regional lead in honey and bees wax production, second largest flower exporting country in Africa and fourth in the world.

Out of the total area coverage of 111.5 million hectares, 174.3 million hectares is suitable for agriculture. Over three million hectares of land has been made available for investment. With 18 major agro-ecological zones and 49 agro-ecological sub zones with climate suitable for growing over 146 types of crops, Ethiopia offers one of the largest and most diverse agricultural investment opportunities.

We are inviting Indians to become our development partner by participating in commercial farming and most importantly by value addition in the agro processing sector especially for processing fruits and vegetables; dairy products; fish and fish products; refined edible oil; spices; cereals and oilseeds; sugar and sugar-related products, etc.



India has rich and valuable experience and expertise in agriculture, which it acquired after the Green Revolution, its technology is not only adoptable but also appropriate and affordable for Ethiopia and Africa as well. I have no doubt that Indian companies would become more successful through established sustainable partnership with Ethiopian companies.

Some of the initiatives that India had taken to boost bilateral relations with the African continent include Focus Africa Programme, India Africa Forum Summit, Pan-African e-Network Project and Technical and Economic Cooperation Programme. How has Ethiopia used these platforms to enhance bilateral trade relations with India?

Ethiopia greatly values and also gives utmost importance to these initiatives, because primarily they are aimed at augmenting, enhancing and building skill, knowledge and capacity of Ethiopians in diverse centres of excellent.

With regard to Indian Technical & Economic Cooperation (ITEC) programme, since its inception in 1969, more than 3,000 professionals from various sectors attended training courses, which empowered and equipped them with professional skills. This programme covers areas such as agriculture, information technology, telecommunication, management, accounts, audit, banking, health, environment and renewable energy.

The flagship Pan-African e-Network project launched in Addis Ababa, Ethiopia in July 2007 aimed at sharing India's expertise in the fields of healthcare and education with African countries. Tele-education and telemedicine services offered in Black Lion Hospital in Addis Ababa University, were very successful and as a result Tele-education project has been replicated by Ethiopian side and there are linkages established between Addis Ababa University and the Indian Institute of Technology at Delhi and Kanpur.

We proudly state that these plat-

forms are key to facilitating productive partnerships and meaningful collaboration in building capacity of both government officials as well as experts in various sectors. It is noteworthy to mention that professional areas covered under training programmes as well as consultancy services offered to our revenue and customs authority and others, significantly contributed in broadening and deepening our bilateral trade relationship.

“Let us join hands together, cement and scale up our cooperative partnership to maximise benefits by participating in the priority sectors set by Ethiopia which include textile and apparel; leather and leather products; pharmaceuticals; metal and engineering; sugar and related industries; agriculture and floriculture; engineering; pharmaceuticals and healthcare; ICT; renewable energy; etc.”

What is your message to Indian Businesses looking to invest in Ethiopia?

Ethiopia and India share a rich history of cultural, political, economic, social interactions rooted in the spirit of south-south cooperation. Ethiopia always admires and greatly appreciates India's economic, social, scientific and technological achievements. We value India as our important and trusted development partner. Our all-weather relationship and cooperation is steadily surging and deepening in diverse sectors of engagement including trade and investment.

As Indians top the list of third largest foreign investors in Ethiopia, there is potential for diversity and intensity, which can help in expanding and developing bilateral trade between our countries. We encourage Indian Industrialists to explore the possibili-

ties of participating in multi-faceted sectors to maximise benefits Ethiopia offers and reaffirm our consulates unwavering support and assistance to ensure their undertakings are a grand success.

Our message is clear and loud that the 21st century is a century of Africa, as Africa offers huge opportunities, Ethiopia as a gateway to Africa, with untapped opportunities and competitive incentives package; it is

an ideal place to kick start sustainable businesses and make in-roads to the huge African market.

Let us join hands together, cement and scale up our cooperative partnership to maximise benefits by participating in the priority sectors set by Ethiopia which include textile and apparel; leather and leather products; pharmaceuticals; metal and engineering; sugar and related industries; agriculture and floriculture; engineering; pharmaceuticals and healthcare; ICT; renewable energy; etc.

Come and enjoy our government support which includes, among others, customs duty exemption, income tax holiday, loss carry forward, export incentives, provision of land at competitive lease price, etc for mutual benefit of all.

■

Chinese Foreign Investment Law to Invigorate Economy

In a bid to further open up the economy, the new Foreign Investment Law of China aims to vigorously promote foreign investment, standardise the management of foreign investment and protect the legitimate rights and interests of foreign investors, among other measures. To be implemented with effect from January 1, 2020, the Law will impel the formation of a new pattern of all-round opening-up and sound development of the socialist market economy.

With the coming into effect of the new Law, the Law of the People's Republic of China on Sino-Foreign Equity Joint Ventures, the Law of the People's Republic of China on Wholly Foreign-owned Enterprises and the Law of the People's Republic of China on Sino-Foreign Cooperative Joint Ventures will be repealed simultaneously.

For the purpose of the Law, a foreign-funded enterprise refers to an enterprise that is incorporated under the Chinese laws within the territory of China and is wholly or partly invested by a foreign investor.

Under the new Law, the State will implement policies on high-level investment liberalisation and convenience, establish and improve the mechanism to promote foreign investment, and create a stable, transparent, foreseeable and level-playing market environment.

The Law will envisage pre-establishment national treatment and negative list for foreign investment. Pre-establishment national treatment refers to the treatment given to foreign investors and their domestic counterparts. The negative list refers to special administrative

measures for access of foreign investment in specific fields as stipulated by the State. The State shall give national treatment to foreign investment beyond the negative list. If more preferential treatment concerning access is offered to a foreign investor under any international treaty or agreement that China concludes or joins in, relevant provisions in such treaty or agreement may prevail. All national policies on supporting the development of enterprises shall equally apply to foreign-funded enterprises.

The State will establish multilateral and bilateral cooperation mechanisms for the promotion of investment with other countries, regions and international organisations, so as to enhance international exchanges and cooperation in terms of investment. The foreign investors may, according to the requirements of national economy and social development, be encouraged and guided to invest in specific industries, fields and areas. Such enterprises may enjoy preferential treatment accorded by the State.

Foreign-funded enterprises are permitted to participate in government procurement activities through fair competition and products and services rendered by such enterprises will be treated equally in government procurement. Such enterprises may conduct financing through public offering of shares, corporate bonds and other securities or by other means.

As a measure of investment protection, a foreign investor may freely transfer inward and outward its contributions, profits, capital gains, income from asset disposal, royalties of intellectual property rights,

lawfully obtained compensation or indemnity, income from liquidation and so on within the territory of China in Chinese currency or a foreign currency.

Under the Law, the State shall protect the intellectual property rights of foreign investors and foreign-funded enterprises, and protect the legitimate rights and interests of holders of intellectual property rights and relevant right holders. In case of any infringement of intellectual property right, legal liability shall be investigated strictly in accordance with the law.

If any policy commitment or contract needs to be changed due to national interests or public interests, the statutory authority and procedures shall be strictly followed, and the foreign investor or foreign-funded enterprise concerned shall be compensated for losses incurred thereby in accordance with the law. If any policy commitment or contract needs to be changed due to national interests or public interests, the statutory authority and procedures shall be strictly followed, and the foreign investor or foreign-funded enterprise concerned shall be compensated for the losses incurred thereby in accordance with the law.

With regard to investment management, foreign investors who acquire a company within the territory of China through mergers and acquisitions or participate in the concentration of undertakings by other means shall be subject to the examination for concentration of undertakings as stipulated by the Anti-Monopoly Law of the People's Republic of China. The State shall establish a safety review system for foreign investment, under which the safety review shall be

conducted for any foreign investment affecting or having the possibility to affect national security.

Further, for foreign investors who invest in such financial markets as securities market and foreign exchange market within the territory of China, where the State has any other provisions, such provisions shall prevail.

The foreign investment law that will ensure better protection for overseas investors signifies China's commitment to further open up the economy boosting foreign companies' confidence. In 2018, foreign direct investment (FDI) into China reached 138.3 billion U.S. dollars. By the end of 2018, in terms of FDI inflow China had ranked second in the world for two consecutive years and first among developing countries for 27 consecutive years.

Over 960,000 foreign invested enterprises had been set up in China by the end of last year, with the accumulated FDI exceeding USD 2.1 trillion. At present, the country has attracted investment from over 200 countries and regions. Major investments came from Asia, the European Union, North America and free port areas.

Over decades of reforms and opening-up, China has transformed to a global manufacturing powerhouse and an attractive destination of foreign investment. An integrated industry system, efficient infrastructure, a huge domestic market, well educated human resources, a robust economic growth as well as adaptation of high technologies have significantly contributed to China's growth miracle. The present Chinese economy powered by high innovation ecosystem is developing quality products not only for the Chinese market but also for other markets.

Foreign investors continue to display firm faith in the Chinese economy in spite of international trade uncertainties. China's attractiveness is partly defined by the global importance of its economy. The country has been the biggest engine of global economic growth since 2006. Its merchandise trade tops the world, while both its FDI and outbound direct investment rank the second place. China has made considerable improvements in the business environment, which created more opportunities for foreign investors and offers more choices to consumers.

With the foreign investment law coming into effect in January 2020 and the steps taken in shortening the negative lists for foreign investment, China is poised to achieve a significant improvement in the investment environment in the country.



World Trade Center (Goa) Association

A part of World Trade Centers Association, New York, which is an unparalleled Network of 327 WTCs in 89 Countries connecting 1 million businesses across the world, now in Goa

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OBJECTIVE

- ✿ Facilitates Trade and Investment
- ✿ Provides Training and Educational Programmes
- ✿ Promotes Competitiveness through Research and Trade Promotional Activities

SMEs, Corporate Houses, Institutions and Professionals with a focus on International Trade are invited to join this global network

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WE GROW TRADE®





EDB Mauritius Adopts New Ways to Promote Ties with India

“Being strategically located in the Indian Ocean and with its strong cultural affinities, Mauritius is the ideal gateway between India and Africa.”

Mauritius is a safe and attractive economy for Indian businesses to forge fruitful partnerships. Against this backdrop, **Mr. Seewraj Nundlall, Counsellor (Investment & Trade), Economic Development Board Mauritius** is mandated with the task of bringing the best of Mauritius to India in the arena of trade and industry. To this end, Mr. Nundlall in an interview says that EDB Mauritius collaborates with trade promotion organisations such as **MVIRDC World Trade Center Mumbai** to promote bilateral trade and investment.

What is the mandate of Economic Development Board Mauritius for India and specifically for Mumbai, since it is the commercial and financial capital of the country?

The Economic Development Board (EDB) of Mauritius has been set up in January 2018 by an Act of Parliament. In 2015, with the aim to pursue and strengthen its economic diplomacy initiatives, Government of the Republic of Mauritius announced the setting up of economic offices in various countries including India which is a key economic partner for Mauritius. The Prime Minister of Mauritius officially launched the office in New Delhi in October 2015. This has brought a new dimension in deepening the tie at the economic and business level in India.

The main responsibilities in India for EDB are to (i) promote the economic agenda of Mauritius in line with

government's key development objectives, (ii) develop, consolidate and strengthen economic and business partnerships with Indian business community, (iii) promote Mauritius and enhance the visibility of the country as an attractive investment destination, (iv) increase presence of Indian companies in Mauritius by attracting and facilitating investment from India to Mauritius and (v) position Mauritius as a competitive, reliable and quality destination for sourcing of 'Made in Mauritius' goods and services.

EDB Mauritius collaborates closely with trade promotion organisations in Mumbai such as World Trade Centre (WTC) Mumbai. A couple of examples of this collaboration are: (i) in August 2019, WTC Mumbai convened its members to an exclusive interactive session on investment and business opportunities in Mauritius whereby EDB

Mauritius presented opportunities in different economic sectors and benefits of investing in Mauritius and (ii) in October 2019, EDB Mauritius along with Mauritian companies participated at the World Trade Expo 2019 organised by WTC Mumbai. Participation at such events raise the level of awareness amongst the business community in Mumbai about Mauritius in terms of investment and business opportunities.

The Government of Mauritius is considering a triangular partnership with India and African continent. In your opinion how can this be a reality?

Fifty-four countries including Mauritius form part of Africa. Being strategically located in the Indian Ocean and with its strong cultural affinities, Mauritius is the ideal gateway between India and Africa. Mauritius plays an active role in the

African Union. Africa is increasingly becoming a preferred investment destination. Mauritius has developed a robust financial services ecosystem and forged a strong reputation as a cross-border financial services hub.

The country has thus emerged as the leading International Financial Centre (IFC) in the region. As an internationally recognised jurisdiction of repute, Mauritius IFC is home to a number of international banks, legal firms, corporate services, investment funds and private equity funds.

Leveraging on its state-of-the-art infrastructure, modern and innovative legal framework and ease of doing business regime, Mauritius IFC offers a panoply of competitive financial products and services, including private banking, global business, insurance and reinsurance, limited companies, protected cell companies, trust and foundation, investment banking, global headquarter administration, amongst others.

Besides being a sophisticated platform for cross-border investment, Mauritius IFC is well poised to play a crucial role to attract investment and promote prosperity for and across Africa. The IFC explores new competitive business venues and a wide spectrum of investment opportunities for global companies to invest in Africa. Strongly bearing in mind, its political, social and economic stability, and regulatory framework, Mauritius IFC offers a certainty to global investors to look up for Africa as an investment destination. Mauritius has signed tax treaties as well as investment protection agreements with 22

African nations. Over 1,000 global funds have set up in Mauritius IFC – a significant share of these funds to invest in Africa as well as in India.

In addition, Mauritius is a member of regional economic blocs namely, Common Market for Eastern & Southern Africa (COMESA), Southern African Development Community (SADC) and Indian Ocean Commission (IOC). The membership of Mauritius in these economic blocs allows for preferential market access to 26 member countries for 'Made in Mauritius' goods.

“Hence, Indian manufacturing companies have to seize this opportunity of setting up in a conducive and stable environment that Mauritius offers and take the advantage of producing and exporting duty free to the region.”

Hence, Indian manufacturing companies have to seize this opportunity of setting up in a conducive and stable environment that Mauritius offers and take the advantage of producing and exporting duty free to the region.

Having successfully developed export processing and commercial free zones and attracted significant investment and economic activities in these zones, Mauritius is now collaborating with other African countries for joint development of Special Economic Zones in these countries namely Madagascar, Kenya, Ghana, Cote D'Ivoire and Senegal. Investment opportunities are available for Indian companies to set up in these SEZs.

Could you shed light on the status of the proposed Comprehensive Economic Co-operation and Partnership Agreement?

The Comprehensive Economic Cooperation and Partnership Agreement (CECPA) is yet another important mechanism to further strengthen economic ties between Mauritius and India. The negotiations that resumed in September 2016 progressed significantly over the years. The signing of the agreement in near future will usher a new era of economic collaboration by boosting

trade and investment flows bilaterally. In 2018, exports of goods from Mauritius to India stood at around USD 10 million (INR 1 crore) while imports were over USD 1 billion (INR 100 crore). Thus, the trade balance is largely in favour of India. The CECPA, like other trade agreements, will provide opportunity for preferential access to both

markets and will thus contribute to further increase level of exports for both countries.

On the investment side, FDI from India to Mauritius has flown regularly with over 100 Indian companies having successfully established their presence in Mauritius in various sectors that include manufacturing; freeport and logistics; agriculture; healthcare; education; tourism; hotel development; banking and non-banking financial services; insurance; ICT; film industry; media & entertainment and energy. While CECPA will give a further boost for increased investment from India to Mauritius, the following sectors offer opportunities for investment manufacturing – pharmaceutical; medical devices; jewellery; light engineering; food processing; seeds production;

financial services; IT / Digital Technologies; logistics; film industry; real estate; smart cities; hospitality; renewable energy; healthcare; start-ups and SEZs in Africa.

One of the key sectors making the maximum contribution to Mauritius GDP is manufacturing at 13.9%. What is the scope for collaboration in the manufacturing sector?

Mauritius is actively encouraging foreign investors and companies to set up manufacturing activities in specific sectors namely pharmaceutical products, medical devices and high-tech products by providing a tax break for eight years while for export-oriented activities the corporate tax is reduced to 3 per cent and for exports to ports in the region, a sea freight rebate of up to USD 300 per container exported is provided. In addition, through different agreements, Mauritius has preferential market access to EU, USA, eastern and southern Africa region and Indian Ocean islands. These make it very attractive for Indian companies to set up manufacturing units in Mauritius thereby expanding their operations beyond India and developing new markets.

What are the opportunities and benefits available to Indian pharmaceutical companies in the upcoming pharmaceutical village?

Investing in pharma manufacturing is one of the priority areas for Mauritius. In this regard, the government is setting up a pharmaceutical village in Rose Belle Business Park which is on the corridor to the airport. Serviced land is available whereby Indian companies can set up manufacturing units. For this specific activity, a host of incentives

“The World Trade Center Mumbai can support Mauritian companies by bringing them on the larger platform of World Trade Centers Association, New York that currently has 328 members in 89 countries.”

are provided such as exemption of corporate tax for eight years, exemption of import duties on machinery, equipment and raw materials or no export duties.

How can a trade support institution like the World Trade Center Mumbai play a catalytic role in building up a dynamic relationship between India and Mauritius?

The World Trade Center Mumbai can support Mauritian companies by bringing them on the larger platform of World Trade Centers Association, New York that currently has 328 members in 89 countries. Thus, WTC Mumbai can help set a World Trade Center Mauritius office. The establishment of a World Trade Centre in Mauritius will put the country on the world map of WTCs and provide a global platform for local companies to grow their business globally.

Mauritius is a leader in Africa in the Ease of Doing Business ranked 13 out of 190 countries. How can this be advantageous to potential Indian investors especially SMEs, looking to set up business in your country?

Making it easier for businesses to set up and operate has been the essence of Mauritius in improving its business environment. We do not stop in this journey but rather continue in bringing more changes taking into account the various parameters whether it is about 'starting a business', 'dealing with construction

permits', 'paying taxes or enforcing contracts'. Thus, in the World Bank Ease of Doing Business ranking, Mauritius has progressed significantly year-on-year and is now ranked 13th globally while being ranked first in Africa for more than 15 consecutive years. The EDB Mauritius acts as the one-stop agency to facilitate setting up of projects and will handhold Indian investors from initial advisory to project implementation as well as assist with investor aftercare needs.

Could you share your perspective on Mauritius' Economic Freedom of the World (2019) brought out by Fraser Institute, ranked eight out of 162 countries. How could this be a point of interest to India?

