

FACILITATION

Experience India Programme

Facilitating visits by policy makers, parliamentarians, business leaders, senior journalists from different countries and student delegations from overseas business schools has been an integral part of IBEF's mission to boost India's brand equity. The results of these efforts can be observed in the increasing attention that India receives today from the international media and at various international business fora.

Under this programme, IBEF facilitated and supported several high-profile visits. Meetings were organized with Ministers, Government officials and heads of industry for the visitors.

Investment facilitation

Lincoln Electric

IBEF moved into a new role of investment facilitation by being advisors to the US Fortune 500 Company, Lincoln Electric. The company was exploring possibilities of establishing a manufacturing base in India as part of its expansion plans in Asia. John Stropki, Chairman, President & Chief Executive Officer and a three member team met with Mr Ajay Khanna, CEO, IBEF in October 2005. Mr Stropki made detailed enquiries about the Indian business climate. Following this meeting, a four-member member team, deputed by the CEO visited India

on a fact-finding and feasibility study mission from January 29 to February 10, 2006. The Company was looking to establish a green-field project over 5-10 acres with at an investment of approximately INR 40-50 crores.

IBEF facilitated Lincoln Electric's meetings with appropriate government/industrial promotion agencies in each of the states besides the Investment Commission in Mumbai. IBEF is institutionalising the services provided to Lincoln Electric, to facilitate FDI.

Thomas Weisel Partners

Mr. Ian Somaiya, Principal, Thomas Weisel Partners, New York visited India in July - August 2005 to explore investment opportunities in the Indian biotech sector. IBEF facilitated the visit and organised meetings for Mr. Somaiya with the Minister of Science & Technology & Ocean Development, Senior government officials and Industry leaders in biotechnology.

Italian Business Delegation

IBEF was invited to make a presentation on Investment: Trends and Opportunities to a fifteen member Italian business delegation on December 2, 2005, in New Delhi. The mission to India was an initiative of Banco Popolare di Veronae Novara group (including its subsidiary banks



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Experience India Programme

1. Group of US editors in New Delhi
2. Arthur Segel, Head, Faculty of Real Estate, HBS addressing CEOs in New Delhi
3. A member of the Nordic Business Delegation addressing CEOs in New Delhi
4. Arun Maira, Trustee, IBEF addressing a delegation of investors from the Nordic and Baltic States

Banca Popolare di Novara and Credito Bergamasco), the sixth largest banking group in Italy. The mission aimed at providing its top management a business perspective on India, which in turn could help it to decide on the future plans of the bank in India.

Nordic Business Delegations

In September 2005, IBEF supported the SEB Conference by engaging Ministerial speakers to address the audience composed of CEOs of global Swedish corporations such as ABB, Electrolux, Ericsson, SEB, etc. Minister Kamal Nath opened the meeting. IBEF also facilitated participation of several ministers at this conference including Mr Kapil Sibal, Mr Mani Shankar Aiyar, Mr Jairam Ramesh. Mr Darshan Singh, Trustee, IBEF also participated in the meeting.

IBEF met with a six-member delegation comprising the Investment Promotion Agencies (IPAs) from the Nordic and Baltic States led by Mr. Kai Hammerich, President, World Association of Investment Promotion Agencies (WAIPA) on 21st October, 2005.

Real Estate Investor Group from USA

IBEF facilitated a visit by Mr. Arthur Segel, Professor of Real Estate at the Harvard Business School (and a real estate investor himself). A group of investors representing the Getty and the Rothschild investor groups from US visited India in June to gauge the Indian real estate sector. As a result of the visit, the group will be making a multi-million dollar investment in Indian real estate.

Russell 20:20 Delegation

IBEF hosted and interacted with the Russell 20:20 delegation of 70 US investors.

Young Presidents Organisation Delegation to India

Over 70 Young Presidents from all over the world visited India and IBEF assisted them with its meeting with the Honourable President of India. IBEF also arranged for Mr. Kapil Sibal, Minister of State for Science and Technology and Ocean Development to address the group.

Mexican Parliamentary Delegation

IBEF hosted a luncheon meeting for 4 Senators, Members of the Committee of Competitiveness of the Senate of Mexico, in October 2005. H.E. Mr Rogelio Granguillhome, Ambassador of Mexico and Mr. R Viswanathan, Joint Secretary, Ministry of External Affairs were also present at the meeting.

The senatorial delegation included the following members: Senator (Mrs.) Silvia Hernandez, President of the Committee of Competitiveness, Senator (Mrs.) Dulce Maria Sauri Riancho, President of the Committee on Foreign Affairs of the Asia-Pacific Region, Senator (Mr.) Hector Larios Cordoba, Coordinator of the Parliamentary Group of National Action Party (PAN) and Senator (Mr.) Cesar Raul Ojeda zubieta, Coordinator of the Parliamentary Group of the Democratic Revolution Party (PRD)

Prominent visitors to India hosted by IBEF included Prof. Jacob Kirkegaard, Research Associate at the US based Institute for International Economics; Mr. Scott Birnbaum, Managing Director, Ameriquest Capital, Mr. Mark Yusko, Founder, Morgan Creek Capital and Dr. Ruby Dhalla, Member of Parliament, Canada - one of the first women of Indian origin to be elected to federal political office in North America.

Seminar on India: Trends and Prospects

IBEF supported this seminar organised by CII and IFC on November 11, 2005, in Mumbai. The seminar was followed by four parallel industry sessions on Infrastructure (with a focus on airports, ports and highways and infrastructure services including shipping, cargo and logistics industry); Healthcare & Pharmaceuticals (including Biotechnology); Agriculture & Food processing and Manufacturing (including Automotive).

The seminar brought together business leaders and delegates from important markets such as Latin America, China, Central and East Asia, Africa, Turkey and Russia, besides a large business audience from India.

The seminar followed a two-day global conference of the IFC - Southern Multinationals: A rising force in world economy - which was organised on November 9-10, 2005 by the IFC and Financial Times with the support of the IBEF. This conference was attended by over 150 delegates from all over the world.



India - Trends and Prospects: a seminar organised by IFC, CII and IBEF in Mumbai

German Media Delegation

A Team of 14 German journalists recommended by the Indian Embassy, Germany visited India in February 2006. The team consisted of Ms Sabine Muscat, Financial Times Deutschland; Mr Sven Hansen, Die Tageszeitung; Mr Hasnain Kazim, Siegel Online; Ms Kirsten Wenk, Die Welt; Mr Claudio De Luca, Das Capital; Ms Monika Schafer, NDR; Ms Insa Wreda, Deutsche Welle; Ms Sonia Phalnikar, DW, World; Ms Christina Hofmeier, NDR ; Ms Astrid Maier, Financial Times, Deutschland; Ms Sibel Balta, Radio Berlin – Brandenburg; Mr Bulund Uruk, Iserlohner Kreisanzeiger; Mr Juri Rescheto, WDR, Deutsche Welle and Mr Volker Gebhart, VDI nachrichten, Energiespektrum.

Media Visits

Other journalists hosted by IBEF included Mr Mathias Kamp, German Business Weekly, Wirtschaftswoche; Ms Roberta Paduan, EXAME Magazine, Sao Paulo, Brazil; Mr Francisco Folch, Political Editor of

El Mercurio newspaper, Chile; Mr. Patrick Gillis of Leaders Magazine, USA, Mr. Eric Erfors, Editor of a leading Swedish Daily; Mr. Ugo Tramballi, Editor of a leading Italian Financial daily; Ms. Jewell Dafinone, Guardian Newspaper, Nigeria; Ms. Marcelline Gneprout Kouadio, Fraternite Matin, Ivory Coast; Mr. Jonathan Katzenellenbogen, International Affairs Editor, Business Day, Johannesburg; Mr. Emmanuel Garesus, Le Temps, Switzerland and a delegation of 5 journalists from Singapore.

IBEF in consultation with the Indian Embassy in Brazil facilitated the visit of Mr Daniel Hessel Teich, a senior journalist from Sao Paulo, Brazil.

Visits by foreign University delegations facilitated by IBEF

IBEF facilitated the visits of delegations from Stockholm University School of Business, Chicago University Graduate School of Business and Columbia University Business School, New York.

Columbia Graduate School of Business

The Columbia GSB India trek took place under the IBEF Experience India programme from 28th December 2005 – 5th January, 2006. The agenda focused on gaining insights into Indian businesses primarily in the IT, Financial Services and Manufacturing space. Up to 40 students mostly non-Indians (and of non-Indian origin) travelled on the trek.

University of Chicago GSB

The Chicago GSB India Trek took place from 14th to 23rd December, 2005 under the IBEF Experience India Programme. Similar to the Columbia GSB trek, the agenda here focused on gaining a cross-sectoral insight into Indian business and polity interspersed with softer aspects such as culture, cuisine, tourism, etc. to provide a holistic picture of India.

INSEAD Business School

IBEF facilitated the visit of INSEAD Business School, Singapore from 19th to 27th August 2005. Over 40 participants including the Deputy Dean and faculty members visited India as part of the programme. IBEF facilitated their meetings with heads of industry, ministers and other top government officials.