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**Trade Investment Promotion Services**

**TIPS News Bulletin- October to December 2024 Issue**

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*Multidimensional Services and Facilities for Business, Governments and Academia*

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*WTC NM is a Project by Raheja Universal Group-*





## **WTC Navi Mumbai: Driving Excellence in Trade and Investment in 2024**



*2024 was marked by numerous impactful initiatives and events that showcased the WTC's integral role in connecting local enterprises with international markets, nurturing innovation, and supporting small and medium enterprises (SMEs).*

### ***Key Achievements:***

*The WTC organized a series of seminars and trade missions, catering to diverse industries and themes. On April 20, 2024, WTC Navi Mumbai, in collaboration with D.Y. Patil University, hosted a seminar on Marketing Strategies for Startups, which brought together experts to address challenges faced by startups and offered practical insights into building sustainable business models.*

*Similarly, the Illinois Trade Mission to India took place from April 22 to 26, 2024, with WTC Navi Mumbai supporting this initiative by facilitating networking and business connections in Mumbai. The trade mission highlighted collaboration opportunities in sectors like climate resilience, medical devices, and IT. WTC Navi Mumbai's emphasis on fostering global connections was further evidenced during the WTC Taipei Trade Mission on May 7, 2024, where*

*it facilitated B2B meetings between Indian businesses and Taiwanese counterparts. Additionally, the WTC played a significant role in the MADE for MSME Summit on May 27, 2024, focusing on manufacturing, AI, and digital excellence. These events underscored WTC's mission to act as a bridge between global markets and local enterprises, boosting India's role in international trade.*

*The year also saw WTC Navi Mumbai take significant steps in strengthening its partnerships with organizations like ONDC (Open Network for Digital Commerce). On May 13, 2024, WTC Navi Mumbai hosted a session on fostering cooperation with ONDC, highlighting its potential to enhance market accessibility for MSMEs. Furthermore, its Export Opportunities and Challenges seminar, held on September 4, 2024, provided MSMEs with insights into navigating global trade scenarios, diversifying value chains, and building robust export strategies. WTC Navi Mumbai's role as a knowledge Partner was prominently displayed in events like the DYPUSAC International Business Conference on November 23, 2024, which focused on AI-driven commerce and innovation.*

*As a part of our Trade Education Services, 4 issues of TIPS Bulletin has been brought out highlighting key developments in the areas of International Trade and Investments from the viewpoint of India. Besides, it covers some WTC NM Events as well as WTCA and other WTCs happenings. We also participated in Trade Promotion events being organised by other organisations like CIIA Innovation Expo 2024, K-Trade Expo 2024, Global Financial Festival 2024 and others.*

***Looking Ahead to 2025:*** *As 2025 approaches, WTC Navi Mumbai aims to build on its successes by expanding its outreach and exploring new frontiers in trade and investment facilitation. Key priorities include leveraging digital tools to enhance connectivity, strengthening partnerships with global organizations. With a focus on sustainability and innovation, the center aspires to further its impact, ensuring businesses in Navi Mumbai remain competitive on the global stage. Through its diverse initiatives and unwavering commitment to excellence, WTC Navi Mumbai continues to exemplify the transformative power of trade and investment, driving prosperity for businesses and communities alike.*

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## **Editorial**

- The CEO of NITI Aayog Suggests that India should be a part of Regional Comprehensive Economic Partnership (RCEP) which is the largest trading bloc backed by China and groups 15 economies in Asia-Pacific region along with 10 member-state of ASEAN. It will assist India in spurring the growth of the manufacturing base and boosting exports.
- 
- India and China are projected to drive half of the world's economic growth in the coming years. Senior Minister of State for Foreign Affairs of Singapore emphasized the importance of continued engagement of Singapore and the Southeast Asian Region with both countries for regional growth. As the world's first and third-largest economies by purchasing power parity, India and China play crucial roles in trade, innovation, digitalization, and the transition to a green economy. Their combined influence is expected to shape global economic trends significantly.
  - BRICS has expanded to include Egypt, Ethiopia, Iran, and the UAE, making it a nine-member bloc that now holds a larger share of global wealth than the G7 and produces a third of the world's food. The bloc aims to reduce reliance on the US dollar, eliminate unilateral economic sanctions, and support the New Development Bank to boost investment flows into BRICS and the Global South. Additionally, BRICS is committed to establishing a grain trading platform to support food and commodity trade within the bloc. China is steadily closing the economic gap with the US and is expected to surpass it by the end of the decade. The expanded BRICS alliance, accounts for 35% of the global economy based on purchasing power parity, overtaking the G7's 30% share.
  - US President-elect Donald Trump has demanded a commitment from BRICS nations not to create or back any currency to replace the US dollar, stating that BRICS nations would face 100% tariffs and be denied access to the US economy if they attempt to move away from the dollar.
  - The growing influence of countries like China and India in BRICS+ is reshaping global trade dynamics and challenging G7 dominance. The share of BRICS+ in global merchandise exports increased from 10.7% in 2000 to 23.3% in 2023, while the G7's share fell from 45.1% to 28.9%. China and India are expected to play prominent roles in global trade, with significant contributions to high technology exports.

