



**WORLD TRADE CENTER™**  
**BANGALORE**

LICENSED MEMBER OF THE WORLD TRADE CENTERS ASSOCIATION (WTCA), NEW YORK



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# GIVING YOUR BUSINESS THE GLOBAL EDGE





## FROM THE PRESIDENT'S DESK

The progress of World Trade Center Bangalore in the last one year has been satisfying both in terms of the gamut of activities as well as other initiatives undertaken. We are pleased to inform that we have recently launched WTC Kochi which will provide a good networking opportunity for the local business community to plug in to the globally well spread WTC fraternity. The WTC in Kochi will give more thrust to IT/ITeS industries, given the city's growing significance as one of the most sought-after IT destinations in the country.

This year has also been significant in terms of the several Government & Business delegations that we have received from across the globe to explore trade & investment opportunities available in Karnataka. The several important B2B meetings & Conferences provided the local business community an important opportunity to connect with their global peers.

WTC Bangalore has now Memorandums of Understanding (MoU) with organizations such as Korean International Trade Organization (WTC Seoul), Turkish Indian Chambers of Commerce & Industry (TICCI), Indo-African Chamber of Commerce & Industries (IACCI), Taipei WTC, WTC Pune, Bangalore Chamber of Industry & Commerce (BCIC), Visvesvaraya Trade Promotion Centre (VTPC), Indo-Arab Chamber of Commerce and Industries (IACCI). The MoUs signed with the various organizations are intended to strengthen and expand trade & economic ties and exchange information on issues of economic development.

The Indian economy is now at the cusp of major growth and there is need to continue with the reform process to ensure that it is firmly rooted on a sustainable growth path. The "Make In India" campaign and focus of the government on "Ease of doing business" will help in improving the investment climate in the country and attract more investments from domestic and international firms. This will also ensure that the share of manufacturing in India's GDP improves from the current 15 per cent.

The Indian start up ecosystem especially in Bangalore is rapidly evolving driven by an extremely young, diverse and inclusive entrepreneurial landscape. With increasing numbers of online active users becoming consumers of e-commerce solutions and the related marketplaces, Indian start ups today are building global digital solutions to capitalize on this rapid growth. A confluence of factors such as the new opportunities for businesses in India, improved angel funding and a larger network of mentors will only result as some of the major key drivers of the growing start up ecosystem in India.

In this issue of the Newsletter we have covered few of the important events organized by World Trade Center Bangalore. I welcome you for a visit to our center and experience for yourself the services and facilities we have on offer.

— **Balaram Menon**  
President, WTC Bangalore

## ANALYSIS OF THE UNION BUDGET 2015 - ACROSS THE AISLE!



The Union Budget has certainly laid down the roadmap for taking India to the path of growth. The budget was presented in the backdrop of an improving macro-economic situation. The Government has attempted to kick-start the investment process by investing from public sources.

The Honorable Finance Minister, Mr. Arun Jaitley has not only set clear directions in which the economy is going to be steered but also has set key milestones that the country needs to cross on the way. One of the major policy initiatives of the government since assuming office has been "Make in India." At a philosophical level it is designed to facilitate investment, foster innovation and enhance skill development. While seeking to protect intellectual property it seeks to build best-in class manufacturing infrastructure. The Union Budget seeks to boost investment, employment and the growth momentum. In tandem, there is also the move to revamp the "Development & Delivery" mechanism and social security with targeted focus and transparency for the entire process.

A major breakthrough this year has been the much needed attention given to the infrastructure sector, which is a prerequisite for Make in India's success. The corpus of ₹700 billion allocated to infrastructure is expected to lead to the development of major infrastructure projects, including road, railway networks and power plants. The proposal to revitalise the PPP model for infrastructure development will definitely yield positive results for the sector. Additionally, tax-free bonds in rail, roads and irrigation projects will bring much-needed funds for this critical sector.

The Budget has sought to improve business sentiment and spur investments by domestic as well as overseas players in the country through easier regulations and a simpler and stable tax regime. The gradual reduction of

the corporate tax rate from 30 per cent to 25 per cent over four years with a corresponding rationalisation of various tax exemptions is significant. While encouraging private investment, this step also signals a break from an exemption-based regime. This effort should definitely help align the Indian corporate tax structure in line with that of our other ASEAN neighbours. These efforts will not only make Indian companies competitive in the global markets, but also make India an attractive destination for investments.

