



WORLD TRADE CENTER™
NAVI MUMBAI



Trade Investment Promotion Service

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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:

- **Corona Virus:** Most significant development in global trade at present happens to be Corona Virus that has become wide spread in China. Not only it has affected China's foreign trade, but also it has severe implications for the global economy. China is a leading economy in the world and its trade is one of the largest in the world. Unless this virus is destroyed or at least brought under control, the world trade and economy must brace for a temporary recession. Uncertainty in this respect may lead to change in the landscape of the world trade. India is also affected a great deal. We need to evolve appropriate response to such kind of situations in future.
- **USA – India:** USA and India trade and economic relations are expected to change greatly after the recent visit of USA President to India. Significant addition is expected in bilateral trade soon besides agreements in other sectors like defence, energy and so on. USA has always remained an important trading partner for India. There was a strong expectation of an ambitious trade agreement like FTA between two countries on the lines of USA- China trade agreement signed recently. But it has not materialised. But there is a clear indication of such an agreement most probably in the next year after the election of President in USA this year. We will have to wait and watch. In the meanwhile because of Corona Virus in China, new trade opportunities would open in USA and Indian exporters need to seize these.
- **India Policy Framework:** India policy measures such as CAA, NPR and NCR have evoked interesting and mixed reactions all over the world. Some of these are critical. But it needs to be underlined that these are India's internal policy measures and India has the sovereign right to initiate such kind of measures. The countries like Malaysia, Turkey etc., having good trade relations with India have criticised these and India's response is to retaliate by trade restrictions imposition which is absolutely right.
- **Indian Budget 2020—2021:** India's budget for next financial was announced on February1, 2020. As expected the budget aims to provide a growth stimulus to the economy and several measures indicate the same. To give an example, Corporate Taxation measure is expected to lead to more investment. But on Demand/Consumption side, there are not many such measures. If we consider Export Promotion aspect, the idea of Export Centres at District level sounds interesting and innovative. It is to be seen how it will be implemented and by whom. The concept of such Export Centres needs to be evolved carefully and their linkages with the global business community need to be established. Organizations like Export Promotion Councils; World Trade Centre's can help and implement such centres for benefit of industry and trade in the district. Exporters Incubation , Exhibitions, Training , Mentoring, Information Services, Trade Missions and B2B Meetings, Advisory Services etc. are the keys for success and such organizations do have these keys- knowledge and expertise thereof. Yet other

important measure in the budget is tariff increase in some sectors like for example Furniture etc. Good for domestic manufacturing sector.

- **Telecom Sector Problems:** Telecom sector in India is finding itself in a very precarious condition. The Supreme Court had ordered the telecom companies to pay their substantial dues worth Rs.1 + lakh crores without any delay. This is a severe financial problem for these companies and extremely difficult to manage. The company like Vodafone is on the brink of closure. Unless government comes to rescue, the sector and its future, and indirectly the banks that have lent substantially, are doomed. What is the learning from this? Business Models evolved in such cases need to be changed and flexibility needs to be carefully incorporated in the business models to account for the changes. Telecom is part of Infrastructure sector and if the government is keen to attract investment in this, then policies must be extremely clear.
- **World Economic Forum 2020:** This important annual event recently took place in Switzerland. Several political and business leaders participated to discuss various dimensions of global economy, trade, investment and business in general. Highlights of this Forum have been included in a special article in this issue of TIPS Bulletin. We trust the readers will find it informative.

A) WTC Navi Mumbai Services & Business Leads

1. “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@wctnavimumbai.org / +91 9820 342535

Mr. Jayesh Khade: jayesh.khade@rediffmail.com / +91 7666 002002

2. Digital Marketing Advisory Services at WTC Navi Mumbai

WTC Navi Mumbai has initiated this service to upgrade Business Development of MSME's especially in the Global Arena. In the following areas MSME's will find this service useful:

- Website Design & Development
- Digital & Social Media Marketing
- Online Business & Search Engine Optimisation (SEO)

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

For Further Details Contact: - Mr. Jayant Ghate: jayant.ghate@wctnavimumbai.org / +91 9820 342535

Mr. Akshay Chaskar: Akshay@hillsndaes.in / +91 92242 41900

3. Investment Opportunities

WTC Navi Mumbai has received following Business Leads/Investment Opportunities from its panel of experts on Industry and packaging fields.

