

A YEAR OF CONSOLIDATION

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The India Brand Equity Foundation is more relevant than ever before. With the fast-changing economic realities of India, IBEF has the challenging task of building positive economic perceptions that reflect these new realities. At the same time, it must continue to dismantle the negative stereotypes that cloud Brand India, and hence must sustain its focus on serving as a Resource Centre for world media, global business and international policy makers.

Over 2005-06, IBEF deepened its engagement with both public and private stakeholders. Chief among its initiatives was India's most ambitious brand-building campaign – "India Everywhere" at the World Economic Forum's Annual Meeting in January 2006. For this IBEF worked with multiple partners across sectors to execute the campaign.

In other areas too, IBEF has displayed a strong sense of commitment to partnership. Starting the year with a successful roadshow – "IndiaConnect - USA" in April, 2005 where a delegation including Cabinet Ministers and CEOs pitched the India Story to global investors, IBEF covered several developed and emerging markets through the months – Australia, Singapore, UK, Germany, Turkey to name a few. Each activity focused on building bridges and reaching new levels of economic engagement between India and the world.

It is with a sense of satisfaction that I congratulate IBEF for the successful completion of its 3rd year of operation as a unique public-private partnership between the Ministry of Commerce & Industry and the Confederation of Indian Industry – a partnership we are proud of. At the same time, let me take this opportunity to remind IBEF of the globally competitive scenario.

The world is changing rapidly, and India's emergence as an Asian superpower has ushered in new expectations. We must strive to meet these expectations head-on and while building perceptions is important – we must ensure that improving this results in real benefit to the Indian economy and business environment.