



WORLD TRADE CENTER™ BENGALURU • KOCHI

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



NEWSLETTER - APRIL 2017

VOL. 06 ISSUE 01



**MOST DYNAMIC CITY
IN THE WORLD
— BENGALURU —**

SBI InCube

The Dedicated SBI Branch for Startups

SBI InCube Branch
2nd Floor, Above Specialized Personal Banking Branch (SPB),
Local Head Office Complex, Near Exit Gate-3, No. 65, St. Mark's Road, Bangalore - 560 001
Ph: 080-2594 3334 | Mob: 94808 80257 / 94808 80178 | email: sbi.11349@sbi.co.in

SBI INTOUCH

Just around the corner.

#SelfServiceBanking

Website: www.sbi.co.in/intouch | Follow us on:  [sbi-intouch](https://www.facebook.com/sbi-intouch)  [@sbiintouch](https://twitter.com/sbiintouch)

 www.youtube.com/sbiintouch

SBI Intouch Premium World Trade Center
Brigade Campus, Behind Orion Mall, Dr. Rajkumar Road, Bangalore - 560 005
Ph: 080-2594 4044/47 | Mob: 94498 40015 | email: sbi.19003@sbi.co.in

FROM THE PRESIDENT'S DESK

Dear Readers,

The journey of World Trade Center Bengaluru in the last one year has been quite exciting! The range of activities followed by the formal inauguration of World Trade Center Kochi added steam to our efforts. We believe that our continued efforts will provide a global networking opportunity for the local business community and an opportunity for them to engage with the WTC fraternity. We will now soon be increasing our footprint considerably with our next WTC opening up in Chennai shortly, which will soon be followed by WTCs at Hyderabad and Thiruvananthapuram.



The year has indeed 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 different important initiatives of ours such as Seminars & Workshops provided the local business community an important opportunity to connect with their global peers. The recent ranking of Bengaluru, as the most dynamic city in the World by JLL's City Momentum Index, is a testimony to the robust ecosystem that is present to support businesses in the city.

The recent political developments in the US and UK might lead one to conclude that an already challenged world economy will struggle even more in the short-term. But as we continue into 2017, the cyclical evidence actually suggests otherwise! It has been interesting to watch the growth accelerate in the face of such shocks but yet it is unclear why this is happening. Some might say the trend is a result of policy decisions in the US and UK, but many others would probably say that it is happening despite those decisions. Unfortunately, there are no indicators which outrightly provide an answer to this question and it is only time which will tell where we are heading to!

On the other side, Karnataka as a State, enjoys multiple advantages in spearheading industry-friendly reforms in the country. It was in fact, the first State to pioneer special investor forums, as far back as 2000. Karnataka offers the entire ecosystem for facilitating investments in traditional and advanced industrial sectors. Over the years, Indian industry has led the strong emergence of the State in sectors that push the knowledge envelope such as aerospace, biotechnology, innovation and design engineering. We can certainly expect that these proactive and strategic approaches of the State Government which guide and assist prospective investors, provides a conducive environment for doing business which continue to take the State to newer heights.

We intend to take up several new initiatives this year which would be designed specifically to benefit different industry segments within the ecosystem and also continue our thrust with Knowledge Series Lectures, Training Programmes, B2B Meetings and Conferences. We hope to bring together global thought leaders at the WTC platforms in cities where we exist such as Bengaluru, Chennai & Kochi. We as an organisation aspire to play the role of a facilitator and assist all the stakeholders to participate and together build bridges and connections across countries and business communities. In this issue of the Newsletter we have covered some of the important events organised both at World Trade Center Bengaluru & Kochi. I take this opportunity to welcome you all to a visit our Centers at both the cities and experience the services & facilities we have on offer for yourself!