- a) Electric Scooters – One European Technology Company is interested to provide this technology as well as Marketing and Investment for a Manufacturing Project. The size of the Project is approx. Rs. 70 crores.
- b) Foam Project – This is an innovative Project in the Packaging Sector. Already a factory building has been constructed and investment of around Rs. 14 crores is required for machinery etc.

For Further Details Contact: - Mr. Jayant Ghate: jayant.ghate@wctnavimumbai.org / +91 9820 342535

4. Annual Mega Shopping Festival being organised by ITPO

India Trade Promotion Organization (ITPO) is organizing Great India Shopping Festivals at Ahmadabad from 27th March to 5th April, 2020.

This office is participating in the said event /fair, if interested; you may apply for participation through the components **5(A) “Participation of Individual MSEs in the trade fair/exhibition” of the Procurement and Marketing Support (revised) scheme.**

Last Date of receipt of application is 04.03.2020.

Contingency expenses including travel charges (Rs 25,000/- max.), as per the scheme guidelines, will be reimbursed after the event is over, based on the production of actual bills to the concerned MSME-DI.

A demand draft of Rs. 10,000/- in favour of PAO MSME, New Delhi from any Nationalised Bank is to be deposited as Refundable Security Deposit to the concerned MSME-DI to ensure participation for the full duration of the event. DD will be refunded by the concerned DI after the event is over. If any shortlisted unit fails to participate in the event, due to any reason, the security deposit will be forfeited.

If any MSE has applied earlier, it needs to apply again with a new Demand Draft of Rs. 10,000/. The previous demand draft submitted to MSME-DI may be taken back.

Steps of Participation of manufacturing/service MSEs Fairs/exhibition

- ✚ You should have Udyog Aadhaar Memorandum (UAM). If you don't have then register you unit on the portal <https://udyogaadhaar.gov.in> and get Udyog Aadhaar number.
- ✚ Open URL <https://my.msme.gov.in>.
- ✚ Click on Procurement and Marketing Support Scheme (PMS) icon.
- ✚ Now, Click on Domestic Trade Fairs / Exhibitions icon.

B) WTCs around the World : Business Leads & Events

✚ WTCA NY General Assembly 2020 @ Taipei WTC]

(This event has been postponed to September 2020 due to the Corona virus epidemic)

✚ WTC Colombo, Sri Lanka

WTC RECEIVES ENERGY MANAGEMENT SYSTEM CERTIFICATION

The World Trade Center Colombo (WTC) was recognized as the first ever commercial building in Sri Lanka to receive the ISO 50001: 2011 Energy Management System Certification.

ISO 50001 is the international standard for Energy Management Systems, created by the International Organization for Standardization (ISO). The standard specifies the requirements for establishing, implementing, maintaining and improving an energy management system, whose purpose is to enable an organization to follow a systematic approach in achieving continual improvement of energy performance, including energy efficiency, energy security, energy use and consumption.

The on-going efforts taken by the WTC Colombo has enabled the building to receive one of the highest standards in energy management. A structured and systematic process was implemented and followed by WTC to ensure continuity in reducing the energy consumption annually.

✚ WTC Taipei, Taiwan

PRE-REGISTER IMTDOU 2020: SMART MANUFACTURING

Aiming at future needs for smart manufacturing, the "Taipei Intelligent Machinery & Manufacturing Technology Show (iMTduo)" jointly organized by the Taipei World Trade Center (TWTC) and the Taiwan Association of Machinery Industry (TAMI) will be held at Taipei Nangang Exhibition Center Hall 1 from May 6th to 9th, 2020. It is planned to set up five exhibit areas, including "Industrial Internet of Things and AI Innovation", "Smart Machinery and Manufacturing", "Metalworking and Automation Equipment", "Precision Components, Sensors and Measuring Equipment" and "Education, Research, Service, Media, Association" in a hope to fully present smart manufacturing products, technologies and solutions.



