



**WORLD TRADE CENTER™**  
**NAVI MUMBAI**



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# Trade Investment Promotion Service

## TIPS News Bulletin

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**“Bringing the World Together”**

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## WTC Navi Mumbai brings the World of Information on Trade & Investment....

### Important Global Trade and Indian Economy Developments

Important developments in international business environments from the viewpoint of India are identified and highlighted below. These will certainly have short as well as long term significance and impact for India's economy and business especially at the global level:

- **US-China Trade War:** - The US-China Trade War escalation seems to continue with increasing intensity. The USA has even asked the company like Google not to do business with Chinese companies like Huawei, Redmi etc. Such development has negative impact as far as International trade is concerned. Both USA & China are imposing severe tariffs on traded goods between the two countries. Further, there are many implications for future of trade, some of which are highlighted below:-
  - i. India-China may become closer as far as bilateral trade is concerned. In fact, India's Prime Minister has recently met China's President and both have decided to improve the trade and investment.
  - ii. India, China & Russia seem to cooperate more and more in terms of trade and economic cooperation among each other.
  - iii. Still Britain and its exit from the EU seem to be in a flux. The USA has offered Britain a very attractive trade deal if it comes out of EU soon. Britain will be provided an easy access to the US market under such a deal. EU may receive setback in its trade with USA.
- **Elections in India:** - After elections, the NDA Government has continued and its policies will also continue in the same spirit. Whereas most of the domestic economic policies are expected to continue unchanged, external economic policies may undergo suitable changes. In fact, the announcement by India's External Affairs Minister that instead of SAARC Nations, India should focus attention on BIMSTEC Nations has been received well by industry and business community.
- **Competitiveness of Nations:** - India has achieved the rank of 43<sup>rd</sup> in the Global Competitiveness Index evolved by IMD. Singapore has replaced USA from first rank whereas Hong Kong SAR is on second rank. India's earlier rank was 44<sup>th</sup> and improvement in its economy has been reflected in the new rank.
- **Basque Region of Spain:** - Basque Government is offering a very interesting opportunity to Indian Industry and Start-up units in terms of Exports and Joint Ventures to the extent of a value of 150,000 Euros. This scheme known as BIND 4.0 Program is very beneficial to the India Business people. WTC Navi Mumbai organised a special program for the benefit of Industry in Navi Mumbai region in this connection.
- **Trading Forward "Adapting to a Changing World":** - This is the theme of the WTO Public Forum 2019 which will be held in Geneva in October 2019. Technology and Global E-commerce are becoming increasingly important for future of International Trade and the issues arising out of this are proposed to be discussed at length at this Forum. A special article in this issue of TIPS underlines importance this theme and readers, we hope, will find it of interest.

## A) WTC Navi Mumbai Events

WTC Navi Mumbai has planned following Trade Promotion Events in the immediate future for the benefit of WTC Members as well as its Associates

All are invited for the said programmes

### 1. MSME Interactive Session on “Role of Digital & Social Media Marketing in Business Development”

**Background / Objectives:** - Digital & Social Media are playing a very significant role in Business Development today. Whether it is manufacturing industry or services enterprise, the platforms like Facebook, WhatsApp, LinkedIn and YouTube have been increasingly relevant to the success of Business. Website Development, Mobile Apps and Search Engine Optimisation (SEO) are of critical importance in this context.

#### Chief Guest

**Mr. Rajiv Gupte**

Ex- Director, MSME Development Institute, Mumbai

#### Guest Speakers

**Mr. Jayesh Khade**

**Director**

**Indo-Global Chamber of Commerce**

**Mr. Akshay Chaskar**

**Founder**

**HillsnDales**

**Date:** - 4<sup>th</sup> July, 2019

**Time:** - 03:00 pm - 06:00 pm

**Venue:** - WTC Navi Mumbai @ Raheja TESLA Industrial Plot GEN- 2/1/C, MIDC TTC

Juinagar, Navi Mumbai – 400705. (Near Prabhat Dairy & Mercedes Service Center)

**Participation Free. RSVP Mandatory. Please Confirm by E-mail with:**

Mr. Jayant Ghate: [jayant.ghate@wtcnavigumumbai.org](mailto:jayant.ghate@wtcnavigumumbai.org) +91 9820 342535

Mr. Jayesh Khade: [jayesh.khade@rediffmail.com](mailto:jayesh.khade@rediffmail.com) +91 7666 002002

### 2. WTC Navi Mumbai & D Y Patil University School of Management

**Theme:** - Spain Techno-Entrepreneurship Program specially designed for start-ups and students.

**Objectives:** - To provide details of the special scheme of Basque (Spain) Government aimed at developing Entrepreneurship/Start-ups as well as helping students in getting on the job training in Spain.