Balaram Menon

President - World Trade Center Bengaluru and Kochi
& Member - Board of Directors
World Trade Centers Association (WTCA), New York

334 Cities. **98** Countries.
1 Global Network.



GIVING YOUR BUSINESS THE GLOBAL EDGE

SERVICES

- Trade Information & Market Research
- Trade Education Services
- Business Services & Group Trade Missions
- B2B Meetings
- Tenant Services

FACILITIES

- Meeting Rooms
- Seminar Rooms
- Incubation/Interim Office Suites
- International Trade Library
- Display & Exhibition Space



DOING BUSINESS WITH THE PHILIPPINES

The Philippine Trade & Investment Centre, Commercial Section of the Philippine Embassy in New Delhi in association with the World Trade Center Bengaluru organised an event on “Business Round Table: Introduction on Strategic Trade and Investment Opportunities with the Philippines” on 22nd September 2016.

The event gave an opportunity to the participating organisations to understand the business landscape and investment opportunities in the Philippines. The potential sectors for trade & investment which have been identified are IT, Automotive Components, Electronics & Semiconductor, Education, PPP Infrastructure Development and Tourism.



WELCOMING THE NEW CONSUL GENERAL OF CANADA

The World Trade Center Bengaluru team led by Mr. M R Jaishankar, Chairman & Managing Director - Brigade Group met Mrs. Jeniffer Daubeny, the new Consul General at the Consulate General of Canada located at the World Trade Center Bengaluru on 16th September 2016. They discussed different possibilities of collaborations between the Consulate & WTC Bengaluru to promote the Indo-Canadian trade & investment opportunities. He was accompanied by Mr. Balam Menon, President & Dr. Bose K Nair, Vice President - World Trade Center Bengaluru.

The Consulate General of Canada in Bengaluru is the largest diplomatic mission in India after the High Commission in New Delhi. It caters to the States of South India such as Kerala, Tamil Nadu, Karnataka, Telangana and Andhra Pradesh.

VISIT OF THE AMBASSADOR OF ESTONIA



The Estonian Ambassador to India, His Excellency Mr. Riho Kruuv visited the World Trade Center Bengaluru on 19th October 2016. The objective of the interaction was to understand the opportunities for bilateral trade and investment between Estonia & India, and particularly with the State of Karnataka.

The meeting also explored possible partnerships for Indian Startups to leverage the Estonian Startup ecosystem and facilitate co-innovation.

AMBASSADOR OF BOSNIA-HERZEGOVINA VISITS WTC



The Ambassador of Bosnia & Herzegovina (BiH) to India, His Excellency Dr. Sabit Subasic, visited the World Trade Center Bengaluru on 27th October 2016. The purpose of the visit was to explore possibilities of promoting business opportunities between Bosnia & Herzegovina and India, especially in the State of Karnataka. The meeting also explored feasible collaborations for exchange programmes for Small & Medium Enterprises and to explore opportunities for partnerships between Bosnia & Herzegovina and the Indian Startups.

VISIT OF THE INTERNATIONAL DELEGATION OF SMEs



As a part of the International Training Programme on Innovative Strategies for SME Development, a delegation from 9 countries such as Egypt, Ghana, Honduras, Madagascar, Mali, Myanmar, Niger, Sri Lanka and Syria visited World Trade Center Bengaluru on 15th October 2016.

Dr. Bose K Nair, Vice President - WTC Bengaluru gave a brief introduction about the organisation and the role of WTCs in facilitating international trade. This was followed by an interactive session with the delegates who were interested to know the details of the current Indian economic landscape especially with respect to the growth of SME sector.

DELEGATION FROM ZHENGZHOU, CHINA



The Administrative Committee of Jinshui Science & Education Park and WTC Bengaluru signed a Memorandum of Understanding (MoU) to formalise the Communication and Exchange plan for the year 2017 on 4th November 2016.

The MoU was signed between Mr. Jinxian Sun, Executive Vice Mayor of Zhengzhou City and Mr. Balaram Menon, President of WTC Bengaluru. The MoU outlines ways in which both organisations can assist each other by means of exchange of information and opportunities to participate at relevant platforms in Zhengzhou and Bengaluru.



WORKSHOP ON DESIGN THINKING FOR HIGH GROWTH BUSINESSES

As a part of the ongoing Knowledge Series, WTC Bengaluru organised a one day workshop on Design Thinking for High Growth Businesses on 10th November 2016.