## **WTC Navi Mumbai Service Highlights**

### **Special Session on Human Capital Management**



WTC Navi Mumbai organised a Special Session with D.Y. Patil University School of Arts & Commerce (DYPUSAC) on the theme "Human Capital Management" on October 28, 2024, at DYPUSAC, Belapur.

The session began with a welcome address by Mr. Jayant Ghate, Advisor WTC Navi Mumbai. He spoke about WTC Navi Mumbai and informed the participants about the upcoming 15th International Business Conference. He also provided his insights on theme of the session.

Human Capital Management (HCM) is an approach that focuses on managing and optimizing the value of employees through recruitment, development, and alignment with organizational goals. Recently, its importance has grown due to rising skill gaps, the need for employee well-being, and the digital transformation of workplaces.

The Chief Guest of the session was Mr. Wilfred Monteiro, who is a well-known specialist on the subject of Human Resources Management. He made a detailed presentation on the theme giving his valuable insights. He highlighted how human capital has become a crucial strategic asset for maintaining business competitiveness and how it must evolve beyond its traditional operational role, embracing agility to become a proactive strategic partner.

The lively Q and A session also sparked a healthy discussion among the participants. To sum up, it was both an interactive and insightful session. The participants found the seminar extremely useful and had many interesting takeaways from their participation.

## IBC on AI Meets Commerce



D Y Patil University School of Management (DYPUSM) organised the 15th International Business Conference (IBC) themed as "AI Meets Commerce: Driving Innovation, Efficiency and Unmatched Consumer Experiences" on 23<sup>rd</sup> November 2024. WTC Navi Mumbai was the Mentor for the 15th IBC. As a Knowledge Partner the WTC organized the Guest Speakers and industry participation in this important event in Navi Mumbai.

Dr. R. Gopal, Director of DYPUSM welcomed the participants and explained the importance of the theme and IBCs organised in earlier years. Mr. Jayant Ghate, Advisor, WTC Navi Mumbai made a detailed presentation how E-commerce evolved as new technological development brought changes in the arena of commerce. He also presented the role of the WTCA and WTC Navi Mumbai in international trade and investment promotion.

Other speakers of the conference included Mr. RK Jain, Sara Chem Pvt Ltd; Mr. Prasad Menon, CEO, CIBA; Mr. Narendra Maripady, Former CMD of Indian Overseas Bank; Mr. Amol Neve, Director of Sales, Prolifics; Mr. Chandrashekhar Bhide, Co-founder, Lithion Power; Mr. Mandar Desai, Director, Desaitch Innovations Pvt Ltd; and Dr. Ramesh Bhatawdekar. They shared their valuable insights on the topic highlighting the practical aspects of the theme.

The insightful session was followed by the cultural activity and Quiz Competition organised by the students. The conference ended with vote of thanks proposed by Dr. Saisha Keluskar, IBC Coordinator Faculty of DYPUSM. The IBC was attended by over 100 participants representing industry/ business community as well as academia and management students. Ms. Ananya Bhattacharya, the WTC Intern was the Student Coordinator of the IBC. She received guidance from Dr. Prajakta Mondkar DYPUSM Faculty and WTC Advisor Mr. Ghate in organizing this successful event.



## CapitalBoat @ WTC Moscow



CapitalBoat Holdings closely associated with WTC Navi Mumbai have shared their excellent achievement that recently took place at the WTC Moscow during October 2024. Mr. Saurabh Bajpeyee Founder of CapitalBoat visited Russia along with CII Business Delegation that participated in the B2B event held at WTC Moscow. Mr. Saurabh has participated and addressed some of the WTC events.

Mr. Saurabh is pleased to inform the landmark achievement of signing the MoU to bring in Russian FDI worth RS. 1000 Crores with Mr. Anton Urusov, Executive Director, Investment Department Government of Russia, Russian Direct Investment Fund. This capital influx will be channeled through the company's Alternative Investment Fund (AIF) based at the GIFT City marking a milestone for CapitalBoat Holdings and India's position as a competitive investment destination. The investment is poised to enhance India's financial landscape, with its infrastructure and favourable regulatory environment, is set to facilitate growth across several sectors including infrastructure, technology, and innovation.