 **WTC Las Vegas, USA**

LAS VEGAS UNDERGROUND PEOPLE MOVER IN DEVELOPMENT

The Las Vegas Convention and Visitors Authority (LVCVA) is tunnelling the future of transportation in Las Vegas as Elon Musk's The Boring Company (TBC) has started work on the Las Vegas Convention Center (LVCC) underground people mover to transport convention attendees throughout the 200-acre campus. This is the first commercial endeavor for TBC and one more first for Las Vegas.

“This is truly a significant occasion for Las Vegas,” said Steve Hill, LVCVA CEO. “Our collaboration with The Boring Company continues to elevate the innovative experiences we offer our visitors and will ensure that our expanded convention facilities are among the most tech-forward in the world. We took the concept of utilizing the underground people mover from an idea on paper to tunnelling in less than a year, demonstrating our board's willingness to embrace bold, new ideas with the potential to change the face of transportation in Southern Nevada and beyond.”

 **WTC Taipei, Taiwan**

VISIT 2020 TAIWAN TRADE SHOWS

Visit 2020 Taiwan Trade Shows and Connect with New Opportunities

The Taipei World Trade Center (TWTC) has lined up 41 international shows for the year 2020, making the next twelve months some of the best times to visit Taiwan and connect your business with all the new and exciting opportunities in the market.

Each year, TWTC hosts more than 40 annual international trade shows in Taiwan to help enterprises around the world explore opportunities in various industries. The trade shows serve as excellent platforms for international businesses to connect and partner with Taiwanese companies.

Together, the Taiwan Trade Shows would attract more than 10,000 local and international exhibitors and over 80,000 global buyers annually. In 2020, immense opportunities in all of the world's key industries are expected to be generated at the shows once again.

Many of the international trade shows organized by TWTC are the major annual events in their respective fields. For example, COMPUTEX TAIPEI is Asia's largest and the world's 2nd largest ICT show; and Taipei AMPA is Asia's 3rd largest auto parts show. TWTC is also the host of Taipei Cycle, Asia's largest bicycle show, and Food Taipei, one of Asia's major foods shows.

WTC Navi Mumbai Welcomes SCS (USA)

WTC Navi Mumbai welcomed Delegates from a US logistics company Supply Chain Solutions (SCS) on January 31, 2020. The Delegates were part of the Trade Mission of Michigan Economic Development Corporation that visited India to participate in India's largest Auto Expo 2020 held in New Delhi during first week of February 2020.

WTC in cooperation with the IMC Navi Mumbai organised an elaborate program of visit of SCS Executive VP Ms. Vandana Behl and Global Client Relations Coordinator Ms. Mae Labrie. There was a briefing session on Indian logistics sector followed by industrial visits in Navi Mumbai region.

Mr Jayant Ghate WTC Advisor welcomed them and explained the role of WTC Navi Mumbai in promoting trade of and investment in Navi Mumbai region. Mr R K Jain Chairman of IMC Chamber Navi Mumbai briefed them about IMC and growth of Navi Mumbai. Mr Mehta and Mr Varghese, both Co Chairmen of IMC Navi Mumbai touched upon India's logistics potential as well as export and import scenarios.

Later Mr. Ghate and Mr. Ganeshan Pillai Director IMC Navi Mumbai took the Delegates to two important companies / units in the region. First they visited a leading manufacturer and exporter of spices "Jabs International" and later a leading company in electronics and electrical field "Select Control". Both have excellent relations with the USA businesses in terms of trade and technologies. They also have presence in USA. The Delegates could discuss in details not only the growth opportunities in general but specifically opportunities for business cooperation among themselves.

Overall the Delegates expressed satisfaction over the arrangements made by the WTC Navi Mumbai. They were accompanied by Ms Supriya Kanetkar Director of Great Lakes St. Lawrence Governors and Premiers Bangalore who coordinated the visit.