**Venue:** - D Y Patil University School of Management, CBD Belapur, Navi Mumbai.

**Date & Timing:** - TBA.

### 3. “Top Thai Brands Expo- 2019”



**Stepping Into a New Era of Partnership**

Thai Trade Centre Mumbai, Royal Thai Consulate General,  
Department of International Trade Promotion Ministry of Commerce

*Invites You to*

**TOP THAI BRANDS EXPO 2019**

**Product Sectors**

Beauty & Health Products • Jewellery • Textiles • Footwear  
• Home Decor • Food Products • Household items

**27 28 29 JUNE 2019**

Exhibition Timings : 10am - 6pm

Hall 5 (Erstwhile Hall 7), Bombay Exhibition Centre,  
W. E. Highway, Goregaon East, Mumbai

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### 4. “Export Facilitation Cell of MSME DI”

MSME Development Institute Mumbai under ministry of MSME has recently established the Export Facilitation Cell. The Cell is equipped to provide hand-holding support, mentoring and facilitation services to the existing and prospective MSME entrepreneurs for the promotion of their export activities.

### 5. “Export Advisory Services of WTC Navi Mumbai”

WTC Navi Mumbai has also started an Export Advisory Services for the benefit of its Members and Associates as well as business visitors and start-ups. These include among others Export Products & Markets Identification, Trade Leads/Buyers, Policies & Procedures etc.

**Venue: - WTC Navi Mumbai Office (Tuesdays & Thursdays with Prior Appointment Only)**

**For Further Details Contact: - Mr. Jayant Ghate: [jayant.ghate@wcnavigumumbai.org](mailto:jayant.ghate@wcnavigumumbai.org) / +91 9820 342535**

**Mr. Jayesh Khade: [jayesh.khade@rediffmail.com](mailto:jayesh.khade@rediffmail.com) / +91 7666 002002**

## B) WTCs around the World : Business Leads & Events

### **WTCA Foundation “Peace Through Trade” Competition**

**Moyo Nua**, a project aimed at revolutionizing the agricultural practices of developing countries, won the inaugural “Peace Through Trade” competition hosted by the World Trade Centers Association Foundation (WTCAF).

The winner was announced at The World Trade Centers Association’s (WTCA) 50th annual General Assembly (GA) in Queretaro, Mexico.

**Moyo Nua** was founded by students Jack O’Connor, Catherine Hallinan, Seamus Hurley and Aoife Hand, who designed an ergonomic seed planter for smallholder farmers in Malawi.

The Peace Through Trade competition aims to identify and inspire the next generation of entrepreneurial leaders in World Trade Center (WTC) cities. Teams were asked to present original projects, products or other innovative ideas that exemplify and promote social innovation and sustainability through collaboration, fair trade, and ethical international business practices.

“With **Moyo Nua**, Jack and Catherine have created a project that is equal parts practical, idealist and inspiring,” said WTCAF Executive Director, Andrea Garwood, also Executive Director of WTC Trieste. “The selection committee was immediately taken with the submission and we are immensely proud to name **Moyo Nua** as the first winner of the ‘Peace Through Trade’ competition.”

**Moyo Nua** submitted through WTC Dublin and was unanimously voted as the winner.

### **WTC Taipei, Taiwan**

#### **INNOVEX - ASIA'S LEADING STARTUP PLATFORM**

Taipei World Trade Center (TWTC) announced today that this year’s InnoVEX, the start-up platform of COMPUTEX, will feature a record high of 467 start-ups from 24 countries, a growth of 20% from last year. Repeat exhibitors include start-ups from France, the Netherlands, South Korea, Sweden, Japan, Canada and the Philippines. In addition, 11 countries/territories, including Hong Kong, Poland, Brazil and Hungary, will also exhibit for the first time in their very own pavilions at the show.

