

# STRATEGIC INITIATIVES

## IndiaConnect USA

In pursuance with IBEF's objectives of building positive economic perceptions for India globally, a series of roadshows, "IndiaConnect – USA", was organised across 5 major economic centres in April 2005 to highlight the "India Story". The event served as an effective "Nation Branding" platform to further strengthen the positioning of India as the world's fastest growing free market democracy. The core messages that were communicated through the event revolved around the ongoing reforms, promotion of business partnerships between the two countries, the emergence of the young Indian consumer class fuelling demand and driving growth, the positive scenario in the retail finance sector and emerging trends for the future among others.

Over 2500 policy makers, academic and business leaders, media persons and students were impacted through the road shows. There was an exponential growth of information seekers on the IBEF website. Over 60,000 visitors logged in during the ten-day print campaign. Organisations such as the Chamber of Commerce, Think Tanks, Fortune 500 companies, corporate bodies of all sizes including financial institutions, Media and PR companies took keen interest and strong engagements were established



### IndiaConnect USA

1. Finance Minister P Chidambaram in Chicago
2. Minister Kapil Sibal with Jim Rottsohlk, CEO, Cray Computer and others
3. Minister Kapil Sibal delivering the keynote address in Seattle
4. CII CEOs' Delegation with Senator Hillary Clinton in Washington DC
5. Silicon Valley icon Vinod Khosla with Minister Kapil Sibal
6. Scott Bayman, President & CEO, GE India addressing a symposium in Chicago

with several of them. There was a marked increase in the requests for facilitation through IBEF and several companies decided to increase their 'stake' in India.

### CBC-IBEF India UK Business Leaders Forum

The India Brand Equity Foundation supported the Commonwealth Business Council in the organization of the India UK Business Leaders Forum 2005 on June 20-21 in London. IBEF publications and CDs were displayed and distributed and the IBEF India film was screened to the 175 – 200 delegates who participated in the Forum. IBEF led an advertisement campaign in the Financial Times of the UK projecting the business image and skills of India.

Mr. Kapil Sibal, Minister for Science & Technology and Ocean Development was the chief guest at the inaugural session held at the Institute of Directors. Minister Sibal had a closed door interaction with distinguished leaders of British industry, which included Sir Evelyn Rothschild, Chairman, Concordia BV, Chris Rowlands, Head of Group Markets, 3i, Mike Low, Director, British Standards Institute, Stewart Carmichael, CIO, Merrill Lynch, The Rt Hon Lord Walker, Vice Chairman, Dresdner Kleinwort Wasserstein and Mr Jan du Plessis.

A day-long conference followed on the 21st of June which included focused sessions on Investment Market and Strategy in India and other key sectors. Stalwarts from Indian industry addressed delegates and engaged with them in the industry sessions.



Minister Kapil Sibal addressing the India-UK Business Leaders' Forum

 An advertisement for IBEF. The top half shows a large crowd at a cricket stadium with the Indian national flag flying. Below this, a woman is shown talking on a mobile phone. Text overlays include:
 

- One out of one billion
- One of your 400 million consumers

 The bottom section contains the text: "This is India. Where 30 million join the consuming class every year." followed by a list of statistics:
 

- Take a quick look at India today:
  - Fastest growing population of workers and consumers
  - Average GDP growth rate of 6.5% in the last ten years
  - Foreign exchange reserves of over US\$140 Billion
- Fastest growing Mercat market in the world
- Political commitment to economic reforms
- Leadership in knowledge-based industries

 The IBEF logo is in the bottom right corner.

An advertisement for IBEF. The top half shows a man in traditional Indian attire (a white kurta and a turban) sitting on a mat and using a laptop. A text overlay reads: "Our contribution to the world is zero". The bottom section contains the text: "Offerings from a nation where the seeds of IT were sown... Did you know the concept of zero - an which ultimately feeds the binary code, which has given us all software including the 'new' originated in India? Even as the foundations of software technology were laid by an Indian Offering solutions to world problems." The IBEF logo is in the bottom right corner.

### India at ADB Board of Governors Meet, Istanbul

IBEF partnered with the Ministry of Finance to organise the Advantage India presentation which was attended by over 250 delegates. IBEF also managed the India Booth which announced the 39th Annual Meet of the ADB Board of Governors held in Hyderabad in May 2006. Dr Naresh Trehan, Trustee, IBEF participated and made a presentation at this meeting.

### India Economic Summit 2005

IBEF participated as a 'Partner' at the India Economic Summit 2005 held from 27th November 2005 to 29th November 2005 in New Delhi. The Summit was addressed by the Prime Minister, Commerce & Industry Minister, Finance Minister and Deputy Chairman of the Planning Commission, and a host of other ministers.

- IBEF's 'Brand India' film was played at the opening session with Finance Minister of India
- Several IBEF Trustees spoke at the India Economic Summit.
- IBEF publications and CDs were distributed as part of the official delegate packs.
- Visits of 7 foreign journalists from South Africa, Switzerland and Singapore were organised during the summit.
- IBEF hosted a dinner for all the delegates on behalf of the Commerce & Industry Minister on 28th December, 2005.



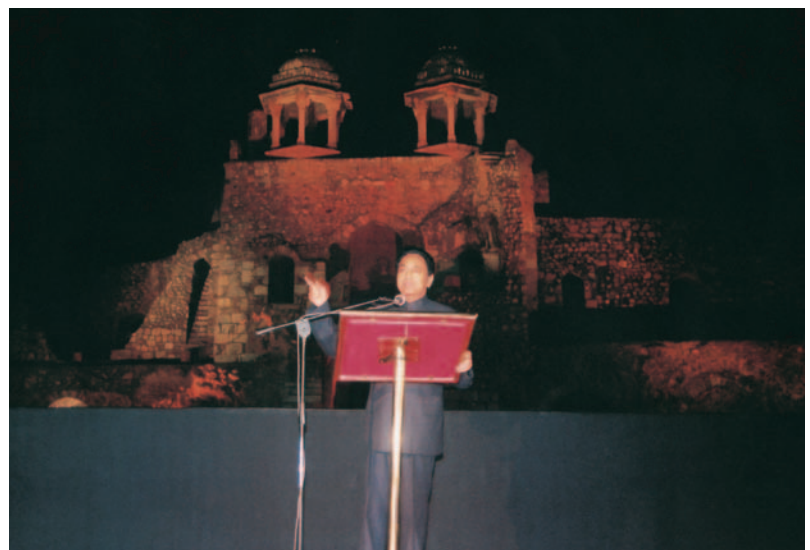
Ashok Saikia, Rakesh Mohan, Sunil Kant Munjal and Dr Naresh Trehan (seen L to R) at ADB Board of Governors Meet, Istanbul



The India Booth at ADB Board of Governors Meet, Istanbul



Prime Minister Dr Manmohan Singh addressing India Economic Summit 2005 at New Delhi. Also seen (L to R) Colette Mathur, Director - WEF, Minister Kamal Nath and Prof Klaus Schwab, Founder Chairman, WEF



Minister Kamal Nath addressing guests at the Dinner hosted by IBEF at Purana Quila during India Economic Summit 2005

## India Everywhere at Davos 2006

IBEF played a key role in the successful “INDIA EVERYWHERE” campaign that left its mark on global business at the Annual Meeting of the World Economic Forum in January.

- Adopting a 360 degree approach, the campaign built up every dimension of the “India Story”, helping establish a platform to take India to the world.
- The campaign was well balanced, with glitter backed by substance. Equal concentration was made on ensuring delegate impact through on-the-ground events in Davos, outdoor and print publicity, and well co-ordinated media interaction with Indian policy makers and CEOs.
- IBEF developed the project logo and overall branding plan and ran an outdoor and print media campaign
- IBEF gifted iPod Shuffles with special India branding, packaging and pre-loaded Indian music to delegates.
- IBEF also partnered with RPG Saregama to gift a specially created, packaged and branded 4-CD pack containing the best of Indian instrumental music.
- As part of its PR strategy IBEF facilitated coverage of the Indian participation and its initiatives by global media present in Davos. Towards this IBEF also sponsored a special breakfast interaction between Indian ministers and global media, organised by Global Agenda,



The Brand India billboard welcoming delegates to Davos 2006 at Zurich Airport



India Everywhere posters at Zurich Airport



India Everywhere posters on a street in Davos



*Minister Kamal Nath in discussion with a delegate at Davos 2006*



*Shiamak Davar and his troupe livening up the India Grand Soiree at Davos on January 28*



'Brand India' buses during Davos 2006



## FASTEST GROWING

Over the past 15 years, everything has changed in India-US relations... thanks to India's IT prowess, the business process outsourcing boom has become a key factor in strengthening India-US economic relations. Indian Americans and expatriate Indians are a major force in Silicon Valley. What really connects the US and India can be found in the description of India on advertisements as the world's fastest growing free market democracy. In this statement is the logic of the US-India relationship. Our similarities far outweigh our differences.

**JOSETTE SHINER**  
US Under Secretary for Economic, Business and Agricultural Affairs

- Vibrant Democracy
- Free Market
- Investors' Dream
- Entrepreneurial Dynamism
- Knowledge Leadership
- Wealth Creation

The successful **INDIA EVERYWHERE** campaign of the Confederation of Indian Industry (CII) and the India Brand Equity Foundation (IBEF) left its mark on global business at Davos 2006.



**KARAN NATH**  
Chairman & Secretary Member  
IBEF



**ANIL BAJAJ**, Chairman, Bajaj Auto and **PROF. KALIA**  
CII/IBEF, Executive Vice at the CII India, Bangalore



**P. CHIDAMBARAM**  
Finance Minister



**A.K. KAMATH**, Managing Director & CEO, ICI Bank and former Chairman IBCBI at the CII India, Bangalore



**M. CHANDRABABU NAIDU**, former Chief Minister of Andhra Pradesh



**J. JAYAPRAKASH NARAYAN**, former Union Minister



**SHREE D. JAISANKAR**, former Chairman of IBCBI

**Global Investors' Favourite Destinations**

Rank	Country
1	China
2	India
3	USA
4	UK
5	Poland

Source: EY, based on Global Vantage 2006

**23 stock exchanges**  
**100 'billion dollar' companies**  
**Over US\$ 500 billion market capitalisation**  
**The most attractive democracy for global investors**

400 new FDI in 2005. FDI inflows of over US\$ 10 billion.  
Investment commitments by POSCO, Microsoft, Vodafone, Intel and others.  
Mumbai Stock Exchange Sensex soaring above the 9,000 mark.  
Unwavering commitment to reforms.  
**India. The time is now!**



## FREE MARKET DEMOCRACY

The war for talent is real and companies are competing for a more sophisticated type of person. The best way to retain talent is to invest in your own human capital. The more you invest in training people, the more likely it is that they will want to stay with us. India with its largest pool of young people in the world will be an increasingly important source of global talent.

**ANDREW W. HUBBARD**  
President, CIO & Managing Director, Human Resources Center and Director, IBM India

Investment in physical infrastructure in rural India, planned under the Bharat Nirman initiative, will lead to private sector engagement in the creation of value chains that use agricultural output as raw material. This will raise incomes of India's rural population and help marketers from all over the world discover what C.K. Prahalad has termed 'Services at the bottom of the pyramid'.

**ROBERT C. GARDNER**  
President, CIO & Director, ITC Limited

The trajectory of change and innovation in India holds out hope for the poor in India and other countries. At the end of the 90s, one couldn't talk about globalization without generating negative reactions. That debate is over now and it has a lot to do with the fact that two billion people in India and China opted for this.

**THOMAS L. FRIEDMAN**  
Columnist, Foreign Affairs  
The New York Times



**KARAN NATH**, **JOETTE SHINER**, US Under Secretary for Economic, Business and Agricultural Affairs, **ANISH C. MALHOTRA**, President, Global Alliance and Technology, ABB and **RAJIV NARAYETTI**, Editor, The Hindu Times Journal Europe, during the session 'The India-US Relationship'



**SHREE D. JAISANKAR**, former Chairman, IBCBI, **ANIL BAJAJ**, Chairman, Bajaj Auto, **PROF. KALIA**, CII/IBEF, Executive Vice at the CII India, Bangalore, **JOSETTE SHINER**, US Under Secretary for Economic, Business and Agricultural Affairs, **ANDREW W. HUBBARD**, President, CIO & Managing Director, Human Resources Center and Director, IBM India, **ROBERT C. GARDNER**, President, CIO & Director, ITC Limited, **THOMAS L. FRIEDMAN**, Columnist, Foreign Affairs, The New York Times, during the session 'The India-US Relationship'

India is on the road to achieving the status of a great power, boosted by sustained economic growth rates, rising exports and imports, and all improvements in the quality of life of its people. It may also soon have double-digit economic growth rates. A sustainable development in recent years has been the active support of India by the US, EU and Japan.

**JOSEPH E. STIGLITZ**  
Chairman, Council on Foreign Relations

The huge human resources of India and China will have an enormous impact on the World. Higher volumes produced at lower cost, and the same quality will result in radical changes to world markets. India's advantages over China arise from the extensive penetration of industrial processes, IIT, highly successful practice of democratic norms and quality education.

**MARK P. HILL**  
Director & CEO



**ANIL BAJAJ**, Chairman, Bajaj Auto and **PROF. KALIA**, CII/IBEF, Executive Vice at the CII India, Bangalore



**SHREE D. JAISANKAR**, former Chairman, IBCBI, **ANIL BAJAJ**, Chairman, Bajaj Auto, **PROF. KALIA**, CII/IBEF, Executive Vice at the CII India, Bangalore, **JOSETTE SHINER**, US Under Secretary for Economic, Business and Agricultural Affairs, **ANDREW W. HUBBARD**, President, CIO & Managing Director, Human Resources Center and Director, IBM India, **ROBERT C. GARDNER**, President, CIO & Director, ITC Limited, **THOMAS L. FRIEDMAN**, Columnist, Foreign Affairs, The New York Times, during the session 'The India-US Relationship'

**PREMIUM PARTNERS**

**INDIA. THE TIME IS NOW!**

**CII** Confederation of Indian Industry

A double spread advertisement in the New York Times of February 1, 2006 showcasing India Everywhere, Davos 2006

This was the most ambitious, artful and extravagant branding exercise called 'India Everywhere' and in Davos, it was literally that.

India Today, February 13, 2006



**Fastest Growing Free Market Democracy**

8% GDP growth in July-September 2005

A booming economy. Consistent growth across sectors. Rising labour productivity matched by increased spending on infrastructure. Large pool of trained manpower sustaining growth in quality manufacturing and services. Unwavering commitment to reforms.

India's top policy makers and business leaders are taking India to the world. The attraction with all things Indian will continue at a series of events at the Annual Meeting of the World Economic Forum in Davos.




INDIA BRAND EQUITY FOUNDATION  
www.ibef.org

**Youngest and fastest growing population of consumers and professionals**

Consumer demand growing five times faster than the economy

Rising aspirations of a rapidly growing middle class. Assured long term demographic dividend – 70% of Indians are less than 35 years old. Spiralling growth in services and retail adding young income earners. India. Fastest Growing Free Market Democracy.

India's top policy makers and business leaders are taking India to the world. The attraction with all things Indian will continue at a series of events at the Annual Meeting of the World Economic Forum in Davos.




INDIA BRAND EQUITY FOUNDATION  
www.ibef.org

IBEF provided editorial and advertising support to a special India Supplement of 'Global Agenda', the magazine of the WEF Annual Meeting

**IBEF**  
INDIA BRAND EQUITY FOUNDATION  
www.ibef.org

**15 years**  
**6 governments**  
**5 prime ministers**  
**ONE DIRECTION**  
**6% average annual GDP growth**

Vibrant democracy. Spirit of enterprise.  
Skilled, English speaking workforce. Rising incomes.  
Booming markets. Young population driving demand  
India. Fastest Growing Free Market Democracy.

India's top policy makers and business leaders are taking India to the world. The attraction with all things Indian will continue at a series of events at the Annual Meeting of the World Economic Forum in Davos.



**India**  
DAVOS 2006  
JANUARY 25 - 29  
www.indiaeverywhere.com

India Everywhere advertisement in Financial Times, International Herald Tribune and Wall Street Journal

the official magazine of the World Economic Forum's Annual Meeting.

- IBEF partnered Global Agenda, in bringing out a special India Supplement which was distributed to all delegates.
- IBEF developed and managed the India Everywhere website, [www.indiaeverywhere.com](http://www.indiaeverywhere.com)

The positioning of India as “Fastest Growing Free Market Democracy” helped draw attention to a key competitive advantage that investors often take for granted. Long-term growth, as many international experts and economists have asserted, will be achieved in an “enabling” and legitimate democratic environment that supports participation and encourages entrepreneurship.

Here are some highlights of the post-Davos effect:

- Harvard Business School is doing a Case Study on the project which will form part of the MBA curriculum
- Knowledge@Wharton profiled “India Everywhere”
- The world’s leading magazines and news dailies – Time, Business Week, Financial Times, New York Times, Bloomberg, CNBC, BBC etc – ran positive profiles of the “India Everywhere” project



Limited edition Brand India iPod Shuffles presented to delegates at Davos 2006



India Today endorses IBEF's business branding for India



Spotlight on India: Newsweek cover story of March 6, 2006



- India Today did a cover story on the project terming it the “most ambitious, artful and extravagant branding exercise in the history of the country” “Newsweek” and “The Economist” both ran cover stories on India making positive references to the India campaign at Davos.

### India Partner Country at Hannover Messe 2006

IBEF was assigned the key responsibilities of organizing the Indo-German Business Summit and overall brand building and communication for the India Partner Country programme at Hannover Messe 2006.

- IBEF developed the Partner Country logo that was launched by the Honorable Minister of Commerce & Industry at a press meeting on 3rd November in New Delhi.
- IBEF developed the ‘India Partner Country’ literature for distribution at the Hannover Messe press conferences in India. The literature was also sent to various Indian Missions all over the world.
- IBEF organised the Indo-German Business Summit with BDI and the opening ceremony presentation with ICCR.
- The overall media plan for India Partner Country covering outdoor and print media was prepared in consultation with Hannover Messe AG. The campaign kicked off on March 30 with advertising and editorial coverage in the Technology & Innovation Special issue of Germany’s leading business magazine – CAPITAL.



Minister Kamal Nath launching the Hannover Messe 2006 Partner Country logo



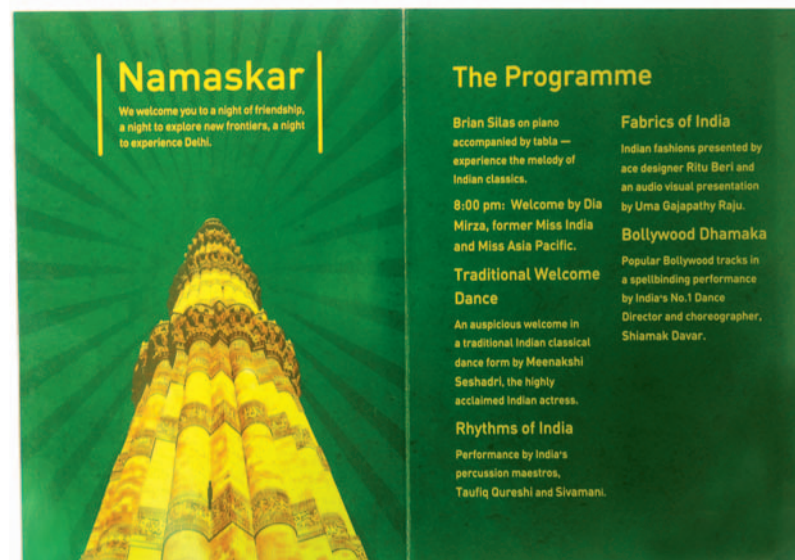
Spotlight on India: WirtschaftsWoche cover story, February 2, 2006

- IBEF organised visits by European journalists to India under its Experience India Programme. This was done in consultation with Indian missions and posts in Europe.
- Mr Darshan Singh, Trustee, IBEF was at the Hannover Fair and participated in various events.

### IBEF in Australia 2005

Australia has emerged as a priority market for Indian business and industry. In August, a three member IBEF team participated in a series of initiatives aimed at strengthening business relations with Australia.

- Forbes Annual Global CEO Conference: The latest issue of Forbes Asia edition with its cover story titled "Return of India" welcomed the three member IBEF team to Sydney led by Suhel Seth, Trustee, IBEF. The team interacted with CEOs from all over the world, presenting the India perspective and highlighting opportunities.
- India Reception in Sydney: IBEF partnered with the High Commission of India in Australia to host a reception on August 29, 2005, in Sydney to welcome participants at the Forbes Annual Global CEOs' Conference.
- Meeting with the Forbes Group: IBEF representatives met with a Forbes group of five officials led by the Forbes Asia Pacific President, Mr William Adamopoulos.
- Meeting with Invest Australia: On the sidelines of the Forbes Conference, Mr Ajay Khanna, CEO, IBEF met with Garry



Invitation to the Delhi 2010 Gala Night, Melbourne, March 23, 2006

Draffin, CEO, Invest Australia, the Australian Government agency that helps international companies build their businesses in Australia. Invest Australia, lead sponsor for the Forbes Conference in Sydney expressed a desire to build an association with IBEF.

### IBEF in Australia 2006

- IBEF participated in two business seminars in the Cities of Melbourne and Ballarat on March 23, 2006, and March 24,

2006, respectively. Over 200 representatives of Australian business and industry in each of the cities attended these seminars. IBEF's Brand India film was screened at both the seminars and IBEF publications and India CDs were distributed to delegates.

- IBEF was invited by the Organising Committee of the Commonwealth Games 2010 Delhi (OCCG), to collaborate with it in the organization of the Delhi Gala night on March 23,

2006 at the Melbourne Town Hall. OCCG was assisted by IBEF in providing a list of Australian businesses to be invited on the occasion, logistics and menu arrangements for the evening. IBEF is now in discussion with OCCG for Branding Delhi for 2010 Games.

- The visit was useful in reinforcing that Australian industry and business is extremely keen on the Indian market and forging new business ties. The interest spreads across sectors, although there is an expressed interest in IT, biotechnology, healthcare, education and manufacturing. In fact the City of Melbourne would be leading a business delegation to India in September 2006 and has requested the support of IBEF in both planning and managing its programme.

### **IBEF Partners AIESEC International Congress 2005**

AIESEC is the world's largest youth-run non-profit organisation. Spread over 84 countries AIESEC is a meeting-point for students and organisations and is instrumental in developing future business leaders. The AIESEC World Congress, a congregation of youth leaders from over 90 countries took place in India for the first time in AIESEC's 55 years of history. The event saw leadership from major global companies taking part in the congregation as speakers, facilitators and sponsors. As part of the sponsorship, IBEF received extensive benefits, which included prominent logo visibility at all major events, a booth in the venue foyer, a booth at the global talent fair and IBEF literature in the delegate kits.

### **IBEF Support to the IIT Global Alumni Conference in Washington**

IBEF supported the Global Alumni Conference of the Indian Institute of Technology (IIT) held in Washington in May 2005. As part of its support IBEF provided the organisers with content on India-US trade, US companies in India, India's economic reforms process, the Indian middle class and consumer markets, for developing the conference agenda. In addition to this, IBEF India literature – sectoral reports, CDs, and other publications were distributed at the conference. The IBEF India film was also played at the plenary and was well received by the delegates.

### **IBEF Support to the "Investing in India" Conference at Chicago Graduate School of Business**

In keeping with its strategy to support India-centric conferences and events globally, IBEF supported the first-ever India Conference at the University of Chicago Graduate School of Business. As part of its support IBEF provided the conference organisers with IBEF literature such as sectoral reports, the India NOW magazine and the India InfoPack CDs. IBEF also placed an advertisement in the conference brochure distributed to all delegates and speakers at the well-attended conference.

### **IBEF Support to FMS Fiesta**

IBEF provided support to the annual festival of the Faculty of Management Studies, University of Delhi with material for delegation kits, including India

NOW magazines and Brand India CD packs.

### **IBEF Sponsorship of SAJA Annual Convention, New York City**

IBEF was a Gold Sponsor of the 11th Annual Convention of the South Asian Journalists Association (SAJA) held in June 2005. SAJA is a professional networking group of over 1000 journalists of South Asian origin based in the US and Canada.

As the Gold Sponsor for the event, the benefits accrued to IBEF included acknowledgement at all major sessions and convention-related events, IBEF India CDs and brochures were the only sponsor literature included in the delegate bags distributed during registration, IBEF logo on the stage backdrop and the programme of the convention and the IBEF website banner at the GALA dinner on 18th June attended by over 750 journalists.

### **Website Audit for Department of Commerce**

Following a special request by the Department of Commerce, Ministry of Commerce & Industry, IBEF carried out a detailed audit of the website of the Department of Commerce and suggested measures to improve the overall design, content layout and navigation.

### **Training Programme for Indian Foreign Service Officers**

IBEF's CEO took a special session on "Brand India" as part of the IFS Officers training module.

## Celebrating India in Singapore, 2006

IBEF partnered the Indian High Commission in Singapore in this week long series of business and cultural events organised to mark the first ministerial review of the India Singapore Comprehensive Economic Co-operation Agreement. IBEF mounted an extensive outdoor and print media advertising campaign and also provided customised India Information CD Packs for delegates at all business events.



# INDIA AND SINGAPORE



## CECA: Expanding Opportunities 41.3% increase in bilateral trade in 2005

The Comprehensive Economic Co-operation Agreement (CECA) was signed by Mr. Lee Hsien Loong, Prime Minister of Singapore and Dr. Manmohan Singh, Prime Minister of India in June 2005. The tremendous initial response from businesses in both countries augurs well for the India-Singapore partnership and beyond.

To mark the Ministerial Review of CECA, the High Commission of India, in association with its partners, is organising Celebrating India 2006. The celebrations will feature:

- High level business summit
- Cultural programmes and food festival
- Film screenings and modern theatre
- Incredible India tourism fair
- Exhibition of contemporary Indian art
- Lifestyle and property exhibition

For more information on Celebrating India 2006 please log on to [www.embassyofindia.com](http://www.embassyofindia.com) or write to [neerja.bhatia@ciionline.org](mailto:neerja.bhatia@ciionline.org)



For more information on India, please log on to [www.ibef.org](http://www.ibef.org)