WTC Navi Mumbai Repeats Digital Marketing Training Workshop

WTC Navi Mumbai successfully organised a Digital Marketing Training Workshop on "**Succeed Online in 2020**" on 6th-7th February 2020 at the WTC Navi Mumbai Office. A similar Workshop was conducted during August 2019 and the response was quite positive. The Workshop was organised in association with the Indo-Global Chamber of Commerce & Industry (IGCCI) and HillsnDales Digital Solutions.

On behalf of WTC Navi Mumbai, Mr. Jayant Ghate, Advisor extended a warm welcome to all the participants. He briefed them about the role of WTC Navi Mumbai as well as the role of WTCA New York. In the context of the workshop theme, he mentioned that the global digital economy is around \$28 trillion compared to the International Trade size of \$24 trillion. Digital Marketing, he added, was important not only for global trade but also for India's foreign trade.

Mr. Akshay Chaskar, Founder of HillsnDales Digital Solutions was the Chief Faculty and Resource Person for the Workshop. He discussed about the importance of Digital Marketing, its various components as well as how to utilise various Digital Platforms for Business Growth. Few of the topics he touched upon included how to design a professional Business Website, how to utilise Social Media platforms such as Facebook, LinkedIn, Twitter, Instagram, YouTube. WhatsApp etc effectively. He also mentioned about E-mail Marketing, Search Engine Marketing & Search Engine Optimisation and explained use of Google Ad words and similar methods. He also presented success stories as well as practical applications of the above.

Mr Jayesh Khade, Director, IGCCI and Mr. Bhaskar Dastidar, CEO, Global Expo India shared their experiences and brought value additions to the Workshop. The participants were very happy and expressed satisfaction about the output of the workshop.



World Economic Forum 2020

The World Economic Forum Annual Meeting was held during 21st to 24th January 2020 in Davos-Klosters, Switzerland. Our WTC Navi Mumbai Honorary Advisor and Associate Dr. A. Vivek participated in this prestigious Global Forum.

This Forum is the foremost creative force for engaging the world's top leaders in collaborative activities to shape the global, regional and industry agendas at the beginning of each year. It brought together 3,000 participants from around the world with an aim to give concrete meaning to “Stakeholder Capitalism”, assist governments and international institutions in tracking progress towards the Paris Agreement and the Sustainable Development Goals, and facilitate discussions on technology and Trade Governance.

The Forum’s first meeting in 1971 was established to further the idea put forward by Professor Klaus Schwab that business should serve all stakeholders - customers, employees, communities, as well as shareholders. It was reaffirmed in 1973 in the “Davos Manifesto,” a document that has shaped the work of the Forum ever since.

Professor Klaus Schwab, Founder and Executive Chairman at the World Economic Forum while addressing the audience stated that “People are revolting against the economic ‘elites’ they believe have betrayed them, and our efforts to keep global warming limited to 1.5°C are falling dangerously short.”. “With the world at such critical crossroads, this year we must develop a ‘Davos Manifesto 2020’ to re-imagine the purpose and scorecards for companies and governments. It is what the World Economic Forum was founded for 50 years ago, and it is what we want to contribute to for the next 50 years.”

The World Economic Forum 2020 Focused on few particular key areas like:-

- How to address the urgent climate and environmental challenges that are harming our ecology and economy.
- How to transform industries to achieve more sustainable and inclusive business models as new political, economic and societal priorities change trade and consumption patterns.
- How to govern the technologies driving the Fourth Industrial Revolution so they benefit business and society while minimizing their risks to them.
- How to adapt to the demographic, social and technological trends reshaping education, employment and entrepreneurship.

The WEF Annual Meeting 2020 brought together some of the world’s top academics, politicians, business, and civil society leaders to engage in addressing the most pressing issues on the global agenda. These speakers included Mr. Donald Trump, President of the USA, Ms. Angela Merkel, Federal Chancellor of Germany, Ms. Winnie Byanyima, United Nations Under-secretary General, and Mr. Christine Lagarde, President of the European Central Bank, Ms. Deepika Padukone, Founder of Live Love Laugh Foundation and Ms. Greta Thunberg, Environmental & Climate Change Activist.

