

IBEF Coverage

On

Press Release: IT IS *MAKE IN INDIA* AT DAVOS 2015

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NewsWire

Make in India Lounge to replace India Adda at Davos IANS

In a subtle makeover, a Make in India Lounge to promote Prime Minister Narendra Modi's pet project shall replace the India Adda networking hub organised by the government annually at the World Economic Forum meeting at Davos.

India Brand Equity Foundation (IBEF), the branding and communication arm of the department of commerce, announced the makeover of the tea and coffee lounge in a statement here.

"The Make in India Lounge presents an opportunity to probe the India business reality, the market aspirations, the transformative competitive landscape and the compelling policy issues," said Aparna Dutt Sharma, chief executive, IBEF.

"IBEF has entered into partnerships with the Tea, Coffee and Spices Board(s) of India to promote the Made in India label through active showcase and service of Indian tea, coffee and very special spice chocolates. And Taj Hotels Resorts and Palaces partners with IBEF this year and is the hospitality partner for the India Lounge," the statement added.

This year the nation brand messaging at Davos is inspired by the Make in India programme, IBEF said.

Make in India Lounge to replace India Adda at Davos Business Standard

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http://news.feedzilla.com/en_us/stories/worldnews/asia/415746801?client_source=feed&format=rss

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<http://www.newkerala.com/news/2015/fullnews-6443.html>

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