The Government's initiative towards setting up a ₹10000 million Self-Employment and Talent Utilization (SETU) fund for incubating start-ups. This is very encouraging and it will help take 'ideas to market' and encourage our youth to become 'job creators' instead of being 'job seekers'. Over the next decade, India has to create gainful employment opportunities for a large section of its population, with varying degrees of skills and qualifications. This will entail creation of 220 million jobs by 2025 in order to reap the demographic dividend."

A certain tried-and-tested way to enhance innovation has always been to have more complete markets for goods and services and the proposed introduction of Goods and Services tax (GST) nationwide from next year would do precisely that. In parallel, what will be crucial are the removal of the logistical bottlenecks that add to costs, and a better match of demand with supply.

India is expected to become the fastest growing economy in the world in the fourth year of the current government, according to a recent report from the World Bank. With an expected 7 per cent growth in GDP in 2017, we can certainly hope that the fiscal prudence continues to be at the forefront of the government's economic agenda which will not just benefit the industry but also the common man at large!

— **Dr. Bose K Nair**  
Vice President, WTC Bangalore

EVENTS

LAUNCH OF WORLD TRADE CENTER KOCHI AT INFOPARK



L to R: Mr. Balam Menon, President – WTC Bangalore, Mr. Hrishikesh Nair, Chief Executive Officer, Infopark Kochi, Mr. P H Kurian, Principal Secretary (Industries & IT) – Government of Kerala & Mr. Vishal Mirchandani, Commercial & retail, Brigade Enterprises Ltd.

World Trade Center Kochi is the second WTC project of the Brigade Group after successfully launching the WTC Bangalore in the year 2010. The announcement of the WTC Kochi was made on 19th February, 2014 by Mr. P H Kurien, Principal Secretary – Industries & IT, Govt. of Kerala. The Chief Executive Officer of Infopark – Kochi, Mr. Hrishikesh Nair stated in his address “there is synergy

between Infopark & WTC to promote the IT & ITES sector from the state of Kerala”.

WTC Kochi is expected to start its operation from September, 2015 at Infopark. WTC Kochi will provide support to the entire state of Kerala till the WTC Thiruvananthapuram commences its operations.

WORLD TRADE CENTER BANGALORE ORGANIZES WORKSHOP ON “STRATEGY FOR STARTUPS”



A One-day Workshop on “Strategy for Startups” was held on 25th February, 2015 at WTC Bangalore. The workshop was conducted by Mr. Pavan Soni who is an Innovation Evangelist and a Research Fellow at IIM, Bangalore. The workshop was

focused mostly on insights from Psychology, Sociology, Anatomy, Warfare and Economics on managing and growing enterprises.

MOU SIGNED BETWEEN WTC PUNE AND WTC BANGALORE



World Trade Center Bangalore and World Trade Center Pune have entered into a Memorandum of Understanding to cooperate with each other in facilitating information exchange and business opportunities. 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.

INTERACTIVE SEMINAR ON CULTURAL INTELLIGENCE BY PROFESSIONAL PASSPORT, USA



World Trade Center Bangalore in association Global Business Inroads (GBI) organized an interactive seminar on Cultural Intelligence by Professional Passport, USA. The interactive seminar was intended to give the participants an opportunity to understand how Cultural Intelligence can help organizations understand their own cultural behaviors, values and beliefs as well as gain a powerful understanding

of the values and behaviors of other cultures. The seminar also provided the participants different practical tools and skills that are necessary to successfully engage and bridge the gap with other cultures. The faculty for the seminar was Ms. Robyn Spens, Cultural Bridger & Director – UK at Professional Passport.

## WTC BANGALORE JOINTLY WITH INDO-ITALIAN CHAMBER OF COMMERCE & INDUSTRY (IICCI) AND FEDERATION OF INDIAN EXPORT ORGANIZATION (FIEO) ORGANIZED AN EVENT ON “POST BUDGET ANALYSIS 2015”



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 2015” on 2nd March, 2015 at WTC Bangalore. The Knowledge Partner for the event were BMR Advisors.

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. 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. Balaram Menon, President – WTC Bangalore did the summing up and proposed the Vote of thanks.

## PANEL DISCUSSION ON “DART-DIRECTORS & ADVISOR ROUND TABLE”



World Trade Center Bangalore in association with Mr. Sundharesan Jayamoorthi, who is popularly known as the “Life Coach for Directors & Compliance Guru” organized a panel discussion on “DART-Directors & Advisor Round Table”. The discussion was aimed to create awareness on the various gamut of corporate governance. The topics covered for the discussion included issues that affect the interest of senior management, Board Members & Advisors in corporate world.