The workshop was conducted by Dr. Pavan Soni who is an Innovation Evangelist and a Ph.D Graduate from Indian Institute of Management (IIM) Bengaluru. The workshop focused on tools and techniques for creative problem solving, a systematic approach towards ideation & idea selection, the processes involved in design thinking, differences between creativity, invention & innovation, opportunity creation, development of enterprises and the approach of getting important things right in the management by dealing with a few right things.



STUDENT DELEGATION FROM UNIVERSITY OF COLORADO

A Student Delegation from the University of Colorado (Denver Campus) visited World Trade Center Bengaluru on 6th January 2017. The Student Delegation was led by Mr. Sam Thomas, Founder and CEO of Global Social Entrepreneurship LLC. The students were MBA majors with concentrations on Entrepreneurship. They had an opportunity to have an interactive session with Dr. Bose K Nair, who is the Vice President of WTC Bengaluru. The students learnt more about WTC and its role in the overall Indian approach to the field of Entrepreneurship. The Interactive Session with Dr. Nair was followed by a tour of the Brigade Gateway Campus.



VISIT OF THE DIRECTOR GENERAL - JETRO, BENGALURU

Mr. Junya Tashiro, Director General, Japan External Trade Organisation (JETRO), Bengaluru visited the World Trade Center Bengaluru on 22nd December 2016. The objective of his visit was to understand the opportunities for bilateral trade and investment between Japan and India, particularly with the State of Karnataka. The meeting also explored possible partnerships between both the organisations.

WTC Bengaluru already has a large presence of several Japanese MNC tenants such as The Bank of Tokyo-Mitsubishi UFJ, Hitachi, TT Network Integration India Pvt. Ltd., Rakuten, Toyota Tsusho.



NANI A PALKHIVALA MEMORIAL LECTURE

World Trade Center Bengaluru in association with Nani A Palkhivala Memorial Trust, Mumbai and Bengaluru Management Association organised a session on 'Post Budget Analysis' on 7th February 2017. The event was intended to enable organisations to understand the implications of the budget on various sectors. The keynote speaker of the event was Mr. H P Ranina, Advocate, Supreme Court of India & an eminent tax expert. Mr. Ranina enlightened the audience on the key aspects of the Direct Tax implications of the Budget.



**SEMINAR ON
“THE FUTURE OF WOOD
IN STRUCTURAL USE”**

The Forestry Innovation Consulting India Pvt. Ltd., in association with the Consulate General of Canada and World Trade Center Bengaluru organised an Interactive Session on “The Future of Wood in Structural Use” on 3rd February 2017. The Session was led by Mr. Robert Malczyk, Principal - Equilibrium Consulting Inc., and the session was focused on a discussion on the new advances in wood construction technology. Mr. Malczyk and his team are credited with the honour of constructing the tallest wooden building globally which is situated at the University of British Columbia.



**SEMINAR ON BUSINESS
OPPORTUNITIES
IN PENNSYLVANIA**

The Pennsylvania Trade & Investment Office - India in association with World Trade Center Bengaluru, Indo-American Chamber of Commerce and Laghu Udyog Bharati organised a Seminar on Business Opportunities in State of Pennsylvania, the USA on 25th March 2017 World Trade Center Bengaluru.

The Keynote Speaker of the Session was Mr. Joseph Burke, Deputy Secretary, Office of International Business Development, Department of Community & Economic Development, Commonwealth of Pennsylvania, the USA who spoke on the investment opportunities in the state of Pennsylvania.



**SEMINAR ON STARTUPS:
PERSPECTIVES OF
THE ECOSYSTEM**

World Trade Center Bengaluru in association with its knowledge partner, LakshmiKumaran & Sridharan and ShopsUp organised a Seminar on “The Startup Saga: Perspectives of the Entrepreneurship Ecosystem” on 16th March 2017. The seminar focused on areas such as Compliance Management, Intellectual Property Rights, Direct and Indirect Tax Laws for Startups. There were several eminent speakers from the Startup ecosystem who covered various important facets of the journey of an entrepreneur.