Walter Yeh, TWTC President & CEO said, "COMPUTEX is one of the world's most important platforms for the high-tech industry. Since its establishment in 2016, InnoVEX has attracted start-ups at the forefront of technological disruption to come to Taiwan from all over the world. As more start-ups showcase their cutting-edge services and products at InnoVEX every year and capture the attention of venture capitalists and corporate investors, the show has blossomed into a benchmark event for innovation in Asia. We are committed to building a more robust, vibrant start-up ecosystem through COMPUTEX."

AI and IoT applications will be the focal points of InnoVEX this year.

### **WTC San Diego, USA**

#### **PORT OF SAN DIEGO EARNS SEVEN AWARDS**

The Port of San Diego has been recognized with a total of seven awards by two reputable marketing and communications organizations – the Association of Marketing & Communications Professionals (AMCP) and the California Association for Public Information Officers (CAPIO) – for excellence in video production, digital marketing, crisis communications and website redesign.

“From championing clean water to inviting locals and visitors to enjoy our dynamic San Diego Bay waterfront and its wonderful amenities, our Marketing and Communications Department continues to creatively share

WTC Navi Mumbai @ Raheja TESLA Industrial, Unit No. 24/25, Plot GEN- 2/1/C, MIDC TTC Juinagar, Navi Mumbai - 400705. Tel: 86555 94141 Email:info@wtcnavigumumbai.org

the Port of San Diego's story and engage people in our renaissance on the bay," said Chairman Garry Bonelli, Port of San Diego Board of Port Commissioners.

"Our team has earned these honors by delivering a user-friendly website, reinforcing our commitment to public engagement and transparency, and creatively promoting opportunities to enjoy San Diego Bay," said Port of San Diego CEO Randa Coniglio.

## **WTC Savannah, USA**

### **WTCSAV 2019 INTERNATIONAL BUSINESS OF THE YEAR**

Every Ford and GM vehicle in North America is made with a bearing that's manufactured in Sylvania, GA.

The company that makes those bearings was named World Trade Center Savannah's International Business of the Year. "We manufacture all the solid rear axle bearings for Ford and GM here in this plant for every one that's manufactured in North America," said Andy Durrence, Koyo, Plant Manager.

Koyo, which has Japanese ownership, is global in scale with 30 percent of its products going to export through the facilities of the Georgia Ports Authority. They started in Southeast Georgia in 1973 as the Torrington Company. In the ensuing 46 years, the bearing manufacturer has nearly doubled its physical space while lifting the payroll to \$30 million, annually. "Because of our performance, we've been able to win more and more customers. We have people from all over the world visit this plant every day."

## **WTC Marseille, France**

### **AN INVITATION TO EXPLORE**

Do you feel like going on a journey of a lifetime? Latitude Blanche, a French company located in our business center in Marseille City Center Vieux-Port, offers you the chance to go on arctic expeditions unique and ecological.

Discover their ship : Polarfront ! The world's last meteorological ship recently converted into an arctic yacht. Onboard you will find 8 suites, a lounge and bar area, a dining room, a library, a sauna and a hot tub all offering a panoramic view on the arctic !

Learn to appreciate your surroundings, nature will be on your doorstep all while you are savoring french cuisine and tasting a large collection of wine set up cozy inside the Polarfront.

While on this journey you will get the chance to take some nature walks, polar pedalo, zodiac outings and many other exciting and unforgettable experience.

Live an adventure like no other and climb onboard !

To learn more about Latitude Blanche go to their website : <https://www.latitublanche.com/>

## WTC Navi Mumbai & IMC Navi Mumbai Management Program

WTC Navi Mumbai & IMC Chamber of Commerce & Industry Navi Mumbai jointly organised a special Management Program on **“Total Management Framework”** on 30<sup>th</sup> May 2019.

Total Management Framework (TMF) is a modern concept in the area of Management function based on Japanese Management Practices. TMF is Total as its name indicates. It is the complete and comprehensive map of modern management paradigm. TMF identifies, recognises and describes 8 stratum and 69 elements of organisation dynamics, 32 elements of process and 16 aspects of management, which are fundamental to the management function. It also refines the definition of the management related terms for total clarity. All this helps to develop comprehensive and robust understanding of Management, understanding that provides total confidence.

Mr. Milind Kotwal Founder of TMF Inc. made a highly interesting presentation on this novel management concept and technique. He explained what, when and how this technique can be utilised effectively to improve the performance and quality of Management in any organisation. He also gave several examples of how it has been used effectively in industrial and services sectors. Mr. Kotwal has authored a book on this topic. He expressed that even B-schools and Management consultants can benefit from the TMF technique. In fact, TMF Inc. has also designed a special course based on this concept for the benefit of management students.

Mr. A. K. Sinha, IMC Expert & Consultant on GST also made a presentation on Impact of GST on industry and services sector in India. He also explained the latest amendments that are important for organisations.

As many as 30 Participants attended the program and derived benefits thereof. Mr. R. K. Jain, Chairman, IMC Navi Mumbai welcomed the participants and Mr. Jayant Ghate, Advisor, WTC Navi Mumbai proposed the Vote of Thanks.





## Basque Region (Spain) Opportunities for India

Basque is an important economic region in Spain and offers significant opportunities for trade and investment. The region is, indeed, a gateway to the European Union (EU) and is a hub of modern technology.

WTC Navi Mumbai organised a Country Seminar on “Initiating Business with Spain “on June 6, 2019. Attended by nearly 100 participants representing industry , businesses and start-up community from Navi Mumbai as well as outside places like Pune, Nashik, Satara, the Seminar was a resounding success in terms of contents as well as networking opportunities .

Mr. Jayant Ghate WTC Navi Mumbai Advisor welcomed the guests and participants and explained the role of a WTC in trade promotion. He also briefed them about the WTCs operating in Spain and their special services and facilities for visiting businessmen. Members of any WTC in the world, he added, would be entitled for reciprocal services on concessional terms.

Mr. Hemant Agrawal Director of Basque Trade and Investment Agency highlighted growth potential of India Basque trade and economic cooperation. He mentioned that as many as 70 Indian companies were operating in Basque region and taking benefit of incentives provided. Similarly many MNCs operating both in Basque and India offer immense opportunities for Indian industry and exporters.

Ms. Gorane Carreira Trade Executive of Basque Agency explained the specific opportunities available in Basque in sectors like Infrastructure and Industry and how Indian businesses can take advantages thereof. She also referred to Bilbao Exhibition taking place in 2020 and encouraged participants to participate and visit for business development.

Ms. Lucia Ortega Trade Executive of Basque Agency explained the special scheme for Start-ups namely BIND 4.0 under which marketing support will be extended to the Indian industry. Mr. Bhaskar Dastidar of Global Expo explained importance of India’s trade agreements with Spain and gave useful tips to the participants.

The Seminar was followed by a lively Question and Answer session as well as networking with the guests. Several opportunities were discussed over hi-tea and many of these are now being followed up enthusiastically.



## Trading Forward: Adapting to a Changing World

International trade of goods and services is subtle in 2019. Global Trade Growth Rate is expected to decrease to 3.6% in 2019 from 3.8% in 2018, along with the Global Economic Growth. Protectionism measures taken by countries like USA are under control but further escalation to a trade feud could cost further decrease in GDP growth. The US-China trade war would be costly for the GDP and might cause a global recession. There are three ways how the trade war can be avoided: Pragmatism in USA, the Chinese trade safety net, and protectionism fatigue. On the other hand, trade facilitation reforms and new free trade agreements are partially compensating for USA and China.

In 2019, the top five destinations for increase in exports will be USA \$193 billion, China \$161 billion, Germany \$67 billion, India \$58 billion, and Japan \$48 billion. The top performing sectors will be services (\$365 billion of export gains) and electronic and electric products \$337 billion. Services will benefit from a rise in middle class in emerging markets; the manufacturing sector is accelerated by introduction of new technology and digitalization. In spite of trade tensions, Chinese exporters could make as much as \$146 billion of new exports in 2019, American ones \$134 billion, Indian \$71 billion and German \$64 billion. Asian and African newcomers are rising in global exports market share.

Trade has revolutionised substantially over the period of time. The development of modern management methods along with the rapidly evolving technological changes has completely changed the landscape of International Trade today.

The effects of technological changes on global trade are creating immense transformations in the way companies and nations organize production, trade goods, invest capital, and develop new products, services and processes. Better information technologies allow quicker communication to the global enterprises with operations all over the globe. New equipment and technologies are revolutionizing sectors as diverse as construction and communications. Advanced manufacturing methods and technologies are tremendously boosting productivity and employment. Introduction of better technology in the logistics and transportation sector have greatly accelerated the worldwide flow of people and goods.

Since the inception of technology, the International business environment has become extremely competitive and it is very essential for all business organisations to adapt to the modern technologies and production methods. Most important aspect in this happens to be the role of Global E-commerce. In-fact, today the Global E-commerce business is estimated at US\$ 27 trillion which is 3 trillion more than the WTO estimate of International trade. Businesses need to adapt to the new management techniques as well as new innovative platforms of doing business to survive in the competition. Use of Artificial Intelligence and Machine Learning, Cryptocurrency Mechanisms, Digital & Social Media Marketing is the key words to achieve success in Global Trade of Future.

The World Trade Organisation (WTO) is organising its annual “Public Forum” based on the theme “**Trading Forward: Adapting to a Changing World**” at the WTO Headquarter in Geneva between 8<sup>th</sup> to 11<sup>th</sup> October 2019. There would be several speakers from Business, Government and Academic sector who would be discussing this topic in-depth. The sub-themes of this Forum are:

- Services — the next trade frontier
- The Next Generation — what do Millennial & Generation Z want to see from global trade
- The Next Chapter of the WTO — strengthening the trading system.

All these sub-themes are very much relevant to the main theme and emerging countries like India stand to benefit significantly by participation in the Forum.

**Article by: - Abhishek Bhattacharya, MBA Student, D Y Patil University School of Management.**

## WTC Navi Mumbai Important Membership Benefit

- WTC Navi Mumbai is pleased to announce an additional membership advantage that will provide special facilities offered by Raheja Universal Group as part of its Raheja Care initiative.
- Besides providing the International Networking/ Access benefits to the WTC members, complimentary membership of Raheja Care will provide access to wide range of domestic advantages such as Lifestyle, Institutional Alliances as well as Special Alliances.
- Raheja Group has taken this important initiative leveraging its strength in core business and to provide these special benefits to its associates.
- New organisations/companies interested in WTC membership are requested to send the completed membership application form along with payment. The form is attached at the end of this bulletin.

### Membership Advantages / Benefits:

- **Global Recognition**

- WTCA and WTC network is a Global Brand known for Best Quality Practices. Your Membership brings you Global Recognition to start with.
- 330 WTCs operating in 92 countries provide Reciprocal Membership Services such as: Office Space, Business Centre, Exhibition / Meeting Rooms , B2B Opportunities, Seminars / Workshops, WTC Club, Hotel Discounts etc.
- WTCA / WTC Card to the Member for Access to these Services.
- There are 750000 Business and other organisations and 15000 Experts associated with WTCs Network. You can count on this for any of your International Business Needs.

- **National & Local Benefits**

- WTC Navi Mumbai offers significant benefits in terms of Access to the Global WTCs Network
- Knowledge Services include : Trade Information , Education , Trade Mission
- International Trade Library & Databases for Reference
- Participation in Seminars & Training Programs , Mentor Events
- B2B Meetings with Incoming Trade Delegations
- Referrals to Overseas Embassies / Consulates in India for Visa purpose
- Facilities : Temporary Offices & Meeting Rooms
- Value-added Market / Export Surveys, Industry Studies , Research (@ cost)

- **Special Offer**

- Complimentary Membership of Raheja Care which provides a world of exclusive privileges & benefits and discounts on Lifestyles, Home Alliances & Institutional Alliances

## MEMBERSHIP APPLICATION FORM

1. Name of the Company  
(In Block Letters) : \_\_\_\_\_
2. GST No : \_\_\_\_\_
3. Year Of Establishment : \_\_\_\_\_
4. Office Address : \_\_\_\_\_  
\_\_\_\_\_
- Telephone No/Fax No : \_\_\_\_\_
- Email : \_\_\_\_\_
- Company Website : \_\_\_\_\_
5. Representative Name : \_\_\_\_\_  
Mobile Number : \_\_\_\_\_  
E Mail : \_\_\_\_\_
6. Company Profile (Attach Brochure) & Business Interests ( Pls Specify): Export ,Import, Countries & Products, Investment, Technology etc  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. Annual Fees : **Rs. 2,950/- All Inclusive Payable by Cheque / DD in Favour of "Raheja Universal Pvt Ltd."**

**Authorised Signature & Company Seal**