Mauritius has adopted a policy of continuous economic reforms to create an environment that becomes more conducive for operators to conduct their activities. The reforms have been conducted on the basis that the government is a facilitator and makes required regulatory changes that allow businesses to set up and operate in a well-regulated business-friendly environment. The relentless execution of these strategies for reforms have impacted positively as evidenced in rankings by institutions such as the World Bank for Ease of Doing Business, Fraser Institute for Economic Freedom or Mo Ibrahim for African Governance.

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Right Policy Mix Can Boost Economy of Parbhani

Parbhani is one of the eight districts in Marathwada region of Maharashtra and it is located around 490 km eastward from the state capital of Mumbai. The district, which was earlier known as 'Prabhavatinagar', was under Hyderabad state before becoming part of Bombay in 1956 and Maharashtra from 1960s. The district is well connected by road and rail to Aurangabad, Mumbai and Hyderabad, besides other towns and cities. Some of the tourist attractions in the district are Jain temples in Jintur and Navagadh, Shirdi Saibaba Janmshtan Mandir (Pathri), Yeldari dam, Depchari dam and reservoir.

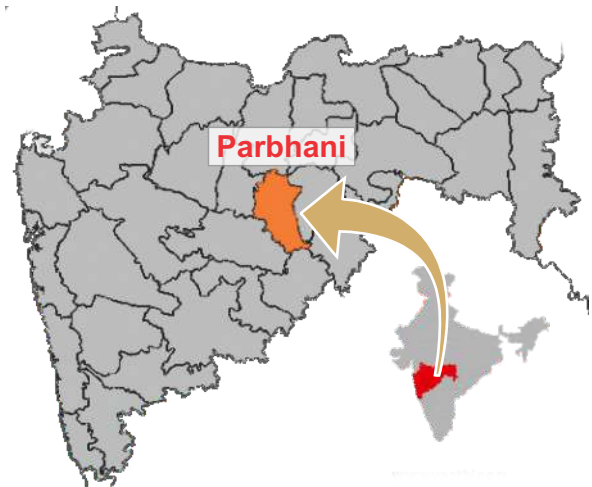
Parbhani district has a population of 18.36 lakhs¹, which is 1.6% of the overall population of the state. Agriculture and textile manufacturing are major source of employment in the district. Around 69% of the population in the district resides in rural areas². Around 33% of the population in the state is engaged in agriculture, either as farm labourers or cultivators. Major crops grown in the district are jowar, cotton, soybean, pulses, wheat and other cereals.

Agriculture Potential

Studies conducted by World Bank have shown that the district has potential to grow banana, guava, mangoes through appropriate training of farmers and development of pre-harvest and post-harvest infrastructure. Farmers can also be trained to grow exportable varieties of these crops through workshops and technology support on quality management and post-harvest logistics infrastructure. Jowar, cotton and soybean are some of the major crops produced on commercial scale and most other crops are produced for self-consumption in the district. Farmers in the district must be trained on commercial cultivation of crops through application of yield enhancing technologies and usage of organic farming methods.

Availability of Credit

The district ranks fourth among the eight districts in Marathwada region in terms of quantum of credit



disbursed by banks and development finance institutions to the commercial sector. Banks and development finance institutions planned to provide INR 3,356 crore to agriculture, industry and services sectors of the district in 2018-19³. Around 66% of the total credit from banks and development finance institutions in the district goes to agriculture and allied sectors⁴.

Policy Priorities

1. Human Development

Parbhani is one of the least developed districts in Marathwada region and hence policymakers need to take initiatives to bridge the development gaps in this district vis-à-vis Aurangabad, which is the region's most industrially developed district.

For the development of the region, the local administration must work with the state government and non government organisations to improve its human development indicators. The district is lagging behind Aurangabad in terms of literacy rate and infant mortality rate. Parbhani has a literacy rate of 73%, lower than 80% in Aurangabad and infant mortality rate of 51 compared to 44 in Aurangabad⁵. The silver lining is that the gross enrollment ratio in Parbhani is 86%, which is higher than

¹ Data as of 2013; Registrar General And Census Commissioner, India

² Census 2011

^{3 & 4} Districtwise Annual Credit Plan (2018-19), Economic Survey of Maharashtra 2018-19

⁵ Economic Survey of Maharashtra 2018-19

82% in Aurangabad. This means more number of students are enrolled in schools in Parbhani than in Aurangabad. In order to reduce gender gap, the local administration must promote enrollment of female children in schools. The literacy among female stands at 63% in Parbhani, compared to 70% in Aurangabad.

2. Poverty Eradication

Parbhani is a poorer district in Marathwada region compared to Aurangabad as its per capita income stands at INR 1,02,553 per annum⁶, compared to INR 1,42,665 in Aurangabad. Around 12% of ration card holding families in Parbhani belong to below poverty line (BPL), compared to 8% in Aurangabad⁷.

The local government must promote livelihood projects in the district and encourage banks and non banking finance companies to provide credit to these projects. The local administration must ensure efficient implementation of central government and state government schemes in the livelihood sector and create awareness about these schemes among rural masses. Some of these schemes are Prime Minister's Employment Generation Programme, Mudra Yojna, National Rural Livelihood Mission and SANKALP, among others.

The district must prove its leadership in effective implementation of livelihood projects through initiatives such as organising women self help groups and setting up incubation centres for small business in rural areas. The local administration must partner with NGOs, CSR foundations, academia and industry associations to design an effective roadmap to enhance livelihood opportunities in the district.

Potential for Industrial Development

Parbhani, Jintur and Gangakhed are the major industrial areas in the district. Many of the micro and small enterprises in the district are engaged in agro-based industries, especially sugarcane processing, steel fabrication, cotton textile manufacturing and production of electrical and transport machinery.

Small scale industries are the major employment creators in the district as

they account for 82% of the jobs in the industrial sector. Therefore, there is a need to create further employment opportunities by supporting small scale entrepreneurs and aspiring youth entrepreneurs through establishment of incubation and acceleration facilities in potential sectors.

The district of Parbhani does not have much export potential and hence aspiring entrepreneurs must be encouraged to set up enterprises in sectors that have strong demand in the domestic market⁸. Consequently, micro small and medium enterprises in the district can explore viable business ventures in sectors such as food processing, manufacturing of leather goods and readymade garments. In the services sector, entrepreneurs can eye business opportunities in maintenance & repair of automobiles, printing and publishing, repair of consumer electronic goods, among others.

Cotton is a major crop grown in the district and hence there are many cotton seed oil mills in the district. Therefore, MSMEs can set up manufacturing units that produce equipment and spare parts used in cotton seed oil mills.

MSMEs in the district lack awareness about government schemes and they suffer lack of access to credit from formal sources. These two challenges hinder MSMEs from scaling up their operations with long-term capital and technology upgradation. The District Industries Centre, in association with MIDC and local industry associations, can create awareness about the central government's technology upgradation fund, especially for textile units. Similarly, workshops and knowledge sessions must be conducted on National Manufacturing Competitiveness Programme (NMCP). The programme can address competitiveness gap of MSMEs in the district through training on lean manufacturing, technology upgradation, quality management, marketing management, among others.

Key Economic Statistics of Parbhani and Aurangabad

District/State	Number of Non-agricultural Establishments	No. of Handicraft Establishments	Establishments Owned by Women
Parbhani	56,138	1,129	4,670
Aurangabad	1,36,886	1,118	13,899
Maharashtra	45,45,581	84,676	6,64,300

Source: Sixth Economic Census - 2013

⁶ Per Capita Nominal Gross District Value Added (at Current Prices), 2017-18

⁷ Economic Survey of Maharashtra 2018-19

⁸ Information on industrial potential in the district is gathered from the latest District Profile on Parbhani prepared by MSME DI

Enhanced Capacity Building to Lift Services Trade in LDCs

Services are an increasingly important part of the global economy and plays a central role in shaping the economy of every nation. The global value of international trade in goods is three and a half times as high as that for trade in services. This imbalance in levels of international trade may be attributed, among others, to the intangible nature of services, for example:

- Some services are non – transportable and can be consumed at their point-of-sale requiring neither producer or consumer to cross a border in order to be exported
- Many countries regulate areas like professional services – for example, the legal profession, tax consultants or accountants – which are bound by national legislation
- There are a range of services which are supplied by the public sector, for example defence, railways and power (at least in India), and trade in these areas is often restricted.
- Services cover a heterogeneous range of products and often these are tailored specifically to a client's needs and so unlike goods, they have a tendency not to be homogenous, mass produced items, as such they are sometimes difficult to separate from the goods with which they may be associated or bundled.

Commercial services include transport, travel, communications, construction, insurance, financial services, computer and information services, royalties and license fees, other business services, personal, cultural and recreational services, and government services.

According to World Trade Report 2019 published by World Trade Organization, services trade has been the most dynamic component of global trade, growing at 5.4 per cent per year since 2005 compared with 4.6 per cent for merchandise trade. Encouragingly, LDCs have shared in this growth. Between 2005 and 2017, Least Developed Countries' (LDCs) share in world services exports increased by 50 per cent. However, this was from a very low base, and LDCs today still only account for 0.3 per cent of world services exports.

The General Agreement on Trade in Services (GATS) provides that special priority shall be given to the LDC Members in the implementation of Article IV: 1 & 2. (Article IV:3).

Accordingly, under these provisions increasing participation of developing countries in world trade in services shall be facilitated through negotiated specific commitments relating to: (a) the strengthening of their domestic services capacity and its efficiency and competitiveness, inter alia through access to technology on a commercial basis; (b) the improvement of their access to distribution channels and information networks; and (c) the liberalisation of market access in sectors and modes of supply of export interest to them. Further, in accordance with the 'Guidelines and Procedures for the Negotiations on Trade in Services', which laid out general provisions for negotiations on trade in services, WTO members adopted 'Modalities for Special Treatment for Least Developed Country Members in the Negotiations on Trade in Services'.

Among other considerations, it indicates that Members shall exercise restraint in seeking commitments from LDCs; that LDCs shall be granted greater flexibilities for opening up fewer service sub-sectors, including that LDCs may not be expected to offer full national treatment. It further states that WTO Members shall provide LDCs with effective market access in sectors and modes of supply of export interest of LDCs. Additionally, Members shall take measures to increase LDC participation in trade in services through training, capacity building and intergovernmental cooperation programmes, among others. It also specifies principles for provision of technical assistance and capacity building for LDCs with respect to trade in services, including for the conduct of national assessment of trade in services. Members are required to provide effective market access in sectors and modes of supply of export interest to LDCs when making specific commitments. Wherever possible members are requested to make commitments in 'Mode 4' i.e. individuals travelling from their own country to supply services in another member country.

Members should also develop appropriate mechanisms to fully implement and facilitate the effective market access of LDC services and service suppliers to foreign markets. WTO members also decided to grant preferential treatment to services and service suppliers from LDC members through 'Operationalisation of the Waiver Concerning Preferential Treatment to Services and Service Suppliers of Least Developed Countries'.

Increasing the participation of LDCs in services trade, to

promote their economic growth and development, should be a key priority for all WTO members. Doing so is one of the objectives set out in GATS. For example, important work has been done under the services waiver. To date, 51 members have notified preferences for the benefit of LDC services and services suppliers. They account for 86% of global GDP and 86% of global trade. However, this is not enough and more needs to be done to integrate LDCs into global services trade. LDCs need to be supported by capacity building to take advantage of any of these opportunities.

Enabling LDCs to increase their participation in international trade is an important part of making the trading system more inclusive. In many developing countries and LDCs, services now account for more jobs than agriculture or manufacturing. Services have lower fixed costs of production than manufacturing. This implies trade in services can reduce the barriers for MSMEs to tap into the gains from international trade. In LDCs, MSMEs account for the overwhelming majority of firms with enhanced opportunities in the services sector.

According to an UNCTAD study, notwithstanding the WTO's services waiver, most of the preferences granted so far have in reality been ineffective and do not go beyond existing commitments under the WTO's General Agreement on Trade in Services (GATS). Existing waivers for commercial services exports from LDCs will have little impact unless backed by lower regulatory barriers and supply-side capacity – building. Inarguably, not all the market access offered by developed countries is realistic in the sense that LDCs cannot use it in a way they would like to, but also because there are many constraints on the supply side.

UNCTAD's work to help LDCs maximise trade in services includes a new project called Capacity Building of LDCs in Services Trade for Sustainable Development, funded by Swedish government. In its pilot stage, the project has so far covered Zambia, Senegal, Nepal and Cambodia, and can aid selected LDCs in expanding services exports with overarching goals of facilitating development and progress towards achieving Sustainable Development Goals.

The Project Offers:

- A comprehensive and consistent package of assistance that provides information on the relevance and stage of implementation of services waiver on a country – specific basis.

- A platform for establishing links between public and private sector in the project countries, as well as exchanges of best practices and lessons learned among various stakeholders at national, regional and international levels.

LDCs have made tremendous progress in development over the last 30 years and yet, many challenges remain because progress has not been even across or within countries. The Istanbul Programme of Action for the LDCs (IPOA) 2011- 2020 defines specific milestones in the path of these countries towards realisation of Sustainable Development Goals (SDGs), including some important trade-related objectives. The IPOA foresees that half of the LDCs would meet the graduation criteria by 2020. To date, five countries have transitioned out of LDC status since 1971 when the category was established, and Vanuatu and Angola are scheduled to do so in 2020-21.

The aid-for-trade programme remains an effective measure to lift constraints in LDCs and support economic diversification. The international community has been assisting developing countries and LDCs' own efforts towards economic diversion and structural transformation through development programmes, including aid-for-trade. Since 2006, over USD 400 billion of ODA has been disbursed to build trade capacity in developing countries and LDCs. The LDCs account for 27% of total aid-for-trade. The LDCs in Africa account for 63% of aid-for-trade to LDCs since 2006. Aid-for-trade is unevenly distributed among the LDCs and a few development partners account for most aid-for-trade to LDCs. Further, most of the aid-for-trade to LDCs goes to infrastructure.

The international community can play a supportive role. The development of human capital and skills, especially among women and youth, is necessary to allow them to participate in emerging economic opportunities. ICT skills in particular are essential for taking part in the emerging digital economy. Assistance in building infrastructure in LDC economies need to be strengthened and support should be directed more towards access to finance to build resilient economies. Skill, education, infrastructure and access to finance are all essential ingredients in strengthening structural reforms in LDCs and channelising LDC economies towards a service-oriented growth path. Coordinated global effort will help mitigate the challenges of LDCs in building a service-driven economy.





India and Free Trade Agreements: Lessons from Past for Future

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Traditional economic theories, as well as some of the new ones, have time and again shown that trade has its share of pros and cons. Countries may tend to import some commodities, because they probably cannot produce them competitively; this implies price reduction that can happen due to trade, benefitting consumers. Similarly, they may tend to export if they have surplus supply in their country and surplus demand in the importer.

Opening up one's market for imports also puts one on a pedestal so one can ask others to open up their markets for exporting. Therefore, when the producers are looking to benefit from export markets, they should also be open to competition from imports. In fact, imports may not only help consumers, but also producers, insofar as they need inputs at competitive prices.

Given such a simple overview of trade – albeit at the risk of oversimplification – one may classify India's track record in global trade in broadly four buckets; first, flooding in imports have often resulted in trade deficits looming large, causing concerns for policymakers about production and employment; second, they have also

resulted in reduced prices and improved efficiencies in domestic markets; third, opening of new opportunities in export markets worldwide has resulted in expansion of production and employment overtime; finally, productive industrial capacity may increase due to cheaper imports of capital goods and other inputs to industries.

Broadly, India's approach to trade has been to firmly push for multilateral consensus through World Trade Organization (WTO) – this is probably the best way to ensure that concerns of all countries can be heeded, while constructing a global mechanism to address them in a collective and integrated setting, with utmost transparency, rather than forming big blocks of countries that are opaque about their trade dealings vis-à-vis other countries.

Nevertheless, trade economists and policymakers have been divided on whether such trading blocs of countries can be a building block as opposed to being a stumbling block to an eventual build up of global consensus in WTO. A complete reliance on all WTO members to agree on a set of trade policies in final form is practically infeasible given the heterogeneities, conflicts and

complexities in global economy.

In keeping with arguments that favour smaller trade agreements being building blocks, India also has different types of trade agreements with about 54 countries, according to an RBI study. Some of them have already concluded and implemented, while others are yet to be finalised or implemented.

Many studies are conducted during negotiations to assess potential impact of trade agreements, and almost all of them point towards positive gains to economy as a whole, with some winners and losers at sector level. Other studies are conducted ex post, after a few years of implementation of trade agreements, to understand effects on trade retrospectively. It is important to do both, but particularly to do retrospective studies with a view of predicting impact of future agreements.

India's experience with ASEAN Free Trade Agreement (FTA), with South East Asian Nations, has been pretty minimal on the positive side, in terms of greater access to exporters, while it has been stronger on the negative side, in terms of increased trade deficit – though the latter per se is not

bad for the economy, because it still leads to cheaper imports and hence lower inflation that benefits consumers. Overall, effects have been positive to a small extent. Similarly, India-Korea FTA and India-Sri Lanka FTA have had mixed effects, unlike the ex ante predictions that were largely optimistic.

There are also other factors influencing impact of FTAs, such as business cycles, infrastructural constraints, trade governance, extent of utilisation of provisions in these FTAs by Indian exporters to access these markets better, etc. The recent withdrawal of India from RCEP is probably an opportunity lost for India to lead trade discussions in a large part of the world, though circumstances under which India

withdrew from it merit some sympathetic consideration, mainly from the point of view of potential losses in some sectors; however, these other factors outlined in these paragraphs may have played a larger role than RCEP clauses themselves in India withdrawing from it, because such losses are possibly due to the lack of efficiencies in Indian industry due to internal systemic constraints.

Going forward, it is important for the policymakers to address some of these systemic problems in order to make the best out of the ongoing negotiations; first, trade facilitation and other improvements in trade logistics in general may go a long way to increase gains from trade; second, utilisation of preferences must be improved by active government

support to the smaller exporting firms to secure certifications of origin, standards, etc.; third, comprehensive analysis and evaluation both at macro and micro levels should be conducted to understand the granular and complex details of winners and losers – with a clear plan to compensate both industries and labourers who may lose.

In order to either face competition and/or to retrain/reskill to change their industries; finally, the government has to support/facilitate the industrial adoption of disruptive technologies such as AI, robotics, automation, blockchain, Internet of Things, 3D printing, etc., for various applications that can reduce costs, increase efficiencies and expand productive capacities.



MVIRDC WTC Mumbai Research Study on FREE TRADE AGREEMENTS

MVIRDC World Trade Center Mumbai brought out a study titled **India and Free Trade Agreements: Opportunities and Challenges** which evaluated the impact of trade agreements on export performance of India. This has been a point of intellectual inquiry for sometime. Think tanks, academicians, professional economists, consulting firms and companies themselves have each spun their yarn from what can only be perceived as different cuts from the same cloth. Given the multiplicity of arguments, the wide ranging consensus on certain facets, plurality of analysis and numerous insights that exist, there is a need to tie the story together.

This study argues that trade agreements are necessary but not sufficient conditions for export growth. The study also attempts to identify 'sufficiency deficits' which can directly or indirectly affect the outcome of an FTA, PTA, CEPA or CECA.



To access the Report contact:
tradepromotion@wtcmumbai.org

Expo Center

KANAKAVALLI KANJIVARAM SILK SAREES EXHIBITION & SALE



Kanakavalli Retail LLP organised the Kanakavalli Kanjivaram Silk Sarees Exhibition. The focus was to display and sell Kanjivaram sarees shaped through the beauty of hand crafting depicting the essence of tradition.

The exhibition was held at North Lounge from October 3 – 4, 2019.

ISLAMIC TRAVEL MART



Islamic Travel Mart is organised by Fairfest Media which is the premier marketplace and meeting point for Islamic Travel industry in India. Leading travel professionals from Haj, Umrah, Ziyarat, Halal and mainstream travel sector assembled at the Mart to discuss development of travel & tourism in the Islamic world and also the key challenges facing its growth.

The mart was held at Expo Center from October 5 – 6, 2019.

SCaT INDIA TRADE SHOW 2019

The annually held Satellite & Cable TV India Tradeshow is India's largest Cable TV and Satellite broadcast tradeshow approved by India Trade Promotion Organisation (ITPO), Ministry of Information &



Broadcasting, Ministry of External Affairs and the Ministry of Home Affairs. The Indian government's ITPO approval enables all foreign exhibitors to import and re-export their exhibits free of customs duty.

The three - day event attracted more than 19,000 cable TV professionals from all parts of India. The exhibitor's profile ranged from CATV hardware manufacturers, broadband service and technology providers, satellite broadcasters and TV channels.

The tradeshow was held in North and South Lounge and Expo Center from October 14 - 16, 2019

DIVING RESORT TRAVEL EXPO



The DRT Expo was organised for the first time in Mumbai, India and is considered to be the largest gathering of diving enthusiasts, marine conservationists and anyone with a passion for underwater world. The Expo received an overwhelming response as an important regional event. The Expo witnessed top-level exhibitors, tourism boards, training systems, leading diving equipment manufacturers, water sport equipment manufacturers, diving resorts, marine conservation associations and diving organisations. It promotes trading and export business and has become the most important diving event in Asia Pacific region.

The expo was held at Expo Center from October 18 - 20, 2019

ELITE CLOTHINGS - SOLO EXHIBITION



This exhibition was organised by Elite Clothings showcasing menswear such as formal wear, t-shirts, sportswear etc.

The exhibition was held at North Lounge from October 23 – 25, 2019.

KID TOWN FAIR



The annually held KidTown Fair was a stunning mélange of kid-related brands and products from various cities. With over 100 brands at work, it was one of the most finely curated kids exhibition in the country. The Fair is a four-time winner in category of kids' exhibitions in the country, which provided the best shopping and entertainment experience.

The fair was held at Expo Center from November 9 – 10, 2019.

INFANT & KIDS PRODUCT EXPO (IKPE) B2B TOY FAIR

Infant & Kids Product Expo (IKPE), a B2B Trade Expo was organised by Infotech Resources with the objective to promote Indian manufactured goods namely toys, newborn items, stationery, books, sports goods and pre-school items.



The fair was held at Expo Center from November 21 - 22, 2019.

ARTIVAL 2nd EDITION - CONTEMPORARY ART EVENT



Artival Contemporary Art and Painting Exhibition was organised by Mr. Satish Patil. The multi-modular national level exhibition showcased around 2500 artworks.

The exhibition was held at Expo Center from November 29 – December 1, 2019

UPPER CRUST FOOD AND WINE SHOW



From (L-R): Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai; Mr. Guillermo Devoto Consul General, Consulate General of Argentina in Mumbai; Ms. Ceilia Monica Risolo, Deputy Consul General, Consulate General of Argentina in Mumbai and Mr. Kamal Morarka, Chairman, MVIRDC World Trade Center Mumbai.

The 17th edition of Upper Crust Food and Wine Show, which is India's first and finest gourmet exhibition was inaugurated by Chief Guest Ms. Zeenat Aman, a noted Bollywood actress. The three-day food and wine festival had delicious food on display which attracted food lovers from all over India.

The show was held at Expo Center and Garden Lawns from December 6 – 8, 2019.

FASHION & WEDDING AFFAIR



Fashion & Wedding Affair was organised by Affair Events & Exhibitions. The three-day exhibition had approximately 90 stalls showcasing apparels, home décor, jewellery and many lifestyle products.

The exhibition was held at Expo Center from December 13 – 15, 2019.

GLOBAL ART FAIR



Global Art Fair (GAF) is produced by Artland, a Mumbai-based enterprise which has been actively supporting arts and artists since 1999. An exclusive art fair of paintings, sculptures and photography, provided a platform for young and emerging artists to showcase their art along with well-established and seasoned artists.

Over 1000 artworks by more than 100 artists were showcased in this art fair. The finest and fabulous artworks by artist namely Mr. Suhas Roy, Mr. Vrindavan

Solanki, Mr. Subroto Gangopadhyay, Mr. Anand Panchal were on display. Mr. Nawal Kishore, Mr. Vijender Sharma, Mr. Dharmendra Rathore, Mr. Sanjay Kumar, Mr. Yashwant Shirwadkar, Mr. Gurucharan Singh, Ms. Naina Kanodia, Mr. Vinod Sharma, Mr. Niladri Paul and many emerging artists from all over India participated in the fair.

The fair was held at Expo Center from December 13 – 15, 2019.

ELITE CLOTHINGS



Elite Clothings exhibited Menswear such as formal wear, t-shirts, sportswear etc.

The exhibition was held at North Lounge from December 18 – 21, 2019.

INPEX 2019



INPEX 2019 was organised by the Philatelic Congress of India (PCI) which is supported by Department of Posts and other philatelic societies to promote philately as an educative hobby. It encouraged Indian philatelists to participate in national exhibitions and qualify for international participation. PCI is affiliated to Federation Internationale de Philatelie (FIP) and Federation of Inter – Asian Philately (FIAP).

The exhibition was held at Expo Center from December 18 – 22, 2019.

MUMBAI INTERNATIONAL CHESS TOURNAMENT



Mr. Praful Zaveri, Founder & MD, Fide Instructor (FI) (3rd left) along with Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai (center) lighting the ceremonial lamp at the inauguration of the tournament. From (L-R): Mr. Yacubood Nodirbek Chess Grandmaster (Uzbekistan) (extreme left); Mr. Abhijeet Gupta, Chess GrandMaster (India) (extreme right), Mr. Y. R. Warerkar, Director General, MVIRDC World Trade Center Mumbai (3rd right) with other dignitaries.

The Mumbai International Chess Tournament was organised for the second consecutive year of EKA IIFL International Open event. Four events were conducted namely Grandmaster Open, Juniors (under 13), Masters and Blitz. This year, 643 players participated from 23 countries wherein 25 were Grandmasters, 28 were

International Masters which has one woman Grandmaster and six women International Masters.

The tournament was held at Expo Center from December 30, 2019 – January 7, 2020.



Indo-Canadian Bilateral Trade has Tremendous Growth Potential

Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai met Mr. Pramod Goyal, President, Indo Canada Chamber of Commerce and Mr. Vijay Thomas, Director – International Trade, Indo-Canada Chamber of Commerce to discuss ways to enhance bilateral trade between India and Canada.

Mr. Kalantri discussed the export potential India has with Canada. Further, Mr. Kalantri said that there is tremendous untapped potential in areas such as skill development, healthcare, education, tourism, waste management, drugs and pharmaceuticals.

Mr. Goyal said that Indo Canada Chamber of Commerce (ICCC) is based out of Toronto and since its inception garnered excellent contacts and membership. ICCC can play an important role in promoting trade and investment between both the countries. Mr. Goyal offered all support and cooperation to companies from India looking to set up their bases in Canada. Representatives from ICCC visit India regularly every year promoting various sectors of mutual partnerships, Mr. Goyal added.



Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai (left) presents the corporate brochure to Mr. Pramod Goyal, President, Indo Canada Chamber of Commerce (center). Also present is Mr. Vijay Thomas, Director – International Trade, Indo Canada Chamber of Commerce (right).



America's Leading Manufacturing State Eyes Technological Ties with India, Says Mr. Holcomb

An interactive meeting was organised in honour of Mr. Eric Holcomb, Governor of Indiana, USA by MVIRDC World Trade Center (WTC) Mumbai and All India Association of Industries (AIAI) in association with World Trade Center Indiana and Kelley School of Business. Governor Holcomb said, "Indiana is the number one state in USA in manufacturing and as we grow, we want to strengthen our technological partnership with India. A part of my discussion with Hon'ble Prime Minister Mr. Narendra Modi revolved around this topic. We have also discussed sports, education and all other areas where we can partner and grow as great nations. The 6.6 million people of Indiana are waiting to see the outcome of my series of meetings with top leaders in India in the last 4-5 days. I am very bullish on bilateral relations with India and I have started planning for my third visit to this great country."

Mr. Jim Schellinger, Secretary of Commerce, Indiana said, "Indiana is located in the heart of the heartland and it is called the 'Crossroads of USA'. 80% of America's population can be reached within 12 hours drive and 20 major metropolitan cities, including Chicago, Cincinnati, Detroit and St. Louis can be reached in just four hours drive. We are also the electronic crossroad of USA as Indiana is home to advanced manufacturing and information technology."

"Indiana ranks number one in ease of doing business in Midwest and number five in the entire country as the state administration offers business friendly environment with low regulation and taxation. The state has the second lowest labour cost in USA and it is the third most affordable state in the country. Indiana ranks number one in infrastructure and the state government has planned USD 60 billion infrastructure investment in next 20 years."

"Even though we are in the heart of heartland, Indiana is well connected globally. The state is home to world's second largest FedEx hub. Indiana has direct flights to



From (L-R): Ms. Doris Anne Sadler, President and Chief Executive Officer, World Trade Center Indianapolis; Mr. Ash Soni, Associate Dean of Academic Programmes, Kelley School of Business; Mr. Jim Schellinger, Secretary of Commerce, Indiana; Mr. Eric Holcomb, Governor of Indiana, USA; Mr. Y. R. Warerkar, Director General, MVIRDC World Trade Center Mumbai and Ms. Idie Kesner, Dean of the Kelley School of Business, Indiana.

Europe and state government is working to launch transpacific flights to connect India and China. Indiana is well connected to three international ports and we can reach the European coast within 17 hours."

Mr. Schellinger informed that the University of Notre Dame in Indiana has partnered with India to restore world heritage site of Taj Mahal. He further pointed out that around 1002 businesses from 38 countries have invested in Indiana, thereby creating 1.95 lakh jobs.

Mr. Schellinger concluded his remarks by quoting the Governor's oft-repeated statement: "We take the world to Indiana and we bring the world to Indiana; We provide an ocean of opportunity. The ones who win are the ones who show up."

Mr. Y. R. Warerkar, Director General, MVIRDC World Trade Center said, "India is the 9th largest trading partner of USA. I am confident that this interactive meeting will open up new vistas of partnership between the world's largest economy and the world's fastest growing economy. WTC Mumbai is proud to host this important meeting to discuss the roadmap for future cooperation between USA and India. We have gathered shortly after the historic meeting between India's Hon'ble Prime Minister Mr. Narendra Modi and Hon'ble US President Mr. Donald Trump at Houston. During this Houston meeting, both leaders committed to take our bilateral relations to new heights."

Mr. Warerkar concluded his remarks by saying, "WTC Mumbai and AIAI have come together to jointly organise such useful programmes keeping in view the larger objectives of both organisations in furthering international trade between India and her bilateral partners with a view to promote global peace, prosperity and reduce conflict around the world. And, I believe, today's

programme will go a long way in meeting the common goals of humanity around the world."

The interactive programme was held at MVIRDC World Trade Center Mumbai on October 4, 2019.

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Fulton County Proposes to Open Office in Mumbai to Boost Trade, Says Mr. Robb Pitts

An interactive programme on 'Trade and Investment Opportunities in Fulton, USA' was jointly organised by MVIRDC World Trade Center (WTC) Mumbai and All India Association of Industries (AIAI). Mr. Robb Pitts, Chairman, Fulton County Board of Commissioners said, "I am passionate and bullish on the relationship with India. It is my dream to have a substantial presence of Fulton County in India. In order to promote bilateral trade and investment, we are planning to open a regional office in Mumbai. Fulton is the epicenter of economic growth in USA and it is the largest county in Georgia. Atlanta is one of the 15 cities located in Fulton County. Fulton is located near Savannah Port, which is the fastest growing port in east coast of USA."

Mr. Pitts informed that fintech is a flourishing sector in Fulton County as 70% of credit card transaction in USA and Europe is processed in this region. There is also scope for bilateral cooperation in life science, healthcare technologies and logistics.

Mr. Al Nash, Executive Director, The North Fulton

Community Improvement District said, "Fulton is an attractive destination for doing business, as it has low taxes, reasonable cost of living and favourable labour laws. Around 10 Fortune 500 companies are headquartered in this County. Fulton is the leading hub for logistics as it is home to the world's second largest distribution facility of UPS. The county is a sought-after destination for Business-to-Consumer (B2C) and Business-to-Business (B2B) logistics, including e-commerce companies."

Speaking about the potential sectors for bilateral partnership, Mr. Al Nash mentioned, "Atlanta is the powerhouse of information technology, which is also a strong sector for India. Media & entertainment is another focus sector for bilateral partnership. Fulton County has world-class studios for film and television production, music recording facilities and profound availability of talent. The hub for film production is moving from Los Angeles to Georgia. We look forward to collaborating with India on post-production technologies



From (L-R): Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai; Mr. Y. R. Warerkar, Director General, MVIRDC World Trade Center Mumbai; Mr. Robb Pitts, Chairman, Fulton County Board of Commissioners; Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai and Mr. Al Nash, Executive Director, The North Fulton Community Improvement District.

and gaming technologies. Majority of the top 100 Hollywood movies were shot in Fulton County in 2017.”

Mr. Al Nash concluded by pointing out that Fulton County is an attractive destination for higher education and there are more than 300,000 students pursuing higher education courses in the region.

Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai said, “India is the ninth largest trade partner of USA and we are also the leading partner in investment. Although bilateral trade has slowed because of trade and tariff barriers and restrictive regulations

related to child labour, I hope we will overcome these hurdles in the near future. There is great scope for enhancing bilateral trade with Atlanta, as it is home to many Fortune 500 companies. WTC Mumbai and AIAI will support trade and industry from both sides to explore a mutually beneficial partnership.”

The interactive programme was held at MVIRDC World Trade Center Mumbai on October 9, 2019.

‘Promote Khadi for Peace and Prosperity’, Says H. E. Mr. Bhagat Singh Koshyari

A programme on ‘Weaving Peace’ to celebrate 150 years of Mahatma Gandhi was organised by MVIRDC World Trade Center Mumbai and ‘IAMKHADI’.” H. E. Mr. Bhagat Singh Koshyari, Hon’ble Governor of Maharashtra said, “I am very happy to note that through this programme World Trade Center Mumbai is propagating Mahatma Gandhi’s dream of peace, non-violence and prosperity by promoting Khadi. Khadi is a symbol of our rich tradition. India was the leading producer of textile before the British era. Going back to the basics will help India reclaim its glory in textiles. I am delighted that Khadi is becoming a preferred international brand.”

Hon’ble Governor Mr. Koshyari further remarked, “Mahatma Gandhi encouraged Khadi to generate employment for millions of people. Using Khadi by masses will empower and enrich rural artisans and weavers. The common man adopts fashion and style of his role models. I urge popular society leaders to adopt and promote Khadi and I hope through this programme we can realise the vision of the Father of Nation.” Mr. Koshyari appreciated the efforts of World Trade Center Mumbai in organising this Exhibition and display for promoting Khadi.



From (L-R) Mr. Y. R. Warerkar, Director General, MVIRDC World Trade Center Mumbai; Mr. Yash Arya, Founder, IAMKHADI; Captain Mr. Somesh Batra, Vice Chairman, MVIRDC World Trade Centre Mumbai; H. E. Mr. Bhagat Singh Koshyari, Hon’ble Governor of Maharashtra; Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai and Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai.

Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai said, “Mahatma Gandhi spread the message of self-reliance, peace and non-violence through Khadi. WTC Mumbai takes lead in promoting this message by popularising Khadi in the international market. I am confident that the trade missions present here will create awareness about Khadi in their home

countries. WTC Mumbai also supports the Swachh Bharat Mission, which is another vision of our Father of Nation and our Hon'ble Prime Minister, Mr. Narendra Modi."

The event featured fashion show to showcase hand-made fabrics of renowned designers such as Ms. Tara

Bhuyan, Ms. Meagan Ollari, Ms. Mantasha Ahmed, Ms. Archana Kochhar.

The programme was held at MVIRDC World Trade Center Mumbai on October 10- 11, 2019.

Asset Quality of MSME Loans May Continue to Face Stress in FY20, says Mr. Chowdhury



From (L-R): Mr. Pankaj Gupta, Senior Vice President and Chief Finance and Risk Officer, SBI Global Factors; Mr. T. D. Sivakumar, General Manager - Corporate Banking Group, EXIM Bank of India; Mr. Jaikrishnan G., Director, Financial Services, Management Consulting, KPMG Advisory Services; Ms. Rachana Bhusari, Vice President - SME, National Stock Exchange India; Mr. G. Ramachandran, Director, Keiretsu Forum; Mr. Arun Nayyar, Chief Executive Officer, NeoGrowth Credit; Mr. Y. R. Warerkar, Director General, MVIRDC World Trade Center Mumbai; Mr. Suman Chowdhury, President - Rating Operations, Acuité Ratings & Research Limited and Mr. Abhijeet Angane, Senior Vice President and Regional Head - West - Relationship, India Factoring And Finance Solutions.

A programme on 'Evolving Modes of MSME Financing' was jointly organised by MVIRDC World Trade Center Mumbai and All India Association of Industries. Mr. Suman Chowdhury, President - Rating Operations, Acuité Ratings & Research Limited said, "There has been a significant decline in the credit ratio - upgrade to downgrade ratio for Acuité Ratings to 1.14 times in FY19 from 1.88 times in FY18. Clearly, the lower proportion of upgrades to downgrades which is expected to continue in FY20, partly reflects the challenges in the MSME sector such as higher working capital requirements due to delayed customer payments, increased funding challenges and visible signs of growth slowdown from the second half of FY19."

However, Mr. Chowdhury expects credit flow to MSMEs to improve in the next 2-3 years because of policy measures taken by RBI. "With the growth slowdown and modest inflation regime, RBI has not only cut rates by 135

bps in the current calendar year but is also trying to ensure that such rate cuts are effectively transmitted. We therefore expect to see a significant change in the funding environment both in terms of availability and interest rates over the near term. Acuité believes that with the emergence of the new age digital fintech platforms, funding to the MSME sector particularly trade finance will witness a boost over the next 2-3 years,"

Ms. Rachana Bhusari, Vice President - SME, National Stock Exchange India suggested small and medium enterprises to raise long-term capital from the exchange's SME platform - Emerge. Ms. Bhusari said, "Currently, more than 200 companies have raised funds through this platform and these companies represent diverse industry base such as media and entertainment, manufacturing, textiles, engineering, finance, chemicals, agriculture, food processing, construction, etc."

The event was also addressed by panellist namely, Mr. Jaikrishnan G., Director, Financial Services, Management Consulting, KPMG Advisory Services; Mr. G. Ramachandran, Director, Keiretsu Forum; Mr. Arun Nayyar, Chief Executive Officer, NeoGrowth Credit; Mr. T. D. Sivakumar, General Manager - Corporate Banking Group, EXIM Bank of India; Mr. Pankaj Gupta, Senior Vice President and Chief Finance and Risk Officer, SBI Global Factors and Mr. Abhijeet Angane, Senior Vice President and Regional Head - West - Relationship, India Factoring And Finance Solutions

Mr. Y. R. Warerkar, Director General, MVIRDC World Trade Center Mumbai said, "The topic of today's programme assumes great significance as finance is the lifeline of any business activity. Timely access to credit at

a reasonable cost is a pre-requisite to effective functioning of MSME enterprises and ensuring viability of this sector. There is a dire need to promote alternative sources of funding as the MSME sector is stifled due to unmet credit need of INR 20-25 lakh crore, according to International Finance Corporation. I believe the programme will create ample awareness on how MSMEs can benefit from emerging sources of funding such as fintech companies, angel investment, SME platforms of stock exchanges, among others."

The programme was held at MVIRDC World Trade Center Mumbai on October 16, 2019.

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Turkey Delegation Seeks Fruitful Partnerships with Indian Businesses

A 20-member Turkish trade delegation representing sectors such as agriculture; food; milk; cold storage; material and construction; machinery and manufacturing; granite and marble; engineering and petrol visited MVIRDC World Trade Center Mumbai with a view to promote their business interests in Mumbai. The delegation was organised by MUSAID (an association of industrialists and businessmen) in cooperation with TIM (Turkish Exporters Council) and Turkish Airlines.

The visit took place at MVIRDC World Trade Center Mumbai on October 17, 2019.

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From (L-R): Tefik Dönmez, Chairman, MUSAID Foreign Economic Relations; Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai; Ms. Sangeeta Kalantri, Senior Director, All India Association of Industries and Mr. Ayhan Kiziltan, Chairman, Mersin Chamber of Commerce & Industry.

Newly Instated Ambassador of Portugal Discusses Ways to Promote Trade with India

Mr. Carlos Pereira Marques, Ambassador of Portugal in India visited MVIRDC World Trade Center Mumbai to meet and discuss bilateral cooperation in trade and investment between India and Portugal with key functionaries of the Center. The discussions led to organisational aspects of trade-

related programmes to be held for the benefit of trade and business community.

The visit took place at MVIRDC World Trade Center Mumbai was held on October 18, 2019.



From (L-R): Mr. Y. R. Warekar, Director General, MVIRDC World Trade Center Mumbai; Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai; H. E. Mr. Carlos Pereira Marques, Ambassador of Portugal in India; Captain Somesh Batra, Vice Chairman, MVIRDC World Trade Center Mumbai and Honorary Consul General, Consulate General of Portugal in Mumbai and Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai.

BMB Group Invites Indian Investors to Mega Agriculture Complex in Uzbekistan

An interactive meeting with Business Delegation from Uzbekistan was organised by MVIRDC World Trade Center Mumbai and All India Association of Industries. Mr. Dadajonov Mirzamurod, Founder, BMB Trade Group said, "Government of Uzbekistan is opening its economy and is improving ease of doing business for foreign investors. This is the opportune time for Indian companies to invest in Uzbekistan and consider it as a gateway for entry into Russia and other Central Asian countries. BMB Trade Group is eager to facilitate Indian companies looking for investment in Uzbekistan's largest upcoming agriculture cluster complex in Djizakh region."



From (L-R): Mr. Makhmuel Asamov, General Director, BMB Trade Group; Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai; Mr. Dadajonov Mirzamurod, Founder, BMB Trade Group and Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai.

Tashkent-based BMB Trade Group is developing a large agriculture complex in Djizakh region for growing and exporting fruits and dry fruits in collaboration with US companies. The Group is also developing a USD 350 million cotton cluster in Jizzakh region to export high quality cotton. In the same region, BMB Trade Group is working with Chinese companies for developing a major tea plantation at an investment of USD 50 million.

Mr. Makhmuel Asamov, General Director, BMB Trade Group said, "India and Uzbekistan have considerable cultural affinity and Indian films are popular in Uzbekistan. Currently, trade between both countries is very small. We wish to enhance bilateral trade by

partnering with Indian companies in agro-products and textile sectors."

Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai said, "Maharashtra is a dynamic state in India and it is home to the financial capital of the country. There is great scope for collaboration between business community of Uzbekistan and Maharashtra. The participating companies in this event are looking for fruitful partnerships with their counterparts in Uzbekistan."

The interactive meeting was held at MVIRDC World Trade Center Mumbai on October 24, 2019.

Indian Investors Invited for Panama Canal Expansion Project, says Mr. Kilborn

An interactive meeting was organised by MVIRDC World Trade Center Mumbai and All India Association of Industries (AIAI) with Trade and Investment Promotion delegation from Republic of Panama. The interactive meeting was supported by Embassy of Panama, New Delhi and Indo Latin American Chamber of Commerce (ILACC). Mr. Richard Kilborn, National Investment Promotion Director, Ministry of Commerce and Industry, Republic of Panama said, "The recently-elected Panama government is pro-business and is looking to strengthen its bilateral relations with India. Panama has a major influence on world economy and is also a major player in Latin American and Caribbean region. Panama is exploring partnerships

differentiate between local and foreign investors. We invite Indian business fora in exploring investment opportunities in Panama, and specifically, the Panama Canal expansion project."

Mr. Hardeep Singh Bhullar, Marketing Investment Director, Ministry of Commerce and Industries, Republic of Panama said, "In Panama, we have a very productive Indian community. Since three years, we are promoting the programme 'Panama Meets India' to promote bilateral trade and investment. This year, Mumbai is the second-last leg of our five-city tour to India and so far, we have received very encouraging responses."



Seated (L-R): Mr. Richard Kilborn, National Investment Promotion Director, Ministry of Commerce and Industry, Republic of Panama; Mr. Hardeep Singh Bhullar, Marketing Investment Director, Ministry of Commerce and Industries, Republic of Panama; Mr. Prabhakar Sharan, Bollywood and Latin American actor and Vice President, Indo-Latin American Chamber of Commerce; Mr. Raj Kumar Sharma, Founder President and Chief Executive Officer, Indo Latin American Chamber of Commerce and Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai.

with Indian companies in areas such as IT, pharmaceutical, shipping and logistics, and banking and finance."

Mr. Kilborn highlighted, "Although Panama is small compared to India in terms of its population and area, it offers state-of-the-art infrastructure in the form of seaports, shipping lines, airports and connectivity, serving as a hub of hubs. We have tropical rainforests attracting tourists from across the globe and are promoting medical tourism by offering world-class healthcare with latest technology. We also offer scenic filming locales and unique film post-production facilities."

Speaking on ease of doing business in Panama, Mr. Kilborn said, "We have a stable economy and we do not

Mr. Raj Kumar Sharma, Founder President and Chief Executive Officer, Indo Latin American Chamber of Commerce, remarked, "We should develop a regional cooperation agreement between Asia and LAC region on lines of BRICS, BIMSTEC, etc. We need to revive our technological cooperation and promote sister-city cooperation. We invite Indian businessmen to be a part of our delegation to EXPOCOMER 2020 in Panama City."

Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai said, "Panama is the only country with a terminal and access to two oceans - the Atlantic and the Pacific in a distance of only 80 km. With a stable economy, Panama has a regulatory framework that safeguards foreign investments. Panama's multimodal logistics hub provides excellent global connectivity to foreign compa-

nies established in its Free Zones. I hope this programme brings about fruitful collaborations between Panama and Indian business community.”

Also present during the event were Mr. Jose Ibanez, Film Commissioner, Ministry of Culture; Mr. Prabhakar Sharan, Bollywood and Latin American actor and Vice President, Indo-Latin American Chamber of Commerce

and Ex Colonel NP Singh, Director – Global Business Development, Indo-France European Triangle.

The interactive meeting was held at MVIRDC World Trade Center Mumbai on October 29, 2019.

2nd International Economic and Trade Forum and WPTF Steering Meeting

Mr. A. O. Kuruvila, Advisor – Trade and Education, MVIRDC World Trade Center participated in the second International Economic and Trade Forum themed ‘Exhibition Linking the World’. Mr. Chen Deming, Former Minister of Ministry of Commerce of People Republic of China and Chairman of China Association of Enterprises with Foreign Investment (CAEFI) was the keynote speaker. Other speakers include Mr. Fuad Naghiyev, Chairman of the State Tourism Agency of the Republic of Azerbaijan; Mr. Sha Hailin, Deputy Director of the standing committee of the Shanghai Municipal People’s Congress; Mr. Shen Danyang, Vice governor of Hainan province; Mr. Xian Guoyi, Minister of Ministry of Commerce of the Peoples Republic of China Department of Trade in Services and Commercial Services; Ms. Li Jinqi, Director of Chian Foreign Trade Centre, Liang Jie, Chairman of China Council for the Promotion of International Trade Nanjing Sub-Council and Mr. Bruno Masier, President, World Trade Point Federation, Geneva.

Mr. A. O. Kuruvila addressed the exhibition night on the importance of exhibitions and exhibition spaces offered by World Trade Centers (WTCs) with a view to help SMEs connect globally. Mr. Kuruvila elaborated on the contribution of SMEs to the world and the importance of exhibitions in providing a face-to-face interaction between buyer and seller. He also mentioned that there are 37 WTCs in mainland China and two in Hong Kong and the immense opportunity provided to the businesses in these WTCs by connecting World Trade Centers Association’s network of 328 WTCs to 89 countries.



Mr. A. O. Kuruvila, Advisor – Trade and Education, MVIRDC World Trade Center Mumbai addressing the exhibition night at the Forum.

Also present at the Forum was a delegation from World Trade Point Federation (WTPF) represented by Mr. Bruno Masier, President, World Trade Point Federation; Ms. Carolina Quintana, Executive Director, World Trade Point Federation and Mr. Antonio Castillo Perez, Director General, Trade Point, Murcia, Spain.

Thereafter, Mr. Kuruvila participated in the steering committee meeting of WTPF at Shanghai Trade Point. Mr. Masier provided an overview of the current operations of the Trade Point Federation. Mr. Masier said that currently there are 35 active Trade Points. A system is being devised to



From (L-R): Mr. Antonio Castillo Perez, Director General, Trade Point, Murcia, Spain; Mr. Bruno Masier, President, World Trade Federation; Ms. Carolina Quintana, Executive Director, World Trade Point Federation and Mr. A. O. Kuruvila, Advisor – Trade and Education, MVIRDC World Trade Center Mumbai.

increase membership to the Federation. Further, each Trade Point can have several sub trade points, called Trade Desks in different regions. These sub trade points operate by paying a subsidised fee of USD 500 per annum. This will help SMEs at the regional level.

Mr. Masier introduced the revised logo of WTPF by replacing the present Globe symbol to an E Globe symbol creating an e-platform. He also explained the proposed

marketing tools for the new symbol both for existing Trade Points and Trade Desks and also unveiled the new WTPF web portal.

The forum was held at the National Exhibition and Convention Center, Shanghai, China from November 5-10, 2019 and the steering committee on November 7, 2019.

Paving the Way for Stronger India-Russia Bilateral Ties

Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai attended 'Days of Moscow in Mumbai' in celebration of 50th anniversary of National Center for Performing Arts. On



From (L-R): Mr. Chinyaev Alexander, Managing Director (International Relations) Sistema; Mr. Sergey E. Cheremin, Hon'ble Minister, Head of Department for External Economic and International Relations, Government of Moscow; Mr. Aleksei Surovtsev, Consul General of the Russian Federation in Mumbai and Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai.

the sidelines of the celebration Mr. Kalantri met Mr. Chinyaev Alexander, Managing Director (International Relations) Sistema; Mr. Sergey E. Cheremin, Hon'ble Minister, Head of Department for External Economic and International Relations, Government of Moscow and Mr. Aleksei Surovtsev, Consul General of the Russian Federation in Mumbai and apprised them about the trade promotion programmes and other activities of World Trade Center Mumbai. Mr. Kalantri discussed ways to enhance trade between India and Russia.

On the occasion there was a special opera gala featuring some of the most popular excerpts from operas by Verdi, Donizetti, Mozart and more. The Symphony Orchestra of India was joined by leading Russian singers from the Bolshoi Theatre: soprano Antonina Vesenina, mezzo soprano Alina Yarovaya, tenor Alexey Tatarintsev, and bass Taras Shtonda. Conductor Mikhail Shekhtman led the evening celebrations.

The festival was held at National Center for Performing Arts on November 21, 2019.

Grandson Shares Rich Stories of Sir M. Visvesvaraya

An interactive meeting was held in honour of Mr. Satish Mokshagundam, President, Visvesvaraya National Memorial Trust, Bengaluru along with senior functionaries and staffs of MVIRDC World Trade Center Mumbai. Mr. Mokshagundam shared the life journey and rare information on his grandfather and legendary engineer Bharat Ratna Sir M. Visvesvaraya. He explained that Sir M. Visvesvaraya was born to the poor family of a priest in the Muddenahalli village of Karnataka. The architect of landmark irrigation projects in India completed engineering diploma against financial hardship of his family. Sir M. Visvesvaraya's brilliance and

intellectual acumen impressed Mr. Charles Walters, Principal, Central College in Bangalore. Sir M. Visvesvaraya strived hard to transform Mysore into a thriving economic hub and to this end, he set up State Bank of Mysore, Mysore Iron Works, Mysore Soap Factory and others.

Sir M. Visvesvaraya upheld virtues of punctuality, probity in public service and remained determined not to use his public position as Dewan of Mysore to favour any of his family members in government jobs. The iconic statesman demonstrated his commitment to the cause of



From (L-R): Mr. Srinivas Baratam, Managing Director, Kriscore Financial Advisors Pvt Ltd.; Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai; Mr. Satish Mokshagundam, grandson of Bharat Ratna Sir M. Visvesvaraya and President, Visvesvaraya National Memorial Trust, Bengaluru; Ms. Lakshmi Mokshagundam, wife; Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai and Mr. Y. R. Warerkar, Director General, MVIRDC World Trade Center Mumbai.

higher education by setting up the Jayachamarajendra Wodeyar Polytechnic at Bangalore using his personal wealth. Sir M. Visvesvaraya refused to accept royalty from the then government for his automatic sluice gate design technology so that the money could be used for public welfare. Sir M. Visvesvaraya showed gratitude to

driver, cook and other personal assistants by bequeathing his wealth upon them.

The interactive meeting was held at MVIRDC World Trade Center Mumbai on November 25, 2019.

India-Canada has Potential to Increase Trade Volume

Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai met Mr. Fred Eisenberger, Hon'ble Mayor, City of Hamilton at 9th Annual India Canada Business Meeting. Mr. Kalantri spoke of the potential of India-Canada bilateral relations in many sectors of the economy and discussed ways to further boost trade. He apprised the Mayor of trade promotion programmes and other activities of World Trade Center Mumbai.

The meeting was held at MVIRDC World Trade Center Mumbai on November 27, 2019



From (L-R): Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai; Mr. Fred Eisenberger, Hon'ble Mayor, City of Hamilton and Mr. Pramod Goyal, President, Indo-Canada Chamber of Commerce.

Federation of Miners Association of Tanzania Discusses Ways to Promote Bilateral Trade



Seated around the table (L-R): Mr. A. O. Kuruvila, Advisor – Trade and Education, MVIRDC World Trade Center Mumbai; Mr. Anil Velde, Senior Director – Trade Promotion and Marketing, MVIRDC World Trade Center Mumbai; Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai; Senior officer from Federation of Miners Association of Tanzania; Mr. John W. Bina, President, Federation of Miners Association of Tanzania and Mr. Lister F. Balegele, General Secretary, Federation of Miners Association of Tanzania.

Senior officials from the Federation of Miners Association of Tanzania (FEMATA) visited MVIRDC World Trade Center Mumbai to discuss opportunities for Indian companies to develop gold, copper, manganese, iron and other industrial mineral mines in Tanzania.

The discussion took place at MVIRDC World Trade Center Mumbai on November 27, 2019.



Business Delegation from Novosibirsk Region Explores Technological Ties with India

MVIRDC World Trade Center Mumbai organised a meeting with a business delegation from the Novosibirsk region of Russia accompanied by Mr. Aleksei Surovtsev, Consul General, Consulate General of the Russian Federation in Mumbai. Mr. Surovtsev said, “The business community in the fast growing Novosibirsk region of Russia is eager to collaborate with potential partners in India, which is one of the fastest growing economies in the world. The current delegation represents sectors such as biotechnologies, biopharmaceuticals, food industry, mining, aviation and instrumentation offering tremendous opportunities for technology transfer, bilateral trade and investment.”



From (L-R): Mr. Aleksei Surovysev, Consul General, Consulate General of the Russian Federation in Mumbai; Ms. Anna Rudneva, Export/Import Consulting, Russia & CIS Countries; Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai and Mr. Evgeniy Ostapkevich, Head of the Division for Company Outreach, the Trade Representation of the Russian Federation in the Republic of India.

Mr. Surovtsev said that Novosibirsk is the most successful scientific region of Russia with tremendous growth in innovation and technology development. Indian companies across manufacturing and agro-based industries can explore fruitful technological collaboration with their counterparts in this region.

Speaking on this occasion, Ms. Anna Rudneva, Export/Import Consulting, Russia & CIS Countries remarked that the Russian Consulate has led this 16-member delegation to India to further strengthen and promote bilateral trade with Novosibirsk region.

Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade

Center Mumbai said, "India and Russia are natural partners as they have strong defence and economic cooperation since the days of the cold war. The Novosibirsk region can be a major driver of bilateral relations because of its vibrant industry and strategic location. Currently, bilateral trade between both countries stand at USD 8 billion and I expect this to grow to USD 30 billion in the next three years."

Mr. Kalantri suggested Indian companies to explore joint venture and technical collaboration with their counterparts in this Russian region.

The meeting was held at Hotel Kohinoor Continental, Mumbai on November 27, 2019.

RSS Chief Interacts with Senior Functionaries of MVIRDC WTC Mumbai



From (L-R): Mr. Anil Velde, Joint Director – Trade Promotion and Marketing, MVIRDC World Trade Center Mumbai; Mr. Mohan Bhagwat, Chief, Hindu National Organisation; Mr. Y. R. Warkerkar, Director General, MVIRDC World Trade Center Mumbai and Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai.

Senior officials of MVIRDC World Trade Center Mumbai met Mr. Mohan Bhagwat, RSS Sarsanghchalak who visited the Center. Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai apprised Mr. Bhagwat of the activities of the Center and offered to facilitate any event for the benefit of the trade and business community.

The meeting was held at MVIRDC World Trade Center Mumbai on December 11, 2019.

WTCA Asia-Pacific Chief Discusses Importance of Trade Services

An interactive session in honour of Mr. Scott Wang, Vice President – Asia Pacific, World Trade Centers Association, New York was organised by MVIRDC World Trade Center Mumbai with senior functionaries and staff. Mr. Wang emphasised on greater cooperation among all World Trade Centers (WTCs) in offering premium trade services to their local business community. He said, "Trade service is the important factor which

binds all WTCs and we need to innovate our trade service offerings to enhance the global reach of our local business community."

Mr. Wang also discussed the trade promotion services offered by WTCs in Europe, Americas and Asia Pacific regions and stressed on the need for regular exchange of best practices in trade services among these Centers.

Highlighting the prominence of WTC in the Asia Pacific region, he said, "The number of WTCs in Asia Pacific region has grown from 65 in 2011 to around 97 WTCs today and among them around 37 are located in China and another 32 in India. The large number of WTCs represent the importance of this region in the global economy and I expect more WTCs to be established in many other countries given the huge economic growth potential of this region."

Speaking about the presence of WTCs in India, Mr. Wang pointed out, "WTC Mumbai is the leader and has spearheaded the WTC movement with its innovative and beneficial trade-related activities to serve trade and business community not just in Mumbai but in and around the region."

Mr. Wang stressed on WTC Mumbai's role in guiding existing and other upcoming WTCs in India on trade promotion and trade education services.

Mr. Wang also suggested that WTC Mumbai could bring out an annual calendar on the proposed trade programmes which could be circulated among WTCs in the Asia-Pacific region. This could help in garnering participation and also help those WTCs in the Asia-Pacific region to devise their trade programmes.



From (L-R): Mr. Sharad Upasani, Vice Chairman, MVIRDC World Trade Center Mumbai; Mr. Scott Wang, Vice President – Asia Pacific, World Trade Centers Association, New York; Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai and Mr. Y. R. Warerkar, Director General, MVIRDC World Trade Center Mumbai.

The event generated healthy discussions between the staffs of WTCs and Mr. Wang about the future role of WTCs in promoting trade and real estate in their local community.

The interactive session was held on December 16, 2019.

Workshop: Addressing Emotional Stress through Bach Flower Remedies

A workshop on 'Building Attitude Skills with the help of Bach Flower Remedies' by Ms. Suchitra Hari was organised by MVIRDC World Trade Center Mumbai. Ms. Hari a licensed Bach practitioner and trainer introduced the concept of Bach flowers which are natural solutions to manage the way one thinks and feels about someone or something making it an 'Attitude in Life', which affects behaviour and decisions. This can ultimately reflect in every area of ones life - work, relationship, health and peace of mind. One of the most important steps in achieving ones greatest potential and success in life is to learn to monitor ones attitude and its impact on



Ms. Suchitra Hari conducting the workshop.

everyone and everything. Once attitude skills are built, no goal is impossible.

Ms. Hari explained that Bach flowers are wild flowers which are found in cold climates and have positive vibration effects to uplift emotional stress. So far 38 remedies have been formulated to help 293 million emotions. Further, through a presentation Ms. Hari

explained the methodology in making Bach flower formulations and their prescriptions.

The workshop was held at MVIRDC World Trade Center Mumbai on December 18, 2019.

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Women Entrepreneurship is Key to Sustainable Global Trade

Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai was invited by Dr. Jagmeet Madan, Principal, Sir Vithaldas Thackersey College of Home Science to make a presentation on Women Entrepreneurship at the Annual Day function of the College. Ms. Naik said, "Globally, women account for almost 50% of human population and yet they own hardly 13.7% of business organisations. In India, women contribute 17% to GDP, which is less than the global average. India can add upto USD 770 billion to its GDP by 2025, simply by giving equal opportunities to women. A meager, 12% of businesses that export are owned by women worldwide."

The policy also has provisions for providing land and power on concessional terms."

While referring to Government of India's initiatives towards promoting women entrepreneurship, Ms. Naik said, "Government of India has at least four schemes to promote women entrepreneurship. These schemes are Tread Related Entrepreneurship Development Assistance TREAD, Mahila Coir Yojana (MCY), Entrepreneurship Development Programme (EDP), Cluster Development Programme. From an economic point of view, Ms. Naik said that India will accomplish ease of doing business only when more and more



Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai addressing the Annual Day at Sir Vithaldas Thackersey College of Home Science.

Speaking on women entrepreneurship in Maharashtra, Ms. Naik said, "Although Maharashtra is the leading industrialised state in India, it ranks fifth in terms of women-owned establishments. Government of Maharashtra is the first state in India to announce an industrial policy dedicated for women in 2017. Under this policy, women entrepreneurs can access loan upto INR one crore at a subsidised interest rate of upto 5%.

women find it comfortable to set up their own venture. It is important to change the mindset of society and encourage women to take risks in life.

Commenting on the ongoing wave of startup culture, Ms Naik said that women own 10% of startup enterprises in India. They can access global markets through e-commerce platforms such as Amazon and eBay, besides

taking advantage of mobile advertising, social media, e-learning, fintech, software development, among others. Ms Naik advised that women entrepreneurs must avail the service of incubators and accelerators to grow their business.

Education plays an important role in training girl students on soft skills, including marketing and management skills, required to become an entrepreneur. Aspiring women entrepreneurs must be trained to handle customers, suppliers, creditors, legal and administrative machinery, which are largely dominated by men. Imparting skills to women will directly promote the first five Sustainable Development Goals (SGDs) – viz. ending poverty, eliminating hunger, good health, quality education and gender equality, Ms. Naik opined.

Enumerating the areas where women should take to entrepreneurship, Ms Naik said, “Women should take advantage of opportunities in child and old age care, pet care, yoga training, catering, food processing, soap making, health & wellness and kitchen gardening. Other areas include computer applications in fashion design;

waste management – kitchen waste management, solid waste management and Image consultancy.

Concluding her presentation Ms. Naik elucidated on some of the organisations that support women enterprises namely WTC Mumbai, a verifier of Shetrades.com, a web and mobile based business networking platform of ITC, Geneva that aims to connect three million women entrepreneurs to markets by 2021. Women Entrepreneurship Platform (WEP) which is a facilitation platform launched by NITI Ayog in 2018 to offer incubation and acceleration, entrepreneurship skilling, marketing, financing and other assistance to women entrepreneurs. Rashtriya Mahila Kosh (RMK) is a Government of India set up with offices in all states offering loan to NGOs, micro finance organisations that on-lend to women groups.

The presentation was held at Sir Vithaldas Thackersey College of Home Science on December 24, 2019.



India and Russia Identify Areas for Trade Growth

Key functionaries of MVIRDC World Trade Center Mumbai met Ms. Anna Goncharova and her team member to discuss ways to promote businesses in India and Russia with a view to increase bilateral trade between both countries. Some of the areas that were identified where there is tremendous potential for India-Russia trade are oil, minerals, pharmaceuticals, paper industry, logistics and film production. Also present at the meeting was Mr. Y. R. Warerkar, Director General, MVIRDC World Trade Center Mumbai.

The meeting was held at MVIRDC World Trade Center Mumbai on December 27, 2019.



From (L-R): Mr. Y. R. Warerkar, Director General, MVIRDC World Trade Center Mumbai; Ms. Anna Goncharova, Partner, Altaica Alpha, Indo-Russian Connect; Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai and a team member from Indo-Russian Connect.



Diplomatique Confluence

The much-awaited annually-held Diplomatique Confluence themed 'Bringing the World Cultures Together' was organised by MVIRDC World Trade Center Mumbai in association with All India Association of Industries (AIAI), Qaaleen, Mohan Mutha group and The Blue Moon on December 7, 2019 in New Delhi.

The programme witnessed participation of over 60 senior diplomats including ambassadors; trade officers; Government of India bureaucrats; Indian ambassadors; captains of industry and other prominent dignitaries.

The show commenced with music from different parts of the world which attracted diplomats and other dignitaries who took to the dance floor. There were presentations made by Qaaleen and Mohan Mutha group.

Mr. Kamal Morarka, Chairman, MVIRDC World Trade Center Mumbai; Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai and Mr. Y. R. Warkerkar, Director General, MVIRDC World Trade Center Mumbai briefed them about World Trade Center Mumbai's trade promotion programmes and other

activities in 2019 and plans for 2020. There were also discussions on enhancing bilateral relations in trade, investment, culture and tourism.

Glimpses of the memorable occasion with diplomatic corps from Afghanistan, Bangladesh, Brazil, DPR Korea, European Union, Malaysia, Mauritius, Philippines, Russia, SriLanka, Thailand, United Arab Emirates to name a few.



Understanding Nuances of Exports

A session on Export Awareness was organised by World Trade Center Bhubaneswar in association with Director General of Foreign Trade (DGFT), Government of India and Special Economic Zone (SEZ), Ministry of Commerce & Industry, Government of India with an objective to discuss the present status of Odisha's exports and to address issues pertaining to logistic facilities of the State.



Seated (L-R): Mr. Sukhbir Singh Badhal, Deputy DGFT, Cuttack; Mrs. Anindita Sengupta, Additional DGFT, Kolkata and Mr. B. K. Panda, Zonal Development Commissioner, Falta SEZ, Ministry of Commerce & Industry, Government of India.

Mrs. Anindita Sengupta, Additional DGFT, Kolkata delivered the keynote address and spoke about the role of DGFT in enhancing exports and shared insights on the recent schemes of the Government of India for assisting exporters. Mrs. Sengupta further interacted with exporters to know about their problems and assured all assistance and support from the office of the Directorate General of Foreign Trade.

Mr. B. K. Panda, Zonal Development Commissioner, Falta SEZ, Ministry of Commerce & Industry, Government of India made a detailed presentation on existing merchandise and service exports from various SEZs across the nation. Mr. Panda also shared details of the proposed railway linkage connecting Mahanadi and Godavari river belts and discussed the Mumbai-Gopalpur-Vishakapatnam East – West Sea Port Corridor. He encouraged exporters to effectively utilise the SEZ.

Dr. Kamallesh Mishra, President, Sea Food Exporters Association of India - Odisha Region, made a presentation on the major products exported from Odisha and highlighted its growth trajectory which was recognised

by the central government as a 'Champion State' for recording the highest growth in exports during 2016-17. "Between 2012-13 and 2017-18, shipments from the state witnessed a positive growth of 19.40 per cent against a negative growth of 2.37 per cent in overall exports of India", Dr. Mishra added.

Mr. Sanjay Singh, Vice President (Business Development), Gopalpur Ports Limited and Mr. S. Mohanty, Manager, Paradip International Cargo Terminal Ltd. made individual presentations on services available in their respective facilities. They interacted with delegates and offered best solutions for direct export by exporting fraternity.

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar highlighted the importance of exports to promote employment and regional growth in Odisha.

The session was held at World Trade Center Bhubaneswar on October 17, 2019.

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Session on GST-Sabka Vishwas Scheme

A session on 'GST - Sabka Vishwas Scheme 2019' was organised by World Trade Center Bhubaneswar in collaboration with the Office of the Commissionerate GST, Customs & Excise, Government of India, Bhubaneswar Zone. The session focused on GST for MSMEs with special emphasis on The Sabka Vishwas (Legacy Dispute Resolution) Scheme 2019 announced by the Ministry of Finance Government of

India for liquidation of past disputes of Central Excise and Service Tax and to ensure disclosure of unpaid taxes.

Mr. Naresh Penumaka, IRS, Chief Commissioner GST, Customs & Excise, Government of India was the Chief Guest. Mr. Penumaka addressed MSMEs and exporters of the State, advising them to act as brand ambassadors by taking advantage of the Scheme. He presented a

comparative on tax collection of Odisha vis-à-vis other states of India.

Mr. B. K. Kar, IRS, Principal Commissioner, GST shared his insights on The Sabka Vishwas Scheme 2019. "GST compliance in terms of time, cost and energy is much higher for MSMEs vis-à-vis large companies. This impacts them much more as compared to large companies.



Mr. Naresh Penumaka, IRS, Chief Commissioner GST, Customs & Excise, Government of India speaking at the session. Seated (L-R): Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar; Mr. B. K. Kar, IRS, Principal Commissioner, GST and Mrs. Anuradha Mishra, IRS, Additional Commissioner, GST, Customs & Central Excise, Government of India.

Therefore, some relaxation benefits are necessary in order to help them cope with sudden increase / change in compliance challenges", said Mr. Kar. "Accordingly, with GST in place, the Small and Medium Enterprises have been accorded with lot of benefits in terms of compliance reliefs given in the form of threshold exemptions, composition levy schemes, quarterly filing

of GST returns to name a few. While doing so, what is borne in mind is that they do not become uncompetitive and are also given all benefits of GST like uninterrupted Input Tax Credit (ITC) in the supply chain etc." he added.

Mr. G. C. Nath, Superintendent, GST, Excise & Customs made a detailed presentation highlighting objectives; operational and technical features of the scheme; issues and cases covered with respect to tax benefit claims; settlement of arrears and benefits of voluntary disclosure as well as exclusions from the scheme.

Mrs. Anuradha Mishra, IRS, Additional Commissioner, GST, Customs & Central Excise interacted with the audience responded to the queries raised. Mrs. Mishra assured that her department would extend all cooperation to taxpayers and help them through GST Seva Kendra, Division and Range Offices.

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar said, "As the nation is experiencing the biggest tax reforms ever in the form of GST the topic has been demanding attention and orientation into the system will

enable entrepreneurs to appropriately execute tax filing, refunds and other compilation procedures.

The session was held at World Trade Center Bhubaneswar on October 18, 2019.

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Credit Insurance for Emerging Exports from Odisha

The second in series seminar on 'Emerging Exports from Odisha' was organised by World Trade Center Bhubaneswar in association with Export Credit Guarantee Corporation, Government of India with a focus on credit insurance for international trade. The seminar aimed at providing insights on export credit insurance to Indian exporters by protecting them against risk of non-payment of foreign buyers under short-, medium- and long-term trade.

Mr. Suman Jena, Branch Head, ECGC Bhubaneswar made a detailed presentation providing an overview of Export Credit Guarantee Corporation, its vision and mission and its role in supporting Indian exports, by providing cost-effective and trade-related services, to meet the growing needs of Indian export market, by optimal utilisation of available resources. Mr. Jena further explained about various types of export credit insurance available for various types of exports, terms of payment, benefits of credit insurance, claim procedures and document

requisites. He highlighted the composition of exporters under various policies and risks which are not covered.

Mr. Sandeep Nayak, Assistant General Manager, State Bank of India, International Business Division briefed about the documentation procedure for availing Letters of Credit (LCs) and execution of trade agreements.

Mr. Rajen Padhi, Founder, EXIM Consultancy provided insights on the role of various export development councils and boards. While highlighting the regulatory provisions of export procedures, Mr. Padhi also shared details of reforms in export documentation and taxation filing systems.

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar invited exporters to take benefit of insurance covers. Ms. Natarajan said that World Trade Center Bhubaneswar has been pivotal in



Mr. Sandeep Nayak, Assistant General Manager, State Bank of India speaking at the seminar. Seated (L-R): Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar; Mr Rajen Padhi, Founder, EXIM Consultancy and Mr. Suman Jena, Branch Head, ECGC.

providing international business linkages to the export community globally.

The seminar was held at World Trade Center Bhubaneswar on October 23, 2019.

Digital Marketing Can Help Businesses Meet Targets

A workshop on 'Digital Marketing' was organised by World Trade Center Bhubaneswar in association with Centre for Agri Management, Utkal University. The workshop focused on providing insights on strategic management and implementation of digital marketing, and use of technology for marketing and development of digital platforms which are incorporated into modern-day business models. The workshop was facilitated by Mr. Anand Mishra, Founder and Chief Executive Officer, GROZIP.COM and Professor Mr. Surya Mishra, Assistant Professor, KIIT School of Management, Bhubaneswar.

Mr. Mishra spoke about the journey of GROZIP as a technology-based start-up which serves as an online platform for delivering grocery items enabling Business-to-Business (B2Bs) and Business-to-Consumer (B2C) linkages in tier 2 and tier 3 cities of Odisha. Speaking on the vision of his company, he outlined the advantages and disadvantages faced by him during his career. He highlighted the changing patterns in consumer behaviour and access to internet which is a major reason for

increased and successful growth of digital platforms. He also discussed his business model and value propositions which he shares with his customers. He shared his experience of mentorship by Mr Jack Ma, Co-Founder, Alibaba Group. Mr. Mishra participated in the prestigious eFounders Fellowship, a programme jointly organised by Alibaba Business School and United Nations Conference on Trade and Development (UNCTAD).

Professor Mr. Mishra spoke about the importance of social media in business promotions and with the help of which a business and its brand can market their products to gain as well as retain a loyal consumer to connect and opt for preferences. Professor Mishra educated participants on developing curated content saying, 'Content is King'. By substantiating with case studies, he explained that appropriate content can fuel and drive the digital marketing activities.

Mr. Jatinder Mishra, Course Head, Centre for Agri – Business Management, Utkal University highlighted advancements in technology and said that in the era of



In Pic (L-R): Mr. Anand Mishra, Founder and Chief Executive Officer, GROZIP.COM addresses the workshop. Seated (L-R): Mr. Jatinder Mishra, Course Head, Centre for Agri – Business Management, Utkal University; Professor Mr. Surya Mishra, Assistant Professor, KIIT School of Management, Bhubaneswar and Professor Mr. N. Bhuyan, Advisor, Centre for Agri Management, Utkal University.

smartphones, the market is getting global and consumers are becoming more informed and have access to all information through a click of a button. “Brands and businesses are extensively using technology and digital platforms are proving to be the most effective marketing tool”, he said.

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar highlighted that the new age marketing has witnessed drastic changes in its techniques and approaches. “Channels such as social media, mobile applications, email, web applications, search engines, websites, or any new digital channels have

taken over traditional practices of marketing, making it essential to have a technical understanding of the subject”, Ms. Natarajan said.

Professor Mr. N. Bhuyan, Advisor, Centre for Agri Management, Utkal University helped facilitate the event.

The workshop was held at Utkal University on October 30, 2019.

Experts Discuss Way Forward for Entrepreneurs in Engineering Exports

An awareness session for the engineering sector in Bhubaneswar was organised by World Trade Center Bhubaneswar in association with EEPC India. The objective was to create awareness on engineering exports for entrepreneurs in the state. The session also marked the opening ceremony of EEPC Odisha Chapter office at Cuttack which witnessed signing of a trade promotion Memorandum of Understanding between both organisations.

Mr. Hemant Sharma, IAS, Commissioner-cum-Secretary, Department of Industries and Micro, Small & Medium Enterprises, Government of Odisha in his inaugural address said, “Today by opening EEPC chapter office in Odisha has signalled an industrial milestone which has

been a long-standing demand by the state. Odisha is in the crux of an industrial growth, entering the phase of industrialisation. In Industry 2.0, the state government aims at rapid growth of MSMEs linked to priority sectors. The rich industrial belts and good connectivity puts across vast scope for development of ancillary and downstream industries. Exports today are all about having cost advantage for which the state provides ample support in terms of availability of raw materials, railway linkages, port facilities and a healthy industrial ecosystem”, said Mr. Sharma.

Dr. N. B. Jawale, Executive Director, IPICOL, Odisha, spoke of the remarkable progress made by the State of Odisha in terms of industrial growth. Dr. Jawale explained that

the state which was primarily known for its richness in mining sector has transformed into the largest producer of steel, aluminium and stainless steel. He highlighted the vision 2030 of Odisha Government which aims at adding value to the metal production by adding 50 percent value to the primary metals. He discussed the crucial role played by MSMEs and encouraged them to evolve and participate in the process of industrialisation.

Mr. Ravi Sehgal, Chairman, EEPC India spoke of his organisation's development of engineering exports. "Odisha holds the key for iron and steel, I thus urge the industrial fraternity of the state to explore and benefit out of business networking and trade development opportunities being offered by EEPC India", said Mr. Sehgal. He further shared the recent announcement of the central government of India wherein any new MSME starting exports can avail EEPC membership for a nominal amount.

promotion Memorandum of Understanding was signed between World Trade Center Bhubaneswar and EEPC India with the purpose of developing the engineering sector", said Mr Gupta.

Mr. Pawan Sureka, Chairman, Functional Committee on Export Awareness (ER), EEPC India spoke about the history and formation of EEPC India and benefits of membership. Mr. Sureka opined that in order to increase the manufacturing sector, it is essential to establish effective business connections.

Mr. Y. Sudheer, Deputy General Manager & Regional Manager - ER, Export Credit Guarantee Corporation Ltd, Bhubaneswar made a presentation detailing the Principle of Insurance, Export Credit Insurance, Insurance for different types of Exports, Letter of credit (LC) and Non LC transactions. Mr. Sudheer explained the benefits of credit insurance and risks covered by the corporation.



From (L-R): Mr. Kousik Bhattacharjee, Senior Executive Officer, EEPC India; Mr. Y. Sudheer, Deputy General Manager & Regional Manager - ER, Export Credit Guarantee Corporation Ltd, Bhubaneswar; Mrs. Anima Pandey, Regional Director & Director (Membership), EEPC India; Mr. Mahendra Gupta, Managing Director, Gupta Power Ltd and Convenor, World Trade Center Bhubaneswar Think Tank on Infrastructure; Dr. N. B. Jawale, Executive Director, IPICOL, Odisha; Mr. Ravi Sehgal, Chairman, EEPC India; Mr. Hemant Sharma, IAS, Commissioner-cum-Secretary, Department of Industries and Micro, Small & Medium Enterprises, Government of Odisha; Mr. B. D. Agarwal, Regional Chairman (ER), EEPC India; Mr. Pawan Sureka, Chairman, Functional Committee on Export Awareness (ER), EEPC India and Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar.

Mr. Mahendra Gupta, Managing Director, Gupta Power Ltd and Convenor, World Trade Center Bhubaneswar Think Tank on Infrastructure, spoke on growth and employment capacity of the sector in Odisha. While welcoming the move of EEPC India to open a chapter office in Odisha, Mr. Gupta highlighted the current trend in export-import of the state with respect to countries such as EU, North America, Middle East and West Asia (MEWA) countries, etc. He extended full support for developing the engineering sector of the state. "A trade

Mr. Pradip Paul, Retail Forex Head for Odisha, HDFC Bank Ltd explained and discussed the financial schemes designed for MSMEs.

Mr. Dipan Mitra, Manager, Regional Office - CRM, National Stock Exchange Ltd made a presentation on new and viable option of raising risk capital from a diversified set of investors in an efficient manner.

Mr. Chandrashekhar Mishra, Co-Convenor, World Trade

Center Bhubaneswar Infrastructure Think Tank presented on 'Developing Engineering Exports from Odisha'.

Mrs. Anima Pandey, Regional Director & Director (Membership), EEPC India spoke on the 'Role of EEPC

India on Export Facilitation and Upcoming Promotional Activities'.

The awareness session was held at Hotel Swosti Premium in Bhubaneswar on November 8, 2019.

Stakeholder Feedback on Existing GST Procedures and Brainstorming on New GST Return

A session on 'Stakeholder Feedback Divas on New GST Return' was organised by World Trade Center Bhubaneswar in association with the Office of the Chief Commissioner Central Excise, Customs & GST to observe Stakeholder Feedback on existing GST procedures and New GST return.

Mr. Naresh Penumaka, IRS, Chief Commissioner, Customs, GST & Excise said that the Hon'ble Finance Minister has been very keen to resolve the issues raised by the stakeholders and would like to reduce compliance burden of taxpayers particularly the MSME sector. This would help business to flourish and develop healthy competition. "The way recession is trying to grow in western countries, its impact will be seen in exports from India due to which a system of new returns needs to be introduced", said Mr. Penumaka. He encouraged participants to fill up Annex 1 and Annex 2 of the feedback forms. He informed participants that the forms would be submitted for supervision by a dedicated team in the Ministry of Finance. "This is an opportunity to express challenges faced so that when the new returns are rolled out issues with GST return filing are ruled out", he added.

Mr. B. K. Kar, IRS, Principal Commissioner, GST said that

GST has been facing various compliance issues including filing of returns which have been constantly raised by taxpayers and stakeholders. "As per direction of GST Council, new simplified returns have been slated to be rolled out next fiscal with effect from April 1, 2020. Forms of New Returns Filing have been made available on a trial run. As partners of trade and Industry, we are here to get your valuable feedback both on the New Return Formats as well as its filing process", said Mr. Kar.

"Your suggestions and feedback will be communicated to the Finance Ministry for necessary action. Our officers will assist you in explaining the columns and tables of New Returns and filling feedback forms", he added. He assured that difficulties and problems would be addressed on top priority basis and together with feedback from stakeholders will help in bringing out a better GST policy.

CA Mr. Tarun Agarwalla, Partner, M/s TKA & Co, made a detailed presentation and conducted a live demonstration on existing GST return filing procedures as well as proposed changes in the upcoming GST reforms. Mr. Agarwalla also highlighted few common issues faced in GST filing and advised participants on redressal mechanisms.



Seated (L-R): Mr. Harbir, IRS, Additional Commissioner, Customs, GST & Excise; Mr. B. K. Kar, IRS, Principal Commissioner, GST; Mr. Naresh Penumaka, IRS, Chief Commissioner, Customs, GST & Excise; CA Mr. Tarun Agarwalla, Partner, M/s TKA & Co; Mrs. Anuradha Mishra, IRS, Additional Commissioner, GST, Customs & Central Excise and Mr. Santosh Mohanty, IRS, Additional Commissioner, Customs.

A panel of officers including Mr. Harbir, IRS, Additional Commissioner, Customs, GST & Excise; Mr. Santosh Mohanty, IRS, Additional Commissioner, Customs; Mr. G. K. Pati, IRS, Joint Commissioner, Customs, GST & Excise; Mrs. Anuradha Mishra, IRS, Additional Commissioner, GST, Customs & Central Excise interacted with the audience, providing clarification on queries raised. The panel also encouraged taxpayers to benefit from Sabka Viswas (Legacy Dispute Resolution) Scheme, 2019. The scheme is an amnesty one announced by the government to settle legacy disputes which will be terminated

by December 31, 2019. The panel urged participants to spread the word around, so that defaulters could avail of benefits offered by the scheme.

Ms. Asha Mohapatra, Assistant Manager, World Trade Center Bhubaneswar helped facilitate the event.

The session was held at World Trade Center Bhubaneswar on December 7, 2019.

Doing Business with AFRICA

A seminar on 'Doing Business with AFRICA' was organised by World Trade Center Bhubaneswar in association Directorate of Export Promotion & Marketing, MSME Department and Export Credit Guarantee Corporation of India Limited.

Mr. S. K. Jena, Director, Directorate of Export Promotion & Marketing, MSME Department Government of Odisha highlighted the export potential of the State. Mr. Jena presented an overview of the export scenario of Odisha to the African continent in key areas such as metallurgy, IT & ITES, services sector, minerals and manufacturing. He enumerated on the ambitious targets set by the state government and focused on development of infrastructure facilities that are underway in helping retain Odisha's name as a Champion State of exports.

Dr. Sunil Modi, President, India – Africa Alliance and international market expert presented the keynote address spotlighting various aspects of trading with Africa. Dr. Modi explained the reasons to trade with Africa and helped participants understand various features of the continent and its people in depth. He provided detailed insights on subjects such as doing business in Africa, studying the African market, potential products and sectors, and provided essential tips for a successful business venture in Africa. He also shared his personal experience of entrepreneurship in Africa.

Mrs. Pragyan Smita Sahoo, Deputy Director, MSME



Mr. S. K. Jena, Director, Directorate of Export Promotion & Marketing, MSME Department Government of Odisha addressing the seminar. Seated (L-R): Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar; Mrs. Pragyan Smita Sahoo, Deputy Director, MSME Development Institute, Cuttack, Government of India; Dr. Sunil Modi, President, India – Africa Alliance and international market expert and Mr. Suman Jena, Branch Head, Export Credit Guarantee Corporation of India.

Development Institute, Cuttack, Government of India spoke about the incentives available to exporters under various schemes of Government of India.

Mr. Suman Jena, Branch Head, Export Credit Guarantee Corporation of India presented an overview of ECGC, vision and mission, its business outlook for Africa, claims and recovery, risks, opportunities and free trade agreements India has with the African continent.

Mr. P. M. Dwibedy, Deputy Director, Directorate of Export Promotion & Marketing, MSME Department, Government of Odisha helped facilitate the event.

The seminar was held at Hotel Kalinga Ashok in Bhubaneswar on December 18, 2019.

Cyber Security and Internet of Things: Need of the Hour for Businesses to Thrive

A workshop on 'Cyber Security and Internet of things' was organised by World Trade Center Goa. Mr. Ambar Kamat, Director, Eintellize Infotech Pvt Ltd conducted the workshop. Mr. Kamat made a presentation on the overview of the current scenario of Cyber Security and Internet of Things.

Mr. Kamat defined Internet of Things (IoT) as inter-networking devices that are connected to the Internet in order to exchange data. This covers a wide range of devices, spanning watches to computer programmes, hardware sensors among a host of others. In modern terms, IoT devices are called 'smart' devices. So smart phone, smart watch or anything that is 'smart' at the frontend is generally part of the IoT category.

Mr. Kamat spoke on the evolution of IoT - key components, architecture, embedded systems, process, environments, applications, etc.

Mr. Kamat also explained the importance of Cyber Security which protects sensitive data, personally identifiable information (PII), protected health information (PHI), personal information, intellectual property, data, and governmental and industry information systems from theft and damage.

Mr. Kamat introduced various courses and employment opportunities in Cyber Security that one can take-up after completion of Masters in Commerce.

Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa said that currently the world is digitalising in a big way, which is impacting business



From (L-R): Ms. Sonia Rocha, Officer, World Trade Center Goa; Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa; Professor Dr. Anson Albuquerque, Carmel College for Women and Mr. Ambar Kamat, Director, Eintellize Infotech Pvt. Ltd.

operations, enabling ease of transfer and access to data through digital systems. The problem lies if data is hacked and therefore, it becomes imperative for all businesses to safeguard their data through cyber security measures and take advantage of IoT for effective running of businesses globally. Further, these businesses can seize the opportunities presented by the vast global network of World Trade Centers Association, New York.

Professor Dr. Anson Albuquerque, Carmel College for Women helped facilitate the event.

The workshop was held at Carmel College for Women in Margao, Goa on October 3, 2019.

■

Management College Invites WTC Goa to Judge Business Presentations

World Trade Center Goa was invited to judge the business presentations made by students of Bachelor in Business Administration (BBA) at the 16th edition of 'Odyssey' which was organised by Sridora Caculo College of Commerce and Management

Studies. Odyssey commenced in 2004 and has since grown from strength-to-strength to become one of Goa's biggest management fests. Third year BBA students with support of first year and second year students, organises the event annually.



Session on business presentations at Odyssey 2019.

Mr. Cyril Desouza, Assistant Director – Trade Promotion, World Trade Center Goa judged the round on ‘Entrepreneurship’ where students made presentations on various business plans for optimum use of farm land. Mr. Desouza said that farm lands can be made economically viable through better farming techniques, cultivation and all round use of scarce land with recourse to monetary instruments, leading to larger profits. This could lead to increased employment.

Odyssey 2019 addressed various segments such as entrepreneurship, public relations, human resource development, marketing, finance which are important skills for businesses in the corporate world.

The judgement round was held at Sridora Caculo College of Commerce and Management Studies on October 11, 2019.

Awareness Programmes on ZED Stresses on Quality of Product

Two awareness programmes on Zero Defect, Zero Effect (ZED) were organised by World Trade Center Goa and MVRDC World Trade Center Mumbai in association MSME Development Institute Goa at Margao, South Goa and Panaji, North Goa. The programmes were held bearing in mind The Union Ministry of MSME's decision to implement the ZED Certification Scheme with the help of Quality Council of India as the National Monitoring & Implementing Unit (NMIU) and other stakeholders for 22,222 micro, small and medium enterprises (MSMEs) with a total budget of INR 491 crore (including Government of India's contribution of INR 365 crores). The objectives of this scheme include inculcating ZED practices in manufacturing processes, ensuring continuous improvement and supporting Make in India initiative. The scheme is an extensive drive by the Government of India to enhance global competitiveness of MSMEs by providing them financial support in assessment, rating and handholding of its manufacturing processes on quality and environment aspects.

Thus, the ZED model aims to achieve high quality manufacturing that's also green. With India's efforts to become a global manufacturing hub, ZED quality model is necessary to take forward this objective.



Mr. K. Devaraj, Director, MSME DI addressing the participants in Margao, South Goa. Seated (L-R): Mr. Cyril Desouza, Assistant Director – Trade Promotion, World Trade Center Goa; Dr. Balamurugan A., Director, Straightegic Solutions Private Limited; Mr. Joseph Mathew, President, Verna Industrial Estate & Managing Director, Elecon Constructions Pvt. Ltd.; Ms. Deepa G. L., Deputy Director, MSME DI, Goa and Mr. P. P. Kulkarni, Assistant Director, MSME, DI, Goa.

The Chief Guest for the programme in Margao, South Goa was Mr. Joseph Mathew, President, Verna Industrial Estate & Managing Director Elecon Constructions Pvt. Ltd while Mr. V. N. Kochkar, President, Goa State Industries Association & Managing Director, Ultratech Automotive Pvt. Ltd was Chief Guest for the programme in Panaji, North Goa.

Mr. K. Devaraj, Director, MSME DI, presided over both programmes and presented an overview on 'Financial Support to MSME in ZED Certification'.



Mr. K. Devaraj, Director, MSME DI addressing the participants at Panaji, North Goa. Seated (L-R): Mr. Cyril Desouza, Assistant Director – Trade Promotion, World Trade Center Goa; Mr. V. N. Kochkar, President, Goa State Industries Association & Managing Director, Ultratech Automotive Pvt. Ltd.; Dr. Balamurugan A., Director, Straighttegitic Solutions Pvt. Ltd. and Mr. P. P. Kulkarni, Assistant Director, MSME, DI, Goa.

Dr. Balamurugan A., Director, Straighttegitic Solutions Pvt. Ltd. (Bangalore-based company) and certified ZED Consultant, was the speaker at both programmes. He provided a brief introduction on ZED. Dr. Balamurugan explained ZED-process flow, ZED-ratings, best systems under ZED, objectives of ZED, various quality management systems and tools, ZED audit points, benefits of having ZED certification, cost to have ZED certification and benefits provided by the state government. During

his presentation, Dr. Balamurugan emphasised that quality is the important factor which has to be achieved while manufacturing a product. He summarised the essence of the ZED Quality Programme, by achieving Zero Defect in manufacturing coupled with having Zero Effect on the environment.

Mr. Cyril Desouza, Assistant Director – Trade Promotion, World Trade Center Goa, spoke on the World Trade Centers Association's network

of 328 world trade centres, present in 89 countries. Mr. Desouza also gave an overview of ZED certification for MSMEs to boost their global operations with help of WTCA network.

The awareness programmes were held at Margao, South Goa on November 26, 2019 and Panaji, North Goa on November 27, 2019.

Key Functionaries of MVIRDC - Promoters of WTC Goa and WTC Mumbai Meet Hon'ble Governor of Goa

Mr. Kamal Morarka, Chairman, MVIRDC World Trade Center (WTC) Mumbai and Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai met H. E. Mr. Satya Pal Malik, Hon'ble Governor of Goa to introduce World Trade Center (WTC) Goa and its mandate to promote international trade for the benefit of trade and industry in the region.

During the interactive discussion, H. E. Mr. Malik said Goa is one of the most progressive states in India. Besides tourism, the state of Goa holds enormous potential in promoting investment in agro-processing and services sector.

Mr. Morarka apprised the Hon'ble Governor of Goa that the WTC Goa is operational since 2015 and is committed to promote international trade in the state. WTC Goa can play a pivotal role in assisting the state government to attract investment and promote International trade for Goa. He said that WTC Goa is a member of World Trade Centers Association based in New York which has an unparalleled network of 328 WTCs in 89 countries



H.E. Mr. Satya Pal Malik, Hon'ble Governor of Goa (Center) flanked on either side are, Mr. Kamal Morarka, Chairman, MVIRDC World Trade Center Mumbai (right) and Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai (left).

representing 1 million businesses across sectors. WTC Goa will leverage this vast trade network to promote and accelerate global trade for various MSMEs in the state of Goa.

Mr. Morarka further informed that WTC Goa aims to become an iconic trade facilitator in the state by providing various facilities such as expo-cum-convention center, commercial office spaces, incubator to promote MSMEs and start-ups, and undertake services like trade

research, trade education and trade promotion.

Hon'ble Governor advised Mr. Morarka and Mr. Kalantri to make a representation on the proposed trade facilities and services of WTC Goa to the State Government of Goa.

The meeting was held at Raj Bhavan, Goa on November 30, 2019.

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Introduction of 'Team WTC Goa': Sector-specific Professional Panels

'Team WTC Goa', a think tank comprising professionals from industry verticals and services sector have been identified by World Trade Center (WTC) Goa as prime catalyst in promoting and building the Goan economy of the future was introduced at an event. The think tank was introduced with a view to develop international trade and to promote investments from and into Goa.

Professionals in the team will provide preliminary inputs and guidance to new international investment proposals into and from Goa received from World Trade Centers Association (WTCA) network and will advice on sector specific inputs that are required for investors. The investors require these inputs to make a preliminary case study of Goan business environment prior to approaching Government of Goa and its agencies with formal proposals expressing their interest to partner in projects.

Team WTC Goa will also advice and guide on organising sector-specific events and programmes with the aim of creating awareness and projecting the strengths in various sectors of Goa. This would help in increasing international trade and attracting international investment.

A formal launch of 'Team WTC Goa' is slated for January 2020.

Sector-specific panels of Team WTC Goa

Law

- Advocate Ms. Shalini Sitaraman Menezes, Director, SimSim Advisory Pvt. Ltd.

Chartered Accountancy

- CA Mr. Kuldeep Singh Marwah
- CA Ms. Neeru Agnihotri



Ms. Rupa Naik, Senior Director, MVIWDC World Trade Center Mumbai (center) and Mr. Cyril Desouza, Assistant Director, World Trade Center Goa (extreme left) with sector-specific professionals, Team WTC Goa.

Business Mentorship and Policy Matters relating to Investments, Manufacturing, Business Collaborations, Joint Ventures and Global Value Chains

- Mr. Blaise Costabir, Managing Director, ZMI Zarakh Moulders Pvt. Ltd

Light Engineering

- Mr. Guruprasad Sawardekar, Proprietor, Machinery Craft
- Mr. Prakash Kumar Mishra, Proprietor, Machino Tech Engineering Works
- Mr. Laxman Kasture, Managing Director, Easy Care Industries
- Mr. Darshan Vani, Proprietor, Vaibhav Times
- Agro Related Business
- Dr. Jaanavi Prabhudesai, Proprietor, Saatmya Ayurveda
- Mr. Gavin D'souza, Director, Lila Digital and Environmental Solutions Pvt. Ltd.
- Mr. Yeshwant Khambal, President, Krishi Samrudhi Farmers Producer Company Ltd.
- Mr. Deepesh S Chondankar, Secretary, Krishi Samrudhi Farmers Producer Company Ltd.

Automotive Business

- Mr. Evencio Quadros, Managing Director, Quadros Motors Pvt. Ltd.

Infrastructure Business

Green Buildings

- Mr. Bharat Kamat, Director, Kamat Infratech Pvt. Ltd.
- Ms. Jennifer Kamat, Director, Kamat Infratech Pvt. Ltd.

Construction - General

- Mr. Joseph Mathew, Managing Director, Elecon Contructions Pvt. Ltd.

Energy

Solar Energy

- Mr. Amol Shirodkar, Director, Amrova Power Pvt. Ltd
- Mr. Dilip Nayak, Managing Director, Rainbowent Pvt. Ltd.
- Mr. Bijon Shaha, Independent Consultant, Electrical Lighting
- Mr. James Andrade, Managing Director, James Electrical Solutions Pvt. Ltd
- Mr. Joseph Mathew, Managing Director, Elecon Contructions Pvt. Ltd.

- Mr. Sadanand Verenkar, Managing Director, Sunshine Electric Co. Pvt. Ltd.

Eco Tourism

- Ms. Ashwini Krishna, Director, Nativefolks Pvt. Ltd.
- Mr. Ramesh Rane, Proprietor, Rosh Agro & Tourism Exports
- Mr. Anthony Cruz de Souza, Proprietor, Adventure Goa
- Mr. Royce Fernandes, Proprietor, Go Tours and Travels
- Mr. Savio Dias, Independent Tourism-related Service Provider

Pharma

- Dr. Maria Cordeiro, Director, Goan Pharma
- Mr. S. P. Vaidya, General Manager Operations, DCI Pharmaceuticals Pvt. Ltd.

Education

- Ms. Rahila Khan, Internal Co-ordinator – Government Polytechnic Panaji, Government of Goa
- Ms. Sheryl Afonso, Professor & Nutritionist at Carmel College for Women

Women Entrepreneur Development

- Ms. Jennifer Kamat, Director, Kamat Infratech Pvt. Ltd.
- Ms. Rahila Khan, Internal Co-ordinator, Government Polytechnic Panaji, Government of Goa
- Ms. Sheryl Afonso, Professor & Nutritionist at Carmel College for Women
- Ms. Rohini Gonsalves, Director, Sevaraath.
- Ms. Priti Kerkar, Coordinator, District Rural Development Agency, Government of Goa
- Ms. Mansi Naik, Coordinator, District Rural Development Agency, Government of Goa

Business Consultancy Services

- Mr. Ashutosh Kharangate, Managing Director, Mangal Analytics and Research Consulting Pvt. Ltd

Ship Design, Repair and Engineering Services

- Mr. Ramniwas Mourya, Chief Technical Officer, Buoyancy Consultants and Engineering Pvt. Ltd

Film Production, Animation/Digitalisation, Services and Entertainment

- Mr. Gautam Kharangate, Consultant Media and Entertainment Services
- Mr. Amol Vani, Proprietor, Luminance Cinematography

IT/Automation/Cyber Security

- Mr. Sandeep Prabhudesai, Director, Prabhudesai Group
- Mr. Ambar Kamat, Director, Eintellize Infotech Pvt. Ltd.

Youth

- Mr. Amol Vani, Proprietor, Luminance Cinematography

The introduction of Team WTC Goa programme was held at World Trade Center Goa on December 4, 2019.



Experts Discuss Ways to Improve MSME Businesses

An interactive session with Mr. Rajesh Batra, Head - Center for Micro, Small & Medium Enterprises (MSME), Indian Institute of Corporate Affairs, Ministry of Corporate Affairs, Government of India was organised by World Trade Center Goa and MVIRDC World Trade Center Mumbai.

Mr. Batra said that the Government of India is trying to remove plethora of rules and regulations governing MSME sector. He said that currently there are 35 laws

in a cluster setup would help MSMEs to enhance their production. He made a reference to ship building and coconut-based clusters that can be implemented in Goa. He also referred to Trade Receivables e-Discounting System, a platform which facilitates discounting of invoices and bills of exchange thus making it easier for MSMEs to manage their finances.

Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai spoke on 'Role and Importance of Social

Media in Promoting Business'. Ms. Naik urged local business unit owners to take advantage of social media platforms in promoting their businesses. She opined that social media platforms give local businesses international exposure thereby proving advantageous for promoting exports.



Seated in front (L-R): Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai; Mr. Rajesh Batra, Head - Center for Micro, Small & Medium Enterprises (MSME), Indian Institute of Corporate Affairs, Ministry of Corporate Affairs, Government of India; Mr. Prasad Kulkarni, Assistant Director, MSME DI, Goa and Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa along with participants.

that MSMEs have to follow and the Government is in the process of streamlining them to weed out unwanted ones. This can bring about a conducive environment for MSMEs to operate. However, lack of funds and talent are the main problems adversely affecting growth of MSME sector.

Mr. Prasad Kulkarni, Assistant Director, MSME DI, Goa, spoke on the cluster approach which can benefit MSMEs. Mr. Kulkarni said that Common Manufacturing Facilities

Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa, spoke on World Trade Centers

Association's network of 328 World Trade Centers in 89 countries connecting one million businesses which could be of immense benefit to MSMEs in exporting their products and services.

The interactive session was held at World Trade Center Goa on December 4, 2019.



Indonesian Trade Delegation Explores Potential in Spa and Wellness Sectors

Mr. Yadi Suriahadi, Consul (Economics), Consulate General of the Republic of Indonesia, Mumbai led a five-member trade delegation to World Trade Center Goa with a view to meet and interact with Indian businesses in spa and wellness sectors in Goa. Further, the delegation intended to explore, promote and understand the opportunities for Indonesian spa and wellness sectors in the Indian market.

The delegation had the opportunity to visit and have one-to-one company site meetings with leading spa and wellness centres in Goa.

Mr. Suriahadi briefed on the major products that are exported to India such as textiles, electronic goods, footwear and sawn timber, while Indonesia's imports from India include chemicals, pharmaceuticals, machines and motor vehicles. Tourism, he added, could also be one sector that has a huge potential for both Indonesia as well as for India.

Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa, apprised the delegation on



Mr. Yadi Suriahadi, Consul (Economics), Consulate General of the Republic of Indonesia, Mumbai (left) in conversation with Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa.

agriculture sector in Goa and its potential to grow selected herbs and plants that could be cost effective and could be widely used in preparation of products for spa and wellness sectors in Indonesia. Mr. Desouza also apprised the delegation of potential in light engineering industry which could be of immense benefit to Indonesia.

The meeting was held at World Trade Center Goa on December 5, 2019.

Awareness Programme Stresses on Importance of IPR for MSMEs

An awareness programme on 'Intellectual Property Rights (IPR)' was organised by World Trade Center Goa and MSME DI, Goa.

Chief Guest Mr. Joseph Mathew, President, Margao

Industries Association and Managing Director of Elecon Constructions Pvt. Ltd, Goa spoke on the importance of IPR to ensure a company's creativity in manufacturing goods and making available unique services which is legally enforceable to avoid copying. Mr. Mathew said



Mr. K. Devaraj, Director, MSME DI, Goa addressing the programme. Seated (L-R): Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa; Advocate Ms. Shalini Sitaraman Menezes, Director, SimSim Advisory Pvt. Ltd.; Mr. Joseph Mathew, President, Margao Industries Association and Managing Director of Elecon Constructions Pvt. Ltd, Goa and Ms. Deepa G. L., Deputy Director, MSME DI, Goa.

that Goan companies are looking for greater market share and therefore, it becomes imperative for them to protect their intellectual property. All firms must ensure IPR compliance.

Mr. K. Devaraj, Director, MSME DI, Goa presented the keynote address. Mr. Devaraj spoke on various schemes, programmes and activities that MSME DI, Goa has organised and plans for future with a view to extend techno-managerial and economic consultancy services for development of MSMEs in Goa. He shed light on the technical services, common facility workshop and workshop-based skill development courses. He also spoke on Credit Link Capital Subsidy Scheme (CLCSS), marketing assistance for participation in domestic and international fairs and exhibitions and vendor development programmes. He encouraged MSMEs to consider actively participating in various activities and programmes of MSME DI, Goa.

Advocate Ms. Shalini Sitaraman Menezes, Director, SimSim Advisory Pvt. Ltd. made a detailed presentation on IPR - concept, classification and characteristics. Ms.

Menezes also explained the difference between Intellectual Property (IP) and IPR, different types of IPR, copyright, trademark and patents. She also spoke on trade secrets.

Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa encouraged MSMEs to take advantage of World Trade Centers Association unparalleled network of 328 world trade centers in 89 countries across one million businesses to expand their global reach. Mr. Desouza also apprised on the upcoming trade delegation visit to Middle East.

In the question-answer session details on the various financial assistance schemes available for registering patents and trademark offered by the Government of India, Ministry of MSME through the MSME Development Institute were discussed.

The awareness programme was held at World Trade Center Goa on December 17, 2019.

Exhibition for Women Economic Empowerment

An exhibition for Women Economic Empowerment was organised by World Trade Center Goa in association with the Department of Rural Development, Government of Goa, Samraat Club Porvorim and Mall de Goa which coincided with Christmas celebrations.

The two-day exhibition showcased products and services from 15 self-help groups. The goods included garments, hosiery items, spices, Christmas sweets especially made by women entrepreneurs.

The exhibition not only offered women entrepreneurs a platform to showcase their goods and services but also presented them with an opportunity to tap the potential of Christmas season by bagging orders in advance for the specially handcrafted goods and services for even the most discerning visitor.



A view of the Exhibition.

The exhibition was held at Mall de Goa premises from December 17-18, 2019.

International Consumer and Buyer Behaviour: Platform for Knowledge and Experience Sharing

A seminar on 'International Consumer and Buyer Behaviour' was organised by World Trade Center Jaipur with the objective of understanding the impact of cross border business on international consumer behavior. The findings could help in promoting future decisions about product creation, design and pricing. The seminar provided a platform to approximately 70 manufacturers from Rajasthan to interact with leading exporters and subject matter experts.



Mr. Nirmal Bhandari, Chairman, Bhandari Exports (standing) addressing the session. Seated (L-R): Mr. Nalin Kumar, Trainer – Organisational Behavior, Remarkable Education Jodhpur; Mr. S. I. Paliwal, Joint Director - Industries Department, Jodhpur; Mr. Priyesh Bhandari, Chief Executive Officer, MCB Exports; Mr. Gaurav Surana, Regional Head, Spices Board of India; Mr. Navneet Agarwal, Assistant Director – Trade Promotion, World Trade Center Jaipur and Mr. Kiran V. N., Assistant Director, Development Commissioner Office, Jodhpur Division, Ministry of Textiles.

Mr. S. I. Paliwal, Joint Director - Industries Department, Jodhpur briefed on export promotion support schemes of the Government of Rajasthan. Mr. Paliwal while encouraging all participants said, "One should focus and know well in advance the target market and audience and then invest in marketing tools, social media promotions and take advantage of promotional schemes."

Mr. Nirmal Bhandari, Chairman, Bhandari Exports said, "Understanding consumer behaviour is not a rocket science. One of the best approaches is to sell the same way that you buy. Give your own customers the same consideration. Don't over promise and never under deliver." Mr. Bhandari also discussed the possibilities of re-development of 'Urban Haat', an exhibition facility which can serve as an active platform for budding exhibitors in the state.

Mr. Nalin Kumar, Trainer – Organisational Behavior, Remarkable Education Jodhpur, a subject specialist, shared the various strategies to understand international buyer behaviour of consumers. While explaining

one of the strategies, Mr. Kumar said, "Buyers are neither spendthrifts nor misers; their buying decisions depend more than anything else on their state of mind at the time of the decision. Such variables cannot be controlled by any means. What drives such a buyer is his psychological, social and temperamental factors, which are most critical to the success of one's business."

The seminar presented an opportunity for participants to interact with Mr. Kiran V. N., Assistant Director, Development Commissioner Office, Jodhpur Division, Ministry of Textiles and Mr. Gaurav Surana, Regional Head, Spices Board of India.

Mr. Navneet Agarwal, Assistant Director – Trade Promotion, World Trade Center Jaipur helped facilitate the event.

The seminar was held at EPCH Jodhpur on October 9, 2019.

■

Commerce Secretary of India Shares Insights on Export-Import

World Trade Center Jaipur officials met Mr. Anup Wadhawan, Commerce Secretary, Government of India on his second visit to Jaipur, Rajasthan, to address the issues of exporter – importer fraternity. While interacting with Mr.

Wadhawan, Mr. Navneet Agarwal, Assistant Director – Trade Promotion, World Trade Center Jaipur apprised Mr. Wadhawan of World Trade Center Jaipur's initiatives in facilitating international trade for the state.

During his interaction, Mr. Wadhawan suggested that despite the slowdown in global exports, Indian exporters are playing an important role in maintaining exports which stands at USD 331 billion. In an era of global competition, Indian exporters are geared up for the challenge and are taking steps to counter the problems faced in exporting.

When asked about whether Special Economic Zones (SEZs) have served the purpose for which they were initiated, Mr. Wadhawan said SEZs were introduced to ease exports for India, in the absence of reforms which India had not witnessed then. Therefore, private developers were accorded the task of constructing SEZs. Tax concessions were given to them to manage. In spite of all this, SEZs became profitable for some sectors rather than the entire industry, such as IT, gems & jewellery, petroleum products, etc.

The SEZ model has not been successful in the field of general manufacturing. The single-window system was implemented in the above-mentioned areas but it did not give the desired results. There is good thinking behind SEZ model but due to several reasons it could not go in the right direction. In Delhi-Mumbai Industrial



Mr. Navneet Agarwal, Assistant Director - Trade Promotion, World Trade Center Jaipur (right) greeting Mr. Anup Wadhawan, Commerce Secretary, Department of Commerce, Government of India (left).

Corridor (DMIC) we are bringing industrial cities which are design for SEZs. We are developing areas of excellence in which world-class facilities can get world-class prices.

Reflecting on the current situation of India's exports, Mr. Wadhawan said, "The situation is not better at the global level. Despite this, we are running an export target of 10 to 12 percent. Our exports have reached USD 311 billion in this demanding environment. This is a new high. In 2008-09, exports were severely affected, which fell further in 2014-15. Despite this climate, our exports have been growing for three years. Right now, the global economy is going through challenging times and growth rate is on the decline.

Therefore, exports are under pressure. Export is down from 1 to 1.5 percent but import is reduced by more than 4-9 per cent. We have to ensure that our exports increase. We have not yet been able to take full advantage of benefits of China-US conflict in short-term period, but we will have to diversify our products according to the medium and long term time frames and capacity has to be increased.

■

APEDA Chief Stresses on Export Compliance

During a meeting with Mr. Paban K. Borthakur, IAS, Chairman, APEDA (Agricultural and Processed Food Products Export Development Authority) in Jaipur, representatives of industry and exporters got an opportunity to interact with him.

Mr. Borthakur provided an overview of APEDA and explained government's promotion of agricultural exports of India.

Mr. Borthakur said that in accordance with the Agricultural and Processed Food Products Export Development Authority Act, 1985, (2 of 1986) many



Mr. Paban K. Borthakur, IAS, Chairman, APEDA (left) interacting with Mr. Navneet Agarwal, Assistant Director - Trade Promotion, World Trade Center Jaipur (right).

functions have been assigned to the Authority. Development of industries relating to financial assistance, feasibility studies, registration of exporters of scheduled products, financial assistance, feasibility studies, registration of persons as exporters of sched-

uled products, standards and specifications for scheduled products for exports, regular inspection, etc. are part of the functions that are undertaken.

■

WTC Jaipur Chief Shares Insights on Global Trade and Commerce

Mr. Vijay Kalantri, Chairman, World Trade Center Jaipur visited Jaipur, Rajasthan with a view to take a stock of the activities of the Center and further enlighten team members and industry leaders on rising challenges of global trade and commerce. Mr. Kalantri said, "Staying ahead is important and for doing so innovation is the key."

Mr. Kalantri said, "Today in the age of rising competition from neighbouring countries across sectors, margins have been squeezed, a consistent double digit growth can be witnessed and sustained, only if you take the challenges in your stride and strategise to



Mr. Vijay Kalantri, Chairman, World Trade Center Jaipur (left) with Mr. Navneet Agarwal, Assistant Director – Trade Promotion, World Trade Center Jaipur (right).

maintain quality and delivery in products and services."

Mr. Kalantri conveyed his best wishes to World Trade Center Jaipur members, associates and affiliates who have organised, contributed and participated in trade programmes. This has brought great success in achieving the Center's objective of 'Prosperity through Trade'.

The visit was held at World Trade Center Jaipur on December 21, 2019.

■

JJS Officials Stress on Ways to Promote Jewellery Industry

Key functionaries of World Trade Center Jaipur interacted with officials from Jaipur Jewellery Show (JJS) organising committee. Also present were senior officials from MSME Department.

During the interaction, Mr. Vimal C. Surana, Chairman, Organising Committee, Jaipur Jewellery Show said, "Jaipur, a planned old city built almost 250 years ago, also known as the Pink City, is now a world heritage city approved by UNESCO, with buildings painted in terracotta 'pink' colour. It is a charming city with vibrancy and grandeur. The old city was built around various bazars and chowks and special places were dedicated to artists, artisans and crafts persons. The city which is built on curated art and culture has not only kept its old art, craft and charm alive but has also evolved from tradi-

tional to modern and contemporary art forms. All its products, especially coloured gemstones, gold and silver jewellery, kundan-meena and many other products continue to place the city on the world map of the jewellery industry. Considering the strengths Rajasthan has in the jewellery space, The Jaipur Jewellery Show took shape which is India's largest Business-to-Business (B2B) and Business-to-Consumer (B2C) exhibition.

Mr. V. K. Sharma, Director, MSME Jaipur said, "To support and bring together upcoming artisans and manufacturers in Rajasthan, MSME Department is working closely with all sectors and stakeholders, to provide necessary support and guidance. This would in turn add to the national GDP leading to an upward trend, by state entrepreneurs."



From (L-R): Mr. Dinesh Soni, I.E.S., Assistant Director and In-charge, International Events & Exhibitions, MSME Jaipur; Mr. Rajiv Jain, Secretary - Organising Committee, Jaipur Jewellery Show; Mr. Vimal C. Surana, Chairman, Organising Committee, Jaipur Jewellery Show; Mr. V. K. Sharma, Director, MSME Jaipur and Mr. Navneet Agarwal, Assistant Director - Trade Promotion, World Trade Center Jaipur.

Also present on the occasion were Mr. Dinesh Soni, IES, Assistant Director and In-charge, International Events & Exhibitions, MSME Jaipur along with other officers of MSME Department.

The organising committee invited 800 exhibitors to showcase their products from across the country and featured international participation.

The interaction took place at Jaipur Exhibition & Convention Center (JECC) on December 21, 2019.

WTC Jaipur Participates in Discussions on Industrial Waste Management

World Trade Center Jaipur was invited for a brainstorming session on addressing industrial waste management and pollution caused by manufacturing activities undertaken at Sudarshanpura Industrial Area. The others at the session were MSME Jaipur, Petroleum Conservation Research Association (PCRA) and Jaipur Embroidery Textile Association. The session was in keeping with the 'Swachh Bharat Mission' of Government of India. The drive also involved interacting with production managers of many manufacturing units in the industrial area.

Mr. Deepak Gupta, Regional Head, Petroleum Conservation Research Association (PCRA), Jaipur explained to the objective of 'Swachh Bharat Mission' to the team representing Stitch India Impex.

Mr. M. K. Meena, Deputy Director, MSME Jaipur said, "SBM Urban targets urban areas, which are expected to be home to 660 million Indians by 2050. The population of urban India is expected to increase to 600 million by 2031 and with increasing population migrating from rural to urban areas, urban India will also need focused attention. Thus, to provide better sanitation and waste



From (L-R): Mr. Navneet Agarwal, Assistant Director - Trade Promotion, World Trade Center Jaipur; Mr. Dinesh Soni, I.E.S., Assistant Director and In-charge, International Events & Exhibitions, MSME Jaipur; Mr. Deepak Gupta, Regional Head, Petroleum Conservation Research Association (PCRA), Jaipur and Mr. M. K. Meena, Deputy Director, MSME Jaipur.

management facilities in urban region, this mission has been brought in."

Mr. V. K. Sharma, Director, MSME, Jaipur appreciated World Trade Center Jaipur's acceptance to join the drive.

The session was held at Sudarshanpura Industrial Area December 31, 2019.

World Trade Center Mumbai Institute

Global Market Access Programme on LAC Market

The second programme in the three-part series of 'Global Market Access Programme' (GMAP), on the opportunities in the Latin American Caribbean (LAC) Markets was organised by the Institute. GMAP which is a unique programme commenced in the last quarter (July – September) spotlighting the opportunities in the EU Markets. GMAP on LAC Markets is aimed at enabling exporters to expand and consolidate their presence in this market. Mr. Virendra Gupte, Faculty, World Trade Center Mumbai Institute and Advisor, TATA International Ltd. conducted the programme. Mr. Gupte shared his experience through the products exported by Tata Groups in LAC markets.

Mr. Gupte presented an overview of international markets and highlighted various aspects such as 'challenges in international marketing', 'buyer identification', 'international marketing entry strategies', 'identification and mitigating of export risks', 'regulations in international trade', 'opportunities under Latin America trade' and many others. He discussed the alignment of business at local level with the above-mentioned aspects which can bring about success in a business. Different methods of entering a foreign market were discussed with preference given to joint ventures, such as Wholly Owned Subsidiaries (WOS) and partnerships with LAC clients. Knowledge, innovation and reputation are key areas that one should focus on for easy entry in the markets.

Mr. Gupte gave huge emphasis to volatility, uncertainty, complexity and ambiguity (VUCA) world; P for Political, E

for Economic, S for Social, T for Technological, L for Legal and E for Environmental (PESTLE) and risk analysis. Before entering any market a brief study must be done on the resources and opportunities available in LAC market and from there one can grasp and grow business. Prevention is better than cure, therefore, there should be a thorough study of the documents. One should build trust from the day of entry in the particular market. Customer is king of business and every organisation must be customer centric. There should be interpersonal relations with clients and suppliers alike as it improves business experience in matters of payment and retention of customer. Mr. Gupte summarised the emerging sectors in LAC region and main import - export products of LAC with India.

A case study of Argentina was presented by Ms. Cecilia M. Risolo, Deputy Consul General, Consulate General of Argentina in Mumbai. Argentina is the 4th largest trade partner of India in LAC markets. Argentina is the 2nd largest shale gas producer and 4th largest shale oil resource in the world. Ms. Risolo elaborated various opportunities in Argentina's energy revolution. Argentina is one of three countries in the lithium triangle. It has 750,000 Km² of high potential mining areas hence, there are main opportunities in gold, copper and silver commodities. She highlighted the 60 markets that are opened or re-opened for 230 products. She enumerated various investment programmes and said that there is more than USD 300 billion of investment opportunities across all sectors. She provided detailed information on IT sector, emphasising incentives given to training in technology and software development.

The programme was held at MVIRDC World Trade Center Mumbai on October 11, 2019.



Mr. Virendra Gupte, Faculty, World Trade Center Mumbai Institute and Advisor, TATA International Ltd. conducts the programme.



Ms. Cecilia M. Risolo, Deputy Consul General, Consulate General of Argentina in Mumbai addresses the session.

Global Market Access Programme on ASEAN Markets

The third programme in the three-part series of 'Global Market Access Programme' (GMAP), on the opportunities in the ASEAN Markets was organised by the Institute. India-ASEAN trade and investment relations has been growing steadily. As a bloc, Association of Southeast Asian Nations (ASEAN) is India's fourth largest trading partner. India's trade with ASEAN stands at US\$ 81.33 billion, which is approximately 10.6% of India's overall trade. Mr. Arvind Khedkar, Faculty, World Trade Center Mumbai institute and an international market expert conducted the programme. Mr. Khedkar commenced by explaining the concept of marketing and six concepts of international marketing with examples. An exporter has to manufacture a product as per the demand for it and not on the basis of its specification and exports are made on marginal cost basis. He also briefed on the impact of export and import on inflation. He also explained country risk and evaluation, foreign agents and their advantage and the salient features of doing business in overseas markets. With respect to ASEAN markets, there is growth in population, GDP and GDP per capita, hence, GDP growth is stronger.

The major countries for exports in ASEAN markets are Singapore, Philippines, Thailand and Vietnam and one needs to be careful while doing the business with Indonesia and Cambodia.

Mr. Roswaidin Mohd Zain, Consular Investment, Malaysian Investment Development Authority made a presentation on Malaysian markets. Malaysia is the gateway to ASEAN and other economies with a potential market of 2.8 billion people. India was Malaysia's 10th largest trading partner in 2018. Growth strength of Malaysia are in Energy & Environment (E&E) and energy

saving devices; biotech products; Maintenance, Repair and Operations (MRO); logistics and transportation; environment - friendly chemicals and building material; green services – architecture, water treatment, oil & gas products and services; industrial chemicals – oleo chemical, petrochemical and hydrocarbons; high-technology equipment – testing and calibration equipment and specialised machinery. Malaysia has strong capabilities in green technology and innovative ICT products and design capabilities in complex smart chips for many applications. It is fast evolving into regional aviation and MRO services hub. Mr. Zain suggested that Indian importers could take advantage of two Free Trade Agreements (FTAs) namely ASIA India Free Trade Area (AIFTA) which has a market size of 1.98 billion and Malaysia India Comprehensive Economic Cooperation Agreement (MICECA) with a market size of 1.36 billion.

The programme was held at MVIRDC World Trade Center Mumbai on October 16, 2019.



Mr. Roswaidin Mohd Zain, Consular Investment, Malaysian Investment Development Authority addresses the session.



Mr. Vivek Kudtarkar, Investment Manager South East Asia at Consulate General of Malaysia making a country presentation on Malaysia.



Mr. Arvind Khedkar, Faculty, World Trade Center Mumbai Institute sharing his expertise on ASEAN markets during the session.

Global Market Access Programme on Africa Markets

The fourth programme in the three-part series of 'Global Market Access Programme' (GMAP), on opportunities in Africa Markets was organised by the Institute. India's partnership with Africa is based on a consultative model of cooperation, which witnessed an increase in bilateral trade of nearly 22%. India-Africa trade touched USD 62.66 billion during 2017-18. The top six exporting countries of Africa are Nigeria, South Africa, Angola, Egypt, Algeria and Morocco which account for 89% of total African exports to India. The top exporting destinations for Indian products in African countries are South Africa, Nigeria, Egypt, Kenya, Tanzania, Mauritius and Mozambique.

opportunities for countries to invest, trade, live and develop in commercial terms. Globalisation is taking place on a big scale in the African continent. Indian multinationals are looking at investment opportunities in Africa. He also provided details of top ten countries in Africa for trade and business.

The programme presented two specific case studies of African markets, namely South Africa and Ethiopia.

Ms. Lerato Mashile, Acting Consul General, Consulate of the Republic of South Africa in Mumbai along with Mr. Rajan Kumar, Advisor - Business and Development made a presentation on the South African market. South Africa



Mr. Demeke Atnaflu Ambulo, Consul General, Consulate General of the Federal Democratic Republic of Ethiopia in Mumbai addresses the session.



Mr. A. O. Kuruwila, Advisor - Trade and Education, MVIRDC World Trade Center Mumbai felicitates Ms. Lerato Mashile, Acting Consul General, Consulate of the Republic of South Africa in Mumbai.



Dr. Sunil Modi, President, India - Africa Alliance and international market expert conducts the programme.

Dr. Sunil Modi, President, India - Africa Alliance and international market expert conducted the programme. Dr. Modi spoke on the importance of Africa region as it is the cradle of humanity and most of Africa is experiencing moderate to healthy economic growth rates, which is fuelling the growth of its middle class and demand for more goods. Africa's collective GDP is expected to touch USD 3.6 trillion in 2020. Africa's middle class is expected to be bigger than India's, which continues to boost consumption and spearhead construction and private investment. Combined consumer spending in Africa, which was USD 860 billion in 2008, is expected to touch 1.4 trillion in 2020. The African continent consisting of 54 countries has a population of more than one billion with 2,000 Languages, 3,000 tribal groups and 46 main tribes, etc. A fast developing continent such as Africa poses

is Africa's most industrialised economy and is the region's principal manufacturing hub and a leading services destination. It is one of the most open economies in the world (ratio of exports and imports to GDP exceeds 58%). South Africa's access to global markets is enhanced by its trade agreements. The country offers a unique combination of first-world infrastructure and logistics networks and a diversified emerging market economy, together they offer low sectoral concentration risks. South Africa is a safe investment destination offering lucrative returns. South Africa produces financial returns for portfolio investors. It has a young population, wherein 66% are under the age of 35. The key sectors for investment are - agriculture and agro-processing, mining and minerals beneficiation, manufacturing, services and Infrastructure. Other sectors that



A view of the participants along with South Africa and Ethiopia diplomatic corps and officials from the consulates, trade body and World Trade Center Mumbai Institute.

have opportunities are - forestry and wood processing; consumer goods; banking and financial services; and information and communication technologies.

Mr. Demeke Atnaфу Ambulo, Consul General, Consulate General of the Federal Democratic Republic of Ethiopia in Mumbai made a presentation on Ethiopia's trade and investment opportunities. Ethiopia is the oldest independent country in Africa, and is among the most stable countries in the region having an average of 11% annual GDP growth for the last 14 years. The steady FDI inflow

into Ethiopia makes the country the second largest recipient of FDI in Africa. The investment opportunities in priority sectors are - leather and leather products; textile and garments; pharmaceuticals; chemicals and chemical products; paper and paper products; manufacturing; non-metallic mineral products; building materials; agriculture; information and communication technologies; tourism; mining; energy and water.

The programme was held at MVIRDC World Trade Center Mumbai on October 23, 2019.

Visit of Students from Management Institutions

Two groups of 40 (Vaze College in Mulund) and 50 (Sakel Institute of Management in Kalyan) management students visited MVIRDC World Trade Center (WTC) Mumbai and had the opportunity to visit World Trade

Expo 2019 organised by the Center. They had the chance to visit the stalls that exhibited products and services. Thereafter, Mr. A. O. Kuruvila, Advisor – Trade and Education, MVIRDC World Trade Center Mumbai briefly interacted with them explaining the objective of World Trade Expo and importance of exhibitions in international trade. He explained the concept of WTCs and its role in promoting global trade. He introduced students to the courses and encouraged students to take advantage of them and get practical exposure on international trade.



Mr. A. O. Kuruvila, Advisor – Trade and Education, MVIRDC World Trade Center Mumbai conducts the session.

The students from Vaze College visited MVIRDC World Trade Center Mumbai on November 13, 2019 and students from Sakel Institute of Management visited the Center on November 14, 2019.



Forty-two management students from Vidyalkar School of Information Technology made an educational visit to World Trade Center Mumbai. Mr. A. O. Kuruville, Advisor - Trade and Education, MVIRDC World Trade Center Mumbai made a presentation on the importance of international trade and its various indicators. He also

explained the role of World Trade Center Mumbai as a facilitator in international trade.

The students from Vidyalkar School of Information Technology visited on December 12, 2019.

Field Trip to Punjab Conware and Jawaharlal Nehru Port Trust

A one-day field trip was organised to Punjab Conware, a Container Freight Station (CFS) and Jawaharlal Nehru Port Trust (JNPT), a port at Uran, Near Mumbai for 40 students of Post Graduate Diploma in Foreign Trade, Certificate Course in Export Business, which was part of their course curriculum. The students got a first-hand experience and an in-depth understanding of the functioning of a CFS and a port, which are important areas in supporting shipping industry.

The students participated in a guided tour around container yards which was jointly conducted by Mr. Dayashankar Yadav, Senior Manager – Operations and Mr. Vibhor Kachhawa, Deputy Manager – Sales & Operations. The students were apprised of day-to-day activities taking place at the CFS. The students were guided through the process of container handling; cargo stuffing and de-stuffing; different types of containers; general and bonded warehousing services provided by the CFS. The important aspect of customs handling and various kinds of customised solutions for customers handling different types of cargo was also covered. Mr. Kachhawa spoke of Punjab Conware's solution to customer requirements by providing examples.



Thereafter, students were taken to the JNPT port which is the largest container port in India. Mr. Ravi Gharat, Marketing Department, JNPT led students to the jetty of the port and shared information about port history, seaborne trade, daily port activities, port performance, port traffic, charges levied on different liners, different terminals at JNPT, different types of cranes handling various containers. He also explained coordination aspects of control room especially when big container vessels reach within a permissible distance of the port and tugboats are manoeuvred to vessels to bring them into the port. Students were fortunate to observe live operations of a container vessel handling its activity while berthing.



The field trip was held at Punjab Conware and Jawaharlal Nehru Port Trust on December 13, 2019.



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- Partner with Taipei and the rest of the world
- Connect to the digital era
- Gain industry insights and exchange expertise
- Celebrate WTCA's 50th anniversary
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Registration charges *

Attendees	Charges
B2B Delegates	900 USD
Accompanying Guests	600 USD
Non-WTCA Attendees	1000 USD

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WTC Mumbai in association with WTC Taipei will provide matchmaking services and a platform to all participants to help them to find potential cooperation partners in Taipei and the rest of the world.

For registration
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