



WORLD TRADE CENTER™ BANGALORE

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From the President's desk

During this quarter WTC signed two important MoUs with Bangalore Chamber of Industry & Commerce (BCIC) & Taipei WTC, Taiwan. BCIC is one of the largest Chambers of Commerce in Karnataka focusing on the large & medium sectors in the state. Taipei WTC is considered as one of the best World Trade Center globally. The MoUs signed with both the organizations are intended to strengthen and expand trade & economic ties and exchange information on issues of economic development.

With regards to the change in Government at the Centre and its subsequent initiatives undertaken, the industry certainly has a reason to be pleased with the direction and pace of reforms undertaken. The commitment to revive the economic growth & rejuvenate investor confidence has been articulated from day one. The new mantra by the Prime Minister Shri. Narendra Modi, "Make in India" also underscores the importance the new Government in pushing growth in the manufacturing sector. India becoming a manufacturing hub will not only save precious foreign exchange reserves, but also create large employment opportunities. Several other initiatives such as announcements of "Smart City" projects, scrapping all GoMs, eGoMs, financial inclusion programmes such as *Jan Dhan Yojana* are some of the welcome steps. The prospects of the Indian economy with the support of the new Government looks positive with the host of reforms lined up, which if implemented will definitely make the industry environment favourable for investments and help the economy grow faster and attain its potential growth-rate path.

The last quarter also had an important announcement from the Government of Karnataka with regards to the new Industrial Policy for 2014-19 which aims to attract an investment of up to ₹ 5 lakh crores and create around 15 lakh jobs in the state. The State has been consistently pursuing progressive Industrial policies to meet the changing needs of the State's economy & industry and the announcement of the new policy is indeed a welcome step towards it. The Industrial Policy also gives a thrust to micro and small enterprises by conceding the long-pending demand for abolition of trade licenses which will help the growth of such industries in the long run.

In this issue of the newsletter, you will get an opportunity to have a glimpse of the events & activities of WTC Bangalore that happened during the last quarter. We look forward to your participation & feedback in furthering the movement of WTC Bangalore.

— **Balaram Menon**
President, WTC Bangalore

MAKE IN INDIA – A PARADIGM SHIFT!



WTC Bangalore welcomes the “MAKE IN INDIA” initiative which is indeed a paradigm shift in our country’s economic & foreign policy. This initiative is a way to generate employment for the large pool of young people joining the labour force every year and as mentioned by the Prime Minister, the purchasing power of the people can be enhanced and demand can be created only if they have employment opportunities. Apart from the emphasis on the manufacturing sector, the present Government’s thrust on skill development in this context is a great idea and it would indeed spur the economic activities.

Although, there are many factors that make the country optimistic of emerging as an economic superpower, one such big reason to sound optimistic is that India is already the second-most-preferred destination for foreign investment. Besides, it has a largest number of working age population which will continue to grow until 2045. It is also being pointed out that India’s dependency ratio will decline from 60% currently to 48% by 2025; hence leading to the rise of its savings rate from 24% of GDP currently to 37% by 2025.

The 6th BRIC Summit held in Fortaleza was an eye opener for the global leaders when the Hon’ble Prime Minister of India, Shri. Narendra Modi touched upon several critical points of the Geopolitical positioning of India with his presence. At the Summit India expressed support for an open, inclusive, efficient and rule-based global trading regime under the WTO that would address the aspirations of the developing countries and the special needs of the poor countries particularly in the area of food security. Various declarations and steps taken in the Summit clearly shows the balance and equity that been sought by BRICS Leaders in the implementation of the Bail Trade deal which in itself is a positive gain for developing countries. One of the landmark decisions at the Summit was to establish a New Development Bank and a Contingency Reserve Arrangement which are envisaged as parallel institutions to the World Bank and the International Monetary Fund.

It is also evident about the importance of Japan & China in the emerging economic scenario of India as its economic partners. The importance of Japan and China springs primarily from their being potentially large suppliers of long-term capital to India. These are two countries with combined foreign exchange reserves of around \$5.3 trillion. For them, India’s massive infrastructure shortages and capital deficit represent an opportunity for investments in industrial parks, smart cities, high-speed rail networks, roads and power projects.

The recent visit by the Chinese President, Mr. Xi Jinping has certainly paved a new way which we hope will be a fundamental change in the way business is done across the Himalayas. The discussions yielded 16 agreements and the most important one was a commitment to realise \$20 billion investment from China in the next five years, besides a reduction in the recently widening trade imbalance. One sector that perhaps holds the greatest promise for major Chinese investment in India is railways. This visit was a witness to a first-of-its-kind agreement for Chinese involvement in building and redeveloping stations, raising the speeds on several existing routes as well as a feasibility study for high-speed or bullet trains. It is now realised by both the countries regarding the importance and global influence of Sino-India relations and as mentioned by both the leaders “Chinese Dragon” & “Indian Elephant” should live in harmony and make inclusive development which will bring benefits to the whole world.

After a long leave of absence, prudence has returned to India’s foreign & economic policy and the key will be the economic interactions which will only pave the way forward for India’s re-emergence on the international platform.

For the time being, let us all be optimistic that the new regime brings ‘Mangal’ to the country!

— Dr. Bose K Nair
Vice President, WTC Bangalore

MEMORANDUM OF UNDERSTANDING

WTC BANGALORE SIGNS MOU WITH BANGALORE CHAMBER OF COMMERCE & INDUSTRY (BCIC) TO PROMOTE TRADE & INVESTMENT IN KARNATAKA



L to R: Mr. Balam Menon, President – WTC Bangalore, Mr. H.V. Harish, President – Bangalore Chamber of Industry & Commerce (BCIC), Mr. A.N. Chandramouli, Senior Vice President – Bangalore Chamber of Industry & Commerce (BCIC).

World Trade Center Bangalore and the Bangalore Chamber of Industry and Commerce (BCIC) have entered into a Memorandum of Understanding to cooperate with each other

in facilitating trade, investment and economic cooperation. The MoU was signed by Mr. H.V. Harish, President – BCIC and Mr. Balam Menon, President – WTC Bangalore.

WTC BANGALORE SIGNS MOU WITH VISVESVARAYA TRADE PROMOTION CENTER (VTPC) TO PROMOTE TRADE & INVESTMENT IN KARNATAKA



Visvesvaraya Trade Promotion Center (VTPC), the designated Nodal Agency of Government of Karnataka for the promotion of International Trade in the state and World Trade Center Bangalore has entered into a Memorandum of Understanding to cooperate with each other in facilitating trade, investment and economic cooperation. The MoU was signed by Mr. K.S. Shivaswamy, Managing Director - VTPC and Dr. Bose K Nair, Vice President – WTC Bangalore.

The MoU intends to strengthen and expand trade and economic ties and contacts between the two organizations and exchange information on issues of economic development. The two organizations shall also intend to organize joint workshops and seminars.

WTC BANGALORE SIGNS MOU WITH TAIPEI WTC

Taipei WTC & WTC Bangalore signed a Memorandum of Understanding (MoU) to promote bilateral trade & investment between the two regions on 11th September, 2014 at World Trade Center, Bangalore.

The MoU was signed between Mr. Walter M.S. Yeh, Executive Vice President – Taipei WTC & Mr. Balam Menon, President – WTC Bangalore. This MoU will further strengthen the ties between the two regions to help businesses to explore and grow trade and economic opportunities.



TRAININGS / WORKSHOPS

WORLD TRADE CENTER BANGALORE ORGANIZES A WORKSHOP ON “CREATIVE PROBLEM SOLVING”



A One-day Workshop on “Creative Problem Solving” was held on 13th June at WTC Bangalore. The workshop was conducted by Mr. Pavan Soni who is an Innovation Evangelist and a Research Fellow at IIM, Bangalore. He covered different tools of idea generation and short-listing, creating a culture of innovation in teams, building an ‘Idea Factory,’ and sharpening personal creativity.

The workshop had participants from diverse fields such as large MNCs, manufacturing organizations, start-ups, social enterprises and others. The participants learnt several new techniques such as how to institutionalize a systematic approach of identifying opportunities and solving business problems, evaluating idea pipelines, ways of keeping firms innovative, and brainstorming techniques.

MANAGEMENT DEVELOPMENT PROGRAM ON INTERNATIONAL TRADE



WTC Bangalore organized a two day Management Development Program (MDP) on International Trade on 20th & 21st August, 2014. The MDP was conducted by Prof. K.R. Nath, is a professional in the field of International Business, Supply chain Management & Strategic Management with almost 37 years of working experience in Industry & more than 20 years of academic experience.

The objective of the program was to lay emphasis on understanding the entire process of international trade, importance and relevance of the different procedures that are involved. This program was specifically structured focusing on current issues and demands of a business organization. The workshop had participants from diverse fields such as large MNCs, Manufacturing Organizations, Start-ups and Academia.

EVENTS

SKYSCRAPPER DASH-SPORTING ENTHUSIASTS TAKE THE VERTICAL ROUTE AT WTC BANGALORE



Hundreds of sporting enthusiasts participated in the India's first-ever vertical run – climbing the 850 steps leading to the top of 31-storeyed World Trade Centre – as part of the Skyscraper Dash event on 15th June, 2014.

The event saw over 650 participants run around the Brigade Gateway Campus, Sheraton Hotel as well as the Orion Mall, a distance of 2.5km. The dash ended with a run up the 850 stairs all the way to the roof of the WTC Tower where the finish line was placed.

Meanwhile, the Everest Challenge, a sub-event within the Skyscraper Dash attracted marathon runners of the City. The participants of this sub event had to run up the 850 steps of the building a total of 70 times (equal to the height of Mount Everest) by forming groups of 10 and splitting the climb between all of them to earn the necessary rankings to complete the race. The entire WTC team also participated at the event with great team spirit.

WTC BANGALORE JOINTLY WITH INDO-ITALIAN CHAMBER OF COMMERCE (IICCI) AND FEDERATION OF INDIAN EXPORT ORGANIZATION (FIEO) ORGANIZED AN EVENT ON “POST BUDGET ANALYSIS 2014-15”



L to R: Mr. Balam Menon, President – WTC Bangalore, Mr. Sharath Rao, Director – BMR Associates, Mr. Prashanth Bhat, Director – BMR Advisors, Mr. Walter D'souza, Chairman, Southern Region – Federation of Indian Export Organisation (FIEO), Mr. Ramesh Bulchandani, Chairman, Indo-Italian Chamber of Commerce & Industry (IICCI), Bangalore.

World Trade Center Bangalore organized a joint programme with the Indo-Italian Chamber of Commerce & Industry (IICCI) and Federation of Indian Export Organization (FIEO) on “Post Budget Analysis 2014–15” on 11th July 2014 at WTC Bangalore. The Knowledge Partner for the event were BMR Associates.

In his Key Note address Mr. Walter D'souza, Chairman, Southern Region (FIEO) gave the highlights of the Union Budget and the problems confronted by the exporters while fulfilling their obligations. He expressed that there is still scope for improving the situations to promote international trade & investment.

During the technical presentation, Mr. Sharath Rao, Director - BMR Associates outlined the salient features of the budget with a special focus on Direct taxes affecting International Business. Similarly Mr. Prashanth Bhat, Director – BMR Advisors presented important points in the area of Indirect taxes affecting International Business. This was followed by an interactive session which gave the participants an opportunity to connect with the panel members.

Earlier Mr. Ramesh Bulchandani, Chairman – IICCI, Bangalore welcomed the gathering and Mr. Balam Menon, President – WTC Bangalore did the summing up and proposed the Vote of thanks.