The topics discussed at this WEF Annual Meeting 2020 are of International Importance and these topics were thoroughly discussed and debated upon to find optimal solutions to this challenges faced by our world today. We at the WTC Navi Mumbai strongly believe in the idea of environmental protection and sustainable development for the betterment of the Global Economy, the Business Sector and the Society.



WTC Navi Mumbai Addresses Government Agencies

WTC Navi Mumbai was invited to participate in two interesting programs organised by Government Agencies/Organisations namely National Small Industries Corporation (NSIC- GOI Undertaking) and Maharashtra Center for Entrepreneurship Development (MCED - GOM Agency).

On behalf of WTC Navi Mumbai, Mr. Jayant Ghate, Advisor and Mr. Jitendra Sakpal, WTC Navi Mumbai Member Associate actively participated in these two events and addressed these programs.

At the NSIC Interactive session on Feb 15th 2020 with the Chambers and Trade Promotions Organisations, Mr. Ghate made a number of suggestions to the NSIC Zonal Head Mr. Ravi Kumar with particular relevance to Exports from MSME sector. His suggestions were duly noted and appreciated by all the participants. Specifically, he made the following suggestions and justified their relevance-

1. Finance Minister has announced setting up of the Export Centres at the District level. The idea in principle is good and will bring every District on India's export map. But to implement such an idea there is a felt need to identify appropriate Agencies. As NSIC is deeply involved in MSME Marketing, Exhibitions in India and Overseas, Global Business Portal as well as Financing, NSIC should favourably consider establishing such Export Centres in some pilot Districts. NSIC does have the expertise and experience to successfully realise the export growth potential of Districts.
2. NSIC is also closely involved in Business Incubation service. NSIC should extend this to cover Export sector and set up Exporters Incubation facilities – Training, Mentorship and Exhibitions & Practical Exposure to MSMEs / Export Start-ups.
3. To lead to better understanding of implications of tariff changes in budget for Indian markets and impact of changes in global business environments for India's Exports, NSIC should consider initiating Research services for the benefit of MSMEs.



MCED specially invited Mr. Ghate to address the participants in their training program on Export Promotion on Feb 19th 2020. As many as 40 participants from the industry and business sector were present on this occasion. Mr. Ghate explained the role of WTCA New York as well that of WTC Navi Mumbai in promotion of Global Trade & Investment. He highlighted the special programs conducted by WTCs around the world in International Trade Promotion such as Conferences, Exhibitions, B2B meetings and so on. He also touched upon the various

services offered by the WTC Navi Mumbai in terms of Trade Education, Trade Information, and Membership as well as the benefits to members such as trade missions meetings, seminar participations and so on.

During the session, Mr. Ghate also traced important developments in India's foreign trade and investment. He identified Corona Virus in China as the most significant development having a bearing on global trade and investment. The forthcoming visit of American President to India was also important for India's Trade Ties with USA. Mr. Ghate gave details of how exactly WTC can help the business people in every stage of export promotion and gave the participants insights into the ten steps of successfully organising the export effort. The participants posed a number of questions to Mr. Ghate after his presentation.

WTC Navi Mumbai also Participated in the following Programs:-

1. WTC Navi Mumbai was invited by the US Consulate, Mumbai to attend presentation of **Select USA Investment Summit 2020** taking place in Washington during June 1st – 3rd 2020. Aim of the event is to promote investment, trade and employment in USA and more around 3000 delegates from 75 countries are expected to participate.

WTC Navi Mumbai has requested the US Commercial Service to visit Navi Mumbai region to promote participation from Navi Mumbai in this Summit and in principle, they have agreed to come and organise the presentation.

2. **Indo-Portugal Business Forum** – WTC Navi Mumbai participated in the Indo-Portugal Business Forum on 15th Feb 2020. It was organised by CII & Consulate of Portugal. His Excellency Mr. Marcelo Rebelo De Sousa, President of Portugal was the Chief Guest. Mr Piyush Goyal, Hon'able Minister of Commerce & Industry (Government of India) was the Guest of Honour. Mr. Abhishek Bhattacharya and Ms. Monty Singh, Operations Associates of WTC Navi Mumbai represented WTC Navi Mumbai.



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