

**National Conference on
'Globalisation – Emerging Indian MNCs'**

Friday, October 6, 2006
Kamal Mahal, Hotel Maurya Sheraton, New Delhi

09:00 Hrs **REGISTRATION**

SESSION I

09:30 Hrs - 10:30 Hrs **INAUGURAL SESSION**
Keynote Address by **Mr. Kamal Nath**
Minister for Commerce & Industry, Government of India

Speakers:

- **Mr. R Seshasayee**, President, CII
- **Mr. D S Brar**, Chairman, CII National Committee on Indian MNCs

A study by India Brand Equity Foundation on 'Indian MNCs going global' to be launched by the Minister at the conference

The CII plan to build 100, bn \$ Indian MNCs will be unfolded by Mr S D Shibulal – Co Founder and Member of the Board, Infosys Technologies Limited in this session

10:30 Hrs - 10:45 Hrs Tea / Coffee

SESSION II

10:45 Hrs - 12:15 Hrs **MNCs - GLOBAL SCENARIO AND THE INDIAN CONTEXT**
The present and the markets of tomorrow

Speakers:

- **Mr. Arun Maira**, Chairman, Boston Consulting Group
- **Mr. Ravi Mohan**, MD, CRISIL
- **Dr. Andrea Goldstein**, Senior Economist, OECD

Moderator:

Mr. Vikram Chandra, Chief Editor, NDTV Profit

Globalisation has introduced new dynamism in business worldwide. Aggressive competition and lead-edge technology has added new elements, spurring the growth of transnational companies. Optimising operational efficiencies through an altered matrix of cost, resources, logistics and markets is driving decisions in the company boardrooms.

In the search for new markets, Indian industry has displayed a scintillating spirit and zeal. Over the past eight months, India Inc has acquired a slew of foreign companies across a spread of sectors in their quest to go global.

This session will examine the global trends and the Indian context, factors spurring companies to go transnational, which sectors these are headed to and the markets of tomorrow.

SESSION III

12:15 Hrs - 13:30 Hrs **THE GLOBALISING CORPORATION – EMERGING MARKETS PERSPECTIVE**

Speakers:

- **Prof. Tarun Khanna**, Jorge Paulo Lemann Professor, Harvard Business School.
Share experience of China, Korea, Brazil and Russia.
- **Prof. J Ramachandran**, Indian Institute of Management, Bangalore
Share research on competing in global markets from India.
Overcoming perceived liability of origin.

Boardrooms shape strategies but people and capital are galvanized to the task of converting the ambitions, now beyond boundaries. There are various ways of measuring a company's success but how do you measure your abilities and are you equipped?

In this session, Prof. Tarun Khanna of the Harvard Business School presents the Globalisation Index developed to measure the extent and the aptitude of multinational from emerging economies in their forays overseas. He is joined in the session by Prof. J Ramachandran of IIM, Bangalore who draws from his research on Indian companies going global.

13:30 Hrs - 14:15 Hrs Lunch

SESSION IV

14:15 Hrs - 15:30 Hrs **MULTINATIONALS AND THE INDIAN CONTEXT - CREATORS OF WEALTH BUT ARE WE EQUIPPED?**

Panelists:

- **Mr. Hari S Bhartia**, Co-Chairman & MD, Jubilant Organosys
- **Mr. R Gopalakrishnan**, Executive Director, Tata Sons
- **Dr. Surinder Kapur**, Chairman & MD, Sona Koyo Steering Systems
- **Mr. Satish Reddy**, MD & COO, Dr. Reddy's Laboratories
- **Mr. Gautam Thapar**, Chairman, Ballarpur Industries Ltd

Moderator:

Ms. Shereen Bhan, Delhi Bureau Chief & Associate Editor, Political & Current Affairs, CNBC TV18

Rapid strides are being made by Indian companies in global markets. Each acquisition in foreign lands signifies new assets, brands, distribution, market-share resources and talent. But has the road been easy? We invite a panel from leading Indian companies, which have gone global, to share their experiences on how to assess markets, risks and finally succeed.

Are there any appropriate role models and prescribed operational strategies to enlarge the window of international opportunities? This session provides insights on how to avoid mistakes, detect challenges and weaknesses in your strategies. It enables you to understand and manage risks and fortunes in the global arena.

SESSION V

15:30 Hrs - 16:45 Hrs **BRANDING INDIA AND WAY FORWARD / CONCLUDING SESSION**

Speakers:

- **Dr. Ajay Dua**, Secretary, DIPP
- **Mr Ashok Chawla**, Addl. Secretary, Deptt. of Economic Affairs
- **Mr Amitabh Kant**, Joint Secretary, Ministry of Tourism
- **Mr Sunil Kant Munjal**, Chairman, Hero Corporate Services
- **Mr Suhel Seth**, CEO, Equus Redcell Advertising
- **Mr Ajay Khanna**, CEO, Indian Brand Equity Foundation and Deputy Director General, CII

Deliberate on the role of Government, Regulator and Private Sector in facilitating the growth of Indian MNCs. What industry did at Davos in January, 2006 and how to take this campaign forward in Internationalization and India brand building?

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