SBI UNVEILS DIGITAL BANKING INITIATIVE AT WTC BANGALORE



L to R: Mr. Vishal Mirchandani, CEO – Retail & Commercial, Brigade Enterprises Ltd, Mr. Ashwini Mehta, Deputy Managing Director, State Bank of India, Mr. Balaram Menon, President, WTC Bangalore, Mr. Suresh Kris, Chief Financial Officer, Brigade Enterprises Ltd

The State Bank of India (SBI), India's largest bank, on the occasion of its 60th foundation day unveiled a digital banking initiative called 'SBI InTouch' on 1st July, 2014. SBI launched six high-tech self service digital stores across five cities in Delhi, Mumbai, Chennai, Ahmedabad and Bangalore. WTC Bangalore was chosen as one of the exclusive locations for the opening of the digital branches out of the selected six branches across India.

The digital stores will be bringing several unique and differentiated offerings to the new-age Indian customers. These will include, for the first time in India, instant issuance of personalized debit cards created through an instant account opening kiosk, instant in-principle loan approval and an interactive dream wall to aid customers in conceptualizing their journey towards realizing their financial dreams.

WTC BANGALORE PARTNERS THE INDIA INNOVATION SUMMIT 2014



L to R: Mr A.M. Muralidharan, Vice Chairman – CII Karnataka State Council & President, Volvo India Ltd, Shri. Srivatsa Krishna, IAS, Secretary, Dept. of Information Technology, Biotechnology and Science & Technology, Government of Karnataka, Sri. Siddaramaiah, Hon'ble Chief Minister of Karnataka, Mr. Kris Gopalakrishnan, Chairman – CII 10th India Innovation Summit & Executive Vice Chairman, Infosys Limited, Mr. Sandeep K Maini, Chairman – CII Karnataka State Council & Director, Maini Precision Products Pvt Ltd, Mr. GK Moinuddin, Director & Head – CII Karnataka.

The 10th India Innovation Summit was organized by the Confederation of Indian Industry (CII) on 8th & 9th August 2014 in Bangalore. WTC Bangalore was the exclusive Outreach Partner for the Summit. The Summit was inaugurated by Sri Siddaramaiah, Hon'ble Chief Minister of Karnataka. The event attracted over 550 CEOs, CXOs, R&D Heads, IT Heads, Heads of Innovation, Innovation Consultants, International delegates, Academia and Trade officials. The theme for the Summit this year was 'Innovation for Inclusive Growth' and eminent speakers & experts from Industry, Academia, Overseas Institutions and Government deliberated on a varied topics with a focus on the main theme.

Since its inception in 2005, the Innovation Summits brought together over 4000 experts, innovators and practitioners from diverse backgrounds to discuss and deliberate on topics such as: 'Innovation: An imperative, not a luxury'; 'Innovating for Emerging India'; 'Innovation in India'; 'Innovation in the 21st Century'; 'Role of Innovation in an Economic Downturn - The India Advantage'; 'Making a difference in an Emerging Economy'; 'Innovation – Making Bangalore the Innovation Hub of Asia' and "India Innovates for the World".

WTC BANGALORE TO PARTNER WITH BUSINESS NETWORK INTERNATIONAL (BNI)



BNI Kingfisher, which is a chapter of the BNI network, a 26 year old business and professional organization with over 170,000 members from 55 countries, organized its Visitors Day event on 17th September 2014 at WTC Bangalore. The event was followed by a meeting between Mr. Varadarajan R,

President – BNI Kingfishers and Dr. Bose K Nair, Vice President – WTC Bangalore to explore possible collaborations between the two organizations. It has been decided that both the organizations shall work closely and provide value added services to the business community.

WTC BANGALORE PARTICIPATED AT THE WTCA ROUND TABLE DIALOGUE ON “WORLD TRADE CENTER NETWORK AND REGIONAL COOPERATION” AT KUNMING, CHINA



L to R: Dr. Bose K Nair along with the Senior Officials from WTCA and the delegates from other WTCs at the China – South Asia Expo 2014.

Dr. Bose K Nair, Vice President - WTC Bangalore was one of the speakers on the topic of “WTC Network in India” at the WTCA Round Table Dialogue on “World Trade Center Network and Regional Cooperation” at Kunming, China on 6th June, 2014. There were more than 20 WTCs from different parts of China who participated at the round table. He also attended the 2nd China- South Asia Exposition which was held in Kunming during 6th June to 10th June, 2014.

China-South Asia Exposition was co-hosted by the Chinese Ministry of Commerce and the Peoples Government of Yunnan Province and the South Asian countries were invited to participate in the event. The main theme of the event was ‘Expanding trade in service, boosting investment-centered cooperation, accelerating inter-connectivity and jointly constructing economic corridors’.

Client Speak

"We do training session of this type around the world. This was by far one of the best facilities we ever had. The service was outstanding; food was excellent; the staff showed an attention to details that helped make this event a success. Thank you for your hospitality and great service!"

Mario Chiara

Manager, Education

International Council of Shopping Centers (ICSC), New York

An event at World Trade Center is always a pleasure to be a part of, well this time we had the distinction of even organizing it. Yes, our BNI Kingfishers Visitors Day was held at World Trade Center on Wednesday, September 17, 2014.

BNI is India's first, largest and most successful business networking organization. The members get the opportunity to share ideas, contacts, and most importantly, business referrals! The arrangements made for our event was absolutely flawless. The courteous staff, business ambiance and overall coordination were few of the reasons to make the event a grand success.

Being associated with World Trade Center is always a pleasure and look forward to build stronger relationship in future as well.

Team BNI Kingfishers

Bangalore

It was an honor to meet you at EMMA Expo 2014 in India. On behalf of TWTC, I would like to thank you for your support in making the event a great success.

During our meeting, it was truly valuable to hear your insight on how to expand the business cooperation between our two economies. Through the MoU signed between our two organizations, we look forward to working closer with you and furthering our cooperation.

Once again, thank you for your continued support of TWTC. In the meantime, I send you my warmest regards and look forward to seeing you in Taipei.

Walter Yeh

Executive Vice President

Taipei World Trade Center

BRAND ACTIVATIONS







Interim Office Spaces



Seminar Rooms



Board Rooms



Discussion Rooms



Exhibition Area

SEMINAR ROOMS

The state of the art seminar rooms at WTC are ideal for conducting conferences, seminars and training programs. Each seminar room can accommodate up to 60 participants in theatre style seating arrangement. Both can be joined together to address a gathering of about 120 delegates.

BOARD ROOMS

Outfitted with latest equipments and broadband connectivity the two board rooms with capacity of 8 & 16 seats are ideal for companies' quarterly performance meetings, sales reviews, or senior management team meetings or holding small press briefings.

DISCUSSION ROOMS

There are three 4 Seater discussion rooms designed to have one-to-one discussions with the key business partners or international clientele.

INCUBATION ROOMS / INTERIM OFFICE SPACES

The four plug-n-play incubation rooms at WTC are ideal for the budding entrepreneurs, start ups, small offices or MNCs who need

to test out the market conditions for at least 3-4 months time before investing for their set ups. The office space are available with seating capacity of ranging from 5-20 seats.

EXHIBITION AREA

The 2050 square feet exhibition hall at the Center is well suited for carrying out small product displays, catalogue shows and Business to Business meetings. It can be clubbed together with the two seminar rooms to turn it into a much larger meeting hall wherein 40 to 50 Business to Business meetings can take place at a given point of time.

Proximity to the metro station, key rail and road connectivity, and 30 minutes drive from the Bangalore International airport; and an array of aesthetically designed infrastructure and gamut of business support services, WTC Bangalore offers a unique platform for the SMEs engaged in the global trade to enhance their international marketing efforts at a very affordable pricing.

SERVICES

- Trade Information and Market Research
- Trade Education Services
- Trade Shows and Exhibitions
- Business Services
- Group Trade Missions
- B2B Meetings
- Travel Logistics
- Tenant Services

FACILITIES

- Meetings Rooms & Seminar Hall
- Incubation / Interim Office Suites
- International Trade Library
- Exhibition Space

FOR MORE DETAILS PLEASE CONTACT:
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