This initiative reflects CapitalBoat Holdings' commitment to fostering foreign investments that align with India's economic objectives. The collaboration further strengthens bilateral ties between India and Russia, as both nations continue to pursue strategic partnerships in trade and investment.

According to Mr. Jitendra Sakpal of Rise Capital – a Venture Capital Partner of CapitalBoat Holdings, the agreement will facilitate job creation and spur development in key sectors, reinforcing India's vision of becoming a global hub for innovation and financial services.

## **Technology Meet at WTC Navi Mumbai**



World Trade Center Navi Mumbai organised a special interactive session on the theme “Technology Opportunities and Challenges” on December 23, 2024 for the select invitees from technology sphere. The meeting started with Mr. Jayant Ghate, Advisor WTC Navi Mumbai welcoming the participants and giving insights about services of the WTC Navi Mumbai. This was followed by a brief introductory session by all the participants and a presentation by WTC on “Technology and Globalisation: A New Dynamics in International Trade”.

The participants included Prof. Dr. A.Vivek, Managing Director German Indian Trade Advisory (GITA) and his colleague B. Elongevan, Kaustubh Deshpande of imoto, Nishant Patil, Chartered Financial Analyst, Shailesh Jayawant, UGC Technology Professor, and Mr. Jitendra Sakpal of Rise Business Solutions.

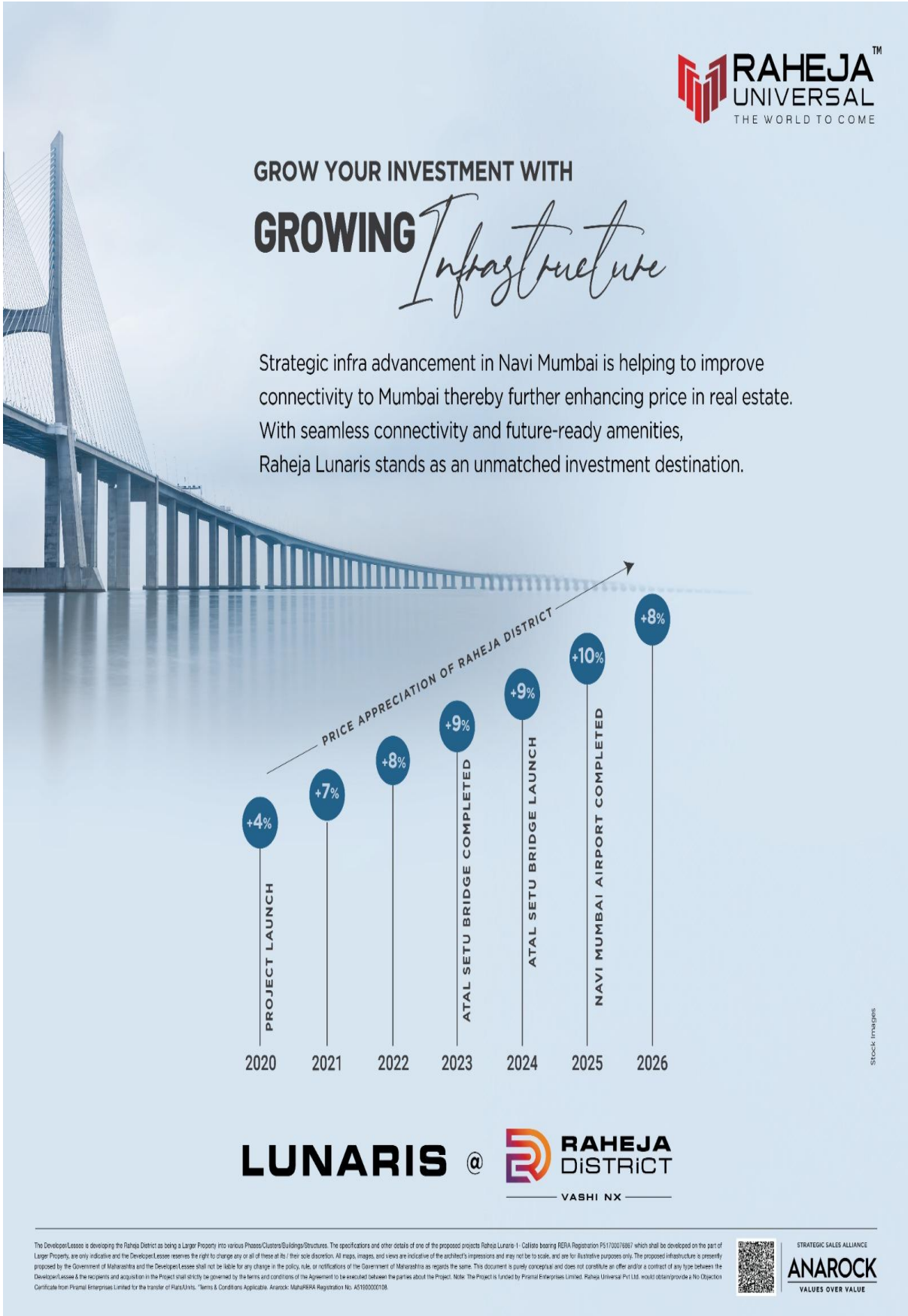
The meetup brought together technologists to share ideas, understand needs and explore new opportunities in the tech sector. The event aimed to connect people and spark discussions about the challenges and trends shaping the industry today. The main goal of the meetup was to learn about the needs of startups and organizations while also discussing key trends in technology. The meeting also focused on building collaborations for the future. It provided a platform for startups and companies to brainstorm new ideas and consider how innovative concepts could be introduced in India. Possibilities of bringing sophisticated technologies from Europe to India in the areas like Electric Vehicles, Drones and Life Detection Systems were explored.