**DOING BUSINESS
WITH CANADA**

The Consulate General of Canada, Bengaluru in association with TIE Kerala and World Trade Center Kochi organised a session on ‘Doing Business with Canada’ on 4th October 2016, at WTC Kochi. Mr. Stanley Gomes (Canada’s Consul & Senior Trade Commissioner for South India) addressed participants representing multiple sectors which have the potential for business collaborations between these two regions.

The objective of the event was to explore the opportunities in facilitating the entrepreneurial opportunities in emerging sectors such as Agritech, Energy storage, Energy efficiency, Healthcare, ICT & Telecom, Nanotechnology, Robotics, Water & Waste water.



INAUGURATION OF WORLD TRADE CENTER KOCHI

World Trade Center (WTC) Kochi at Infopark Campus, Kakkanad was inaugurated on 25th November 2016 by Shri Pinarayi Vijayan, Hon'ble Chief Minister of Kerala in the presence of Mr. Ghazi Abu Nahl, Chairman - World Trade Centers Association, New York, Mr. Sivasankar IAS, Secretary - Government of Kerala, Mr. M R Jaishankar, CMD - Brigade Enterprises Limited, Mr. Balam Menon, President - World Trade Center Kochi, Ms. Nirupa Shankar, Director - Brigade Group and other dignitaries.



INTERACTIVE MEETING WITH STERLING GROUP

Mr. Balam Menon, President - WTC Bengaluru and Kochi made a courtesy call to Mr. Shivdas B Menon, Agronomist and Ex-Chairman of CII, Kerala on 23rd January 2017. The discussion was largely on the performance of the agricultural sector in Kerala and also about the potential that the various crops/commodities have in the global market. The meeting also explored the possible collaborations between World Trade Center Kochi and the State Government in matters pertaining to Agriculture and Tourism.



INTERACTIVE SESSION ON THE IMPACT OF GST

World Trade Center Kochi, in association with Lakshmikumaran & Sridharan, organised a Seminar on Goods and Service Tax and its impact on IT and ITeS on 28th October 2016.

Dr. K N Raghavan, Commissioner of Customs, Kochi, was the Chief Guest along with Mr. P M Prabhakaran, Partner Lakshmikumaran & Sridharan who presided over the technical session. Dr. Bose K Nair, Vice President WTC Bengaluru & Kochi delivered the welcome address as well as concluded the session.

The primary objective of the programme was to update the Information & Technology (IT) community on the recent changes that have been proposed in the draft Good & Services Tax rules. The session was an opportunity for the participants to clarify with the speakers on their queries about the subject and how GST could impact the IT sector of Kerala. It was also an opportunity for participating organisations to interact with the Hon'ble Commissioner of Customs, Dr. Raghavan on their queries regarding the proposed GST. The event saw participation from various organisations from the Infopark IT SEZ as well as the tenants of World Trade Center Kochi.



WORKSHOP ON DESIGN THINKING FOR HIGH GROWTH BUSINESSES

World Trade Center Kochi organised a full day hands-on workshop on 'Design Thinking for High Growth Businesses' on 31st January 2017. The workshop was conducted by Dr. Pavan Soni who is an Innovation Evangelist and a Ph.D Graduate from Indian Institute of Management (IIM) Bengaluru. The workshop focused on tools and techniques for creative problem solving, a systematic approach towards ideation & idea selection, the processes involved in design thinking, differences between creativity, invention & innovation, opportunity creation, development of enterprises, and the approach to getting important things right in the management by dealing with a few right things.

The event was attended by 35 delegates from various companies in and around Kochi. The programme also witnessed participation from WTC Kochi tenant Companies, Startups, Companies from Thiruvananthapuram and even a participant from Bengaluru.



INTERACTIVE SESSION ON EXPORT ORIENTED UNITS (EOUS) & SEZ

World Trade Center Kochi in association with the Export Promotion Council for EOUs & SEZs, and Cochin Export Processing Zone Industries Association (CEZIA) organised an "Interactive Session on EOUs & SEZs" on Wednesday, the 1st February 2017 at WTC Kochi.

Speakers:

- Dr. Safeena A N, IAS - Development Commissioner, Cochin Special Economic Zone (CSEZ)
- Mr. P C Nambiar, Chairman - Export Promotion Council for EOUs & SEZs (EPCES)
- Mr. K K Pillai, President - Cochin Special Economic Zone Industries Association (CSEZIA)
- Dr. Bose K Nair, Vice President - WTC Bengaluru and Kochi

Dr. Safeena made a presentation on the SEZ guidelines and Mr. Nambiar addressed queries of the attendees. The programme was a platform for units operating from SEZs & EOUs to update themselves on the latest in SEZ laws and to understand how well they can comply with these regulations. The session was an opportunity for Companies to interact with the Speakers particularly Dr. Safeena IAS and to clarify their queries on SEZ rules.

The event was attended by Industry Leaders, Officials from CSEZ and Infopark. The vote of thanks was proposed by Mr. N N Menon, Regional Director - Promotion Council for SEZs & EOUs.



SEMINAR ON CYBER SECURITY & SOFTWARE ASSET COST OPTIMISATION

World Trade Center Kochi in association with NASSCOM (National Association of Software and Services Companies) conducted a Seminar on the Impact of Cyber Security on Businesses and Software Asset Cost Optimisation and Compliance on 30th March 2017. Senior Specialists from KPMG engaged sessions to update the participants on the different important facets of Cyber Security.

Mr. Naveen Kumar V R, Associate Director - KPMG led the first session on Cyber Security. The second one on Software Asset Cost Optimisation was engaged by Mr. Bhushan Lawate Associate Director - Forensics, KPMG. The programme had participation from CEOs and CFOs of Infopark IT Companies, Chartered Accountant Professionals, State PSUs, Logistics Companies etc. Mr. Sujith Unni, Regional Head, NASSCOM concluded the Seminar.



INTERACTIVE MEETING WITH CSEZIA, KOCHI

The WTC Kochi team led by Dr. Bose K Nair, Vice President - WTC Bengaluru & Kochi had an interactive meeting with the Committee Members of Cochin Special Economic Zone Industries Association (CSEZIA) on 4th October 2016. The meeting was convened in the presence of Dr. Safeena A N, Development Commissioner - Cochin SEZ. Mr. K K Pillai, President of CSEZIA presided over the meeting.

Cochin SEZ is a Special Economic Zone in Kochi, in the State of Kerala to set up export oriented ventures. The SEZ is a foreign territory within India with special rules for facilitating foreign direct investment. The Multi Product Zone is run directly by the Govt of India.

Dr. Bose K Nair presented the World Trade Center concept to the attendees and he also explained the services offered by WTC Kochi for Companies operating from the Special Economic Zone. The participants also clarified their queries on how a World Trade Center can facilitate their businesses especially those who are in the EXIM trade.



WORKSHOP ON PUBLIC TRANSPORTATION AT INFOPARK-KOCHI

World Trade Center Kochi along with Centre for Public Policy Research (CPPR) conducted a half-day workshop on 23rd March 2017 at WTC Kochi. Dr. D Dhanuraj, Chairman - CPPR was the lead Speaker.

The workshop was organised with the objective to provide Companies/Individuals with a platform to contribute their ideas on improving public transportation connectivity to Infopark. The programme also witnessed participation from Startup Companies, WTC Kochi Tenant Companies, Car-pooling Groups, Uber India etc.

Dr. Bose K Nair delivered the welcome address and also presented the theme of the Workshop. The compiled report of suggestions was shared with the Infopark CEO for his consideration and necessary follow-ups.



**WORLD TRADE CENTER™
BENGALURU • KOCHI**

**WE CONNECT
WE FACILITATE
WE GROW TRADE**



**WORLD TRADE CENTER™
BENGALURU • KOCHI**

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

© 2016 WORLD TRADE CENTER BENGALURU. All rights reserved.
4th Floor, World Trade Center Bengaluru, Brigade Gateway, Dr. Rajkumar Road, Malleswaram West,
Bengaluru - 560 055, India. Telephone: +91-80-49019112, +91-80-49019113, +91-80-49019114
Fax: +91-80-49019109 | info@WTCBengaluru.org | www.WTCBengaluru.org