The topic of the Panel Discussion was “Governance at the Top of the Pyramid – cause and cost of FRAUD, whose responsibility is it”-Accounting, Legal & Independent Directors’ perspective. Mr. Sundharesan Jayamoorthi, moderated the discussion and the panel members of the discussion were Mr. Rishi Harlalka, Partner, Rishi Madhur & Co., Chartered Accountants, Mr. Murali Anathasivan, Partner, J Sagar Associates, Advocates & Solicitors, Mr. Rangan Mohan, Independent Director on various Boards.

## VISIT OF THE TEAM OF KOCHI INFOPARK TO WTC



World Trade Center Bangalore will soon be spreading it’s wings in the other major cities of Southern India. As a part of this initiative, Dr. Bose K Nair, Vice President – WTC Bangalore

visited Kochi Infopark on 3rd November, 2014. This meeting was followed by a visit of the team of Kochi Infopark led by their CEO, Mr. Hrishikesh Nair to WTC Bangalore.

## INTERACTIVE SESSION WITH INDUSTRY & EXPORT PROMOTION BODIES



L to R: Dr. Bose K Nair, Vice President – WTC Bangalore, Mr. Asad Wasi, Director – South, Assocham and Smt. Meenakshi Singh, Officer-on-Special Duty – ITPO

WTC Bangalore jointly with India Trade Promotion Organization (ITPO) organized an interactive session with Industry & Export Promotion Bodies on 7th November, 2014. India Trade Promotion Organization (ITPO), is the premier trade promotion agency of the Govt. of India for organizing trade fairs and showcases excellence achieved by the country in diverse fields especially trade and commerce.

The meeting was chaired by Smt. Meenakshi Singh, IRS, Officer-on-Special Duty, ITPO and the other speakers were

Mr. J Guna Sekaran, Dy. General Manager, ITPO & Mr. Balaram Menon, President, World Trade Center Bangalore. The ITPO representatives briefed the audience on the overseas events for the year of 2015-16. The audiences also received an overview on the subsidized participation in such overseas Trade Fairs & Exhibitions. This interactive seminar was intended to create a platform to engage like minded industry partners and individuals who could benefit out of such one of kind event.

WTC BANGALORE PARTICIPATES AT THE 1ST WTC EAST ASIA FORUM



Delegates at the WTC East Asia Forum



L to R: Dr. Bose K Nair, Vice President – WTC Bangalore, Mr. Han Duck-Soo, Chairman – Korea International Trade Association (WTC Seoul) & Ex – Prime Minister – Republic of Korea (South Korea) and Ms. Mariette Mulaire, President & CEO – WTC Winnipeg

The 1st “East Asian WTC Forum” was organized by Korea International Trade Association (WTC Seoul) concurrently with the “Grand Sourcing Fair” from 03 – 05 December, 2014. The event provided platform to the participant from numerous WTCs to discuss about the economic cooperation of East Asian countries and the role of WTCs in the region. Dr. Bose K. Nair, Vice President – WTC Bangalore & Mr. Ratul

Bhattacharya Senior Coordinator – WTC Chennai participated at the event.

Dr. Bose K Nair also presented on the topic of “The Economic Environment of India” in which he showcased the country’s economic progress in the past decade as well as the prospect of the emerging economic scenario in India.

CHRISTMAS TREE LIGHTENING CEREMONY CELEBRATED AT WTC BANGALORE



To start the Christmas season off right, WTC Bangalore held its Tree Lighting Ceremony on 11th December, 2014. The lightening of the Christmas tree was done by His Excellency

Mr. Sidney Frank, Consul General – Canadian Consulate, Bangalore and the employees of over 25 tenants participated at the event.

INAUGURATION OF THE KOREAN GRAND SOURCING FAIR



There were 33 delegates from 19 WTCs from China and Taiwan, 2 WTCs from India and 1 from Canada who participated in a series of official events during Korea Grand Sourcing Fair 2014 which included:

- Opening Ceremony & Site Visit
- East Asian WTC Dialogue

- Global Sourcing Seminar & East Asian WTC Forum
- The 51st Trade Day Ceremony & Reception with the presence of President of the Republic of Korea Her Excellency Park Geun-hye and other senior government/business leaders.