To sum up, the meeting was quite insightful and left room for further discussions and future collaboration.



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## WTCA and WTCs around the World

### Asia Pacific GBF Regional Webinar



The Asia Pacific GBF Webinar is an important part of the 2025 WTCA GBF Regional Zoom Series — a set of **FREE webinars** designed to provide useful insights and tips to help participants promote the Global Business Forum (GBF) within their networks. It aims to ensure a smooth and successful experience as attendees prepare for their trip to **Marseille**. It will take place on January 16, 2025, virtually.

This webinar is open to **all Members and their business networks** and highlights the value of the GBF in building connections, exploring new markets, and driving growth in the Asia-Pacific region and beyond. Participants will learn how to make the most of the GBF, develop strong relationships, and contribute to the goals of the WTCA community.

It's a great opportunity to stay updated, share ideas, and take part in a global conversation on business innovation and collaboration, making this webinar a must-attend event for members and their networks.

## WTCA Organized Overseas Participation to 2024 CIIE



WTCA successfully organized overseas participation at the 7<sup>th</sup> annual China International Import Expo (CIIE), held November 5-10 in Shanghai. For the fifth consecutive year, the WTCA CIIE program offered a hybrid approach to CIIE — the top trade show for imported goods in China — for global WTCA Members and their business networks to showcase their products and services to CIIE event attendees. Nearly 3,500 exhibitors and over 430,000 professional visitors attended the expo with a total exhibition area of 360,000 square meters.

The 2024 WTCA CIIE program participants included 36 enterprises from seven overseas World Trade Center (WTC) businesses, bringing a total of 120 products and services covering five major industries including Food and Agriculture, Consumer Goods, Trade Services, Healthcare, and Intelligent Industry and Information Technology. The participating WTC businesses represented the European, African, North American, and Asia Pacific regions. The hybrid WTCA CIIE program format provided free remote participation for convenient and cost-effective access to the Chinese market for overseas WTCA Members and their business networks, as well as an in-person booth managed by WTCA Asia Pacific Regional Office (APRO) staff to allow for face-to-face interaction with potential buyers.

The 2024 WTCA CIIE Program was a joint program between WTCA and WTC Shanghai and was promoted to local business communities in China.

## WTC Pune launched an Accelerator Platform



World Trade Center Pune has partnered with First Rate WealthTech, a venture capital firm that aims to foster specialized innovation under sectors like AI, Sustainability, Fintech, MedTech and FMCG. This collaboration aims to leverage Pune's strengths as a key hub for IT/ITeS, automotive industry, manufacturing and education to drive growth and scalability within the startup ecosystem

Pune, a rapidly emerging tech hub, is solidifying its position as a key player in India's economic landscape. Its strategic location, coupled with a robust educational ecosystem, affordable cost of living and supportive government initiatives, has made it a magnet for both domestic and international investment. It is referred as "Oxford of the East" for its academic excellence, Pune is home to educational institutions that fuel a highly skilled workforce.

The city's growing prominence in the fintech sector is particularly notable, driven by policies such as the Maharashtra FinTech Policy 2018, which supports innovation and startup growth. This has positioned Pune as a rising global fintech hub, fostering a dynamic ecosystem of financial technology companies.

With adequate fintech technology of their own, First Rate WealthTech from Arlington, Texas in the USA, aspires to support late-stage startups and aims to acquire established platforms. What's more is an underlying drive to provide mentorship for entrepreneurs through programs and demo days with industry professionals to leverage their expertise. This strong commitment to social responsibility and community focus establishes their outlook towards nurturing a healthy entrepreneurial ecosystem

## **A Gathering of Global Maritime Leaders at Interna**



On November 4, 2024, Algiers hosted a landmark event in the global maritime sector under the theme "Navigating Towards the Future," emphasizing global trade, sustainability, and technological innovation in the maritime industry. The event highlighted Algeria's strategic vision to position itself as a key player in the Mediterranean and Africa's maritime and logistics sectors. Mr. Ahmed Tibaoui, CEO of the World Trade Center Algiers, stressed Algeria's potential as a gateway for Africa, focusing on enhancing global trade and infrastructure.

Distinguished speakers shared valuable insights, including Jan Hoffmann from UNCTAD on digital transformation in logistics, Professor Norman Martinez from IMO-IMLI on evolving maritime law, and Eleonore Modde from FONASBA on the importance of collaboration in the shipping industry. Panos Xenokostas, CEO of ONEX, discussed integrating advanced technologies into shipbuilding, while Samir Boumati, CEO of DP World El Djazair, highlighted Algeria's advancements in port and logistics capabilities. Abdelkarim Rezal from Algeria's Ministry of Transport outlined strategies for sustainable growth in the maritime sector.

Discussions focused on key trends such as the role of AI, blockchain, green technologies, and emissions regulations in modernizing the maritime industry. The conference emphasized the importance of innovation, sustainability, and international collaboration to address global challenges. Algeria's hosting of the event showcased its commitment to shaping the future of the maritime economy.

## Special Information Update

### ➤ World Trends

#### Top Countries by GDP Per Capita in 2024

The global economic landscape has shifted significantly over the past decade, with some countries emerging as the leaders in GDP per capita, measured by purchasing power parity (PPP). According to data from the International Monetary Fund (IMF), as highlighted by Visual Capitalist, the top countries by GDP per capita in 2024 show a strong concentration of wealth in small, high-income economies.

**2024 Leaders: Luxembourg and Macao on Top:** Luxembourg stands at the top of the list with a staggering GDP per capita of \$144,000. Known for its robust financial sector, this small European country has maintained its position as one of the wealthiest nations globally, driven by a highly developed banking and investment industry. Macao SAR, a special administrative region of China, follows closely with a GDP per capita of \$134,000. Macao has rapidly grown in wealth, largely due to its booming gaming and tourism sectors, making it a global entertainment hub.

**Declines and Notable Trends:** Some countries, such as Qatar, which previously topped the list in 2014 with \$143,000, have seen a decline in rankings. In 2024, Qatar's GDP per capita is now \$112,000, reflecting the challenges faced by its energy-dependent economy amid fluctuations in oil and gas prices. United Arab Emirates (UAE) also shows a significant jump, climbing to a GDP per capita of \$97,000 in 2024 from \$79,000 in 2014. This is driven by diversification efforts, especially in tourism and finance, which have lessened the country's dependence on oil revenues. Switzerland and San Marino remain strong contenders, showcasing the strength of their economies with GDP per capita figures of \$92,000 and \$87,000, respectively.

**New Entrants and Surprising Performances:** One of the more surprising performances is Guyana, which, driven by its newfound oil wealth, has rapidly risen to a GDP per capita of \$80,000 in 2024, becoming one of the top performers in the developing world.

Meanwhile, Taiwan has emerged as a strong economy with a GDP per capita of \$77,000, thanks to its leadership in the global semiconductor industry. As global economies shift, these rankings reflect the evolving influence of technology, tourism, and energy sectors on national wealth.



## The World's Largest Economies by GDP (PPP) in 2024

In 2024, the global economic hierarchy underscores the shifting dynamics among leading nations. The G20 economies, dominating global activity, showcase diverse strengths, from industrial output and innovation to resource exploitation and consumer markets. According to *Visual Capitalist*, rankings based on purchasing power parity (PPP)-adjusted GDP highlight these variations.

China leads with a PPP-adjusted GDP of \$33.1 trillion, representing 24% of the G20 total. Its economic growth is driven by industrial production, global trade dominance, and a large population

The United States ranks second with a GDP of \$29.2 trillion (21% of G20 GDP). Its economy thrives on innovation, a strong financial sector, and a consumer-driven market.

India secures third place with a GDP of \$16.0 trillion (12%). Its rapid growth is fuelled by a youthful population, a growing middle class, and expanding global trade ties.

Russia (\$6.9 trillion) and Japan (\$6.6 trillion) occupy the fourth and fifth positions, respectively, relying on natural resources and advