

India-UK Business Leader's Forum

A HIGH-PROFILE GOVERNMENT and business delegation represented India at the prestigious '2nd India-UK Business Leaders' Forum held at the Lancaster House in London.

Speakers at the Forum, which included Mr Kamal Nath, Minister of Commerce & Industry, Government of India; Mr Kapil Sibal, Minister of Science & Technology, Government of India; and Lord Sainsbury, UK Science Minister, besides several prominent business leaders from both nations, noted that the potential for a stronger India-UK relationship was significant.

Several prominent Indian leaders also spoke at the Forum including R. Seshasayee, President, CII and MD, Ashok Leyland; Dr Ajay Dua, Secretary, Department of Industrial Policy & Promotion, Government of India; and Sunil Bharti Mittal, VP, CII and Chairman and MD, Bharti Enterprises.

Mr Kamal Nath released a report 'Going Global: India Inc. in UK' on the occasion. Commissioned by the India Brand Equity

Foundation (IBEF), the report focusses on Indo-UK partnership and features case studies on successful Indian companies operating in the UK.

It is a first-of-its kind concerted study of Indian companies going global in the context of a specific market. The report indicated that Indian investment into the UK was double that of the UK's investment into India over 2005-06.

The 'India Everywhere' campaign came alive in the UK during the Forum. Providing a platform to showcase India's soft power, a special 'India Evening,' was organised at the prestigious Banqueting House, Whitehall Palace in London. The evening was hosted by the CII in association with the High Commission of India and supported by the India Brand Equity Foundation.

The well-attended event had over 200 representatives from the UK industry and government besides Indian representatives.



STRENGTHENING TIES: India's Minister of Commerce and Industry, Kamal Nath addressing the forum



THE FASHION SHOW: The India Evening reception at Whitehall Palace



GOING GLOBAL: Minister Kamal Nath and Minister Kapil Sibal with Lord Sainsbury



HIGH LEVEL TALKS: Minister Kamal Nath with the Japanese Cabinet Secretary, Mr Abe Shinzo

'India Everywhere' campaign in Japan

A HIGH-PROFILE DELEGATION comprising Ministers and senior bureaucrats from India led by Mr Kamal Nath, Minister of Commerce and Industry, Government of India, visited Tokyo from June 14 to 16 for the 'India Everywhere' campaign in Japan (at the India Japan Business Summit and the World Economic Forum on East Asia).

'India Everywhere' in Japan kicked off with the India Japan Business Summit in Tokyo with over 350 delegates from across Japanese business, media, government and academia attending the event.

The India Brand Equity Foundation (IBEF) released a special report titled 'Proven Strategies: Japanese Companies in India,' ahead of the Summit. The study, which surveyed 25 successful Japanese organisations in India, highlighted best practices adopted by Japanese companies to succeed in the Indian market. The report also included profiles of 17 Japanese companies with businesses in India in diverse sectors.

Mr Kamal Nath presented the Japanese version of the report to Mr Toshihiro Nikai, Minister of Economic, Trade & Industry, Government of Japan, who also addressed the gathering.

Other prominent speakers at the Summit included Osamu Wanatabe, Chairman, JETRO; Mr Osamu Suzuki, Chairman and CEO, Suzuki Motor Corporation; Dr Ajay Dua, Secretary, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry; Mr R. Seshasayee, President, CII; and Ms Geetanjali Kirloskar, Trustee, IBEF.

A special 'India Evening' was organised by the India Brand Equity Foundation to showcase India's soft power at the forum. Over 300 high profile Japanese political leaders, CEOs and opinion leaders attended the evening, including the former Japanese Prime Minister Yoshiro Mori. The India evening was a colourful blend of Indian art, music, culture, fashion and cuisine.



FOCUSING ON THE INDIA STORY: Minister of Commerce and Industry, Mr. Kamal Nath addressing the India-Japan Business Summit