### IEEE EDAPS CONFERENCE AT WORLD TRADE CENTER BANGALORE



The Institute of Electrical and Electronics Engineers (IEEE) Electrical Design of Advanced Packaging and Systems (EDAPS) Symposium, one of the main events in the Asia Pacific region of IEEE was supported by WTC Bangalore which was organized between 14 & 16 December, 2014. The symposium was focused on the electrical design of chip, package and systems for electronics applications. The symposium had over 140 participants representing 13 countries.

For more than a decade, this symposium has attracted world class researchers from both academia and industry to share their state-of-the-art results in chip, package and printed circuit board design and measurements. The symposium consisted of keynote and invited talks from experts, paper presentations, industry exhibition, tutorials and an informal social setting for networking.

### INTERACTIVE SESSION ON INTERNATIONAL TRADE AND POLICY WITH DGFT, BANGALORE



WTC Bangalore in association with Directorate General of Foreign Trade (DGFT), Bangalore organized an interactive session on International Trade and Foreign Trade Policy & Procedures (NFTP) on 17th December, 2014.

Mr. K V Tirumala, Dy Director General of Foreign Trade, Bangalore and Akshay SC, Asst. Director General of Foreign

Trade, informed the exporters/importers on the current international trade scenario and create awareness on the various schemes on NFTP. This platform also provided an opportunity to share the ideas & suggestions towards the future FTPs.

### THE INDIAN AMBASSADOR TO RUSSIA VISITS WTC BANGALORE



H.E. Mr. P S Raghavan, the Indian Ambassador to the Russian Federation visited WTC Bangalore on 14th January, 2015. The objective of the interaction was to promote bilateral

trade & investment between Russia & India, particularly Karnataka.

### DOING BUSINESS WITH QUÉBEC - SEMINAR & B2B MEETINGS



World Trade Center Bangalore in association with Québec Government Office, Mumbai, Invest Québec & the Canadian Consulate General in Bangalore organized a Seminar cum B2B Meeting on 16th January, 2015. There were 4 visiting companies from the Québec region, Canada covering industries such as Cleantech, Ground Transportation,

Information & Communication Technology who were interested to explore the business opportunities in India.

The event saw participation of over 45 attendees who explored the opportunities of collaboration as well as explore investment opportunities in the Québec region.

## WTC BANGALORE SIGNS MOU WITH TURKISH INDIAN CHAMBERS OF COMMERCE & INDUSTRY (TICCI) TO PROMOTE TRADE & INVESTMENT BETWEEN INDIA & TURKEY



L to R – Mr. Balaram Menon, President – WTC Bangalore and Mr. Ersin Karaoglan, President – TICCI

World Trade Center Bangalore and the Turkish Indian Chambers of Commerce & Industry have entered into a Memorandum of Understanding on 22nd January, 2015 to cooperate with each other in facilitating trade, investment and economic cooperation between the two regions.

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.

## NI-MSME DELEGATION VISITS WTC BANGALORE



An official delegation consisting of 20 officials working for SME promotion and development in 13 nations visited WTC Bangalore on 18th December, 2014. The delegation was organized by ni-MSME, Hyderabad, an autonomous arm of

the Ministry of Micro, Small and Medium Enterprises (MSMEs). The delegation was in India for an eight weeks International Training Programme on "Innovative Strategies for SME Development" which was organized by ni-MSME.

## SHAPING DAVOS BY THE GLOBAL SHAPERS COMMUNITY, A WORLD ECONOMIC FORUM INITIATIVE PARTNERS WITH WTC BANGALORE



The Global Shapers from the Bangalore Hub in association with World Trade Center Bangalore organized an event on 20th January, 2015 at the WTC Bangalore to deliberate on the topic, Religion: A pretext for Conflict?, with a panel of four eminent thought leaders from a diverse set of religious backgrounds, sharing their views on religion, spirituality and the heritage of India - Hindustan, that has emerged as the bedrock for religious tolerance and coexistence.

Shaping Davos by the Global Shapers Community, a World Economic Forum Initiative, lent a platform for local communities to discuss and debate hard pressing topics of global relevance, that have found its way into the theme for

the 2015, World Economic Forum Summit, Davos.

The panel of speakers comprising David Selvaraj, Swami Veershananda Saraswath, Nisar Ahmed and Ram Mohan Menon, touched on the topic as to why India has prospered as a community that has truly implemented and propagated secularism, by sharing with the audience in a story telling format, the history of India and how it has shaped the country into this well bounded and tolerant force - a role model for the world at large. The eminent speakers had one common theme amongst them that could be possibly attributed to India's religious tolerance - Spirituality.

## STUDENT DELEGATION FROM UNIVERSITY OF MANDALAY, MYANMAR VISITS WTC BANGALORE



WTC Bangalore hosted a student delegation from University of Mandalay, Myanmar on 20th March, 2015. The delegation had 20 students who had come on an attachment with IIM Bangalore, under a programme sponsored by the Government of India.

Mr. B Ramaswamy, Managing Director, Landmaster Project

Weblinks Pvt. Ltd gave a Key Note address to the students on the topic of "Smart Cities in India". Other speakers included Mr. Mohan Kumar, Head – Learning & development, Brigade Group, Mr. Balaram Menon, President – WTC Bangalore, Dr. Bose K Nair, Vice President – WTC Bangalore and Mr. Ratul Bhattacharya, Senior Coordinator – WTC Bangalore.

## INAUGURAL OF THE OFFICE OF TURKISH INDIAN CHAMBERS OF COMMERCE & INDUSTRY (TICCI) CELEBRATED AT WTC



L to R: Dr. Bose K Nair, Vice President – WTC Bangalore, Mr. Ersin Karaoglan, President – TICCI, Her Royal Highness Princess Fay Jahan Ara, President of the RACH Charity Foundation, & Mr. S Sampathraman, President – FKCCI



Sufi dance performance during the inaugural ceremony

Turkish Indian Chambers of Commerce and Industry (TICCI) in association with World Trade Center Bangalore and Federation of Karnataka Chambers of Commerce and Industry (FKCCI) organized an inaugural ceremony on 7th March, 2015 at the WTC Bangalore. The Turkish Indian Chamber of Commerce & Industry (TICCI) has opened an office in the city

to promote trade and investment between Turkey & India. The event was addressed by Mr. Ersin Karaoglan, President – TICCI, Mr. S Sampathraman, President – FKCCI, Dr. Bose K Nair, Vice President, World Trade Center Bangalore and Her Royal Highness Princess Fay Jahan Ara, President of the RACH Charity Foundation & UN Representative for ESCWA.

## Client Speak

Excellent preparation and execution of the event. Highly effective work in targeting opportunities for the B2B meeting. High quality food & beverages at the dinner. An excellent event all-around for our small group of companies!

### Alain Olivier

Director & Consul, Québec Government Office; Consulate General of Canada – Mumbai

We thank you for excellent co-operation and support for our operations at WTC from last 2 years. Please accept our appreciation for the excellent behaviour and positive response from all the WTC Staff.

### Sridhar Shymanur

Chief Information Officer, Infobotique Services (P) Limited

On behalf of the organizing team of IEEE EDAPS 2014 symposium, we would like to thank the WTC Bangalore team for their incredible support towards the organization of the event. The team looked after every detail and was flexible to adjust quickly when needed. The conference venue itself comfortably accommodated our 130+ guests and 6 exhibitors. The proximity to Sheraton ensured smooth transition between lunch breaks and technical sessions. We couldn't have asked for a better venue to meet our colleagues from all around the world to discuss technology.

Special thanks to the support team for ensuring everything went better than planned and also for being on standby even on weekends. The emphasis of the entire team was to make this event successful to the point that the WTC team was practically an extension of our organizing committee. We highly recommend WTC for events both for its world class facilities and the great support from the staff and management.

### Arun Chandrasekhar & Dr. Dipanjan Gope

Office Bearers, IEEE CPMT Chapter – Bangalore

Thank you so much for hosting the Global Shapers event "Shaping Davos", on the sidelines of World Economic Forum's annual meeting at Davos yesterday at World Trade Center, Bangalore. We got very good feedback from all the stakeholders on the venue and content.

Dr. Bose K Nair and team were very helpful, proactive and supportive. I would definitely like to engage with WTC Bangalore on future WEF related activities

### Suhas Gopinath

Chairman & CEO, Globals ITes Private Limited



Interim Office Spaces



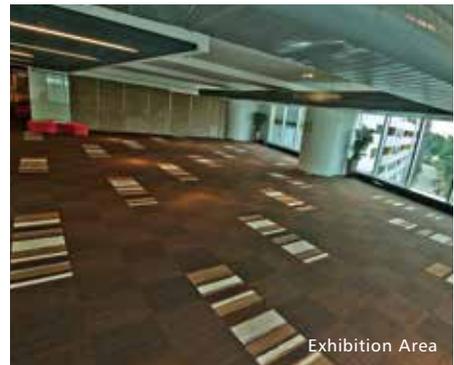
Seminar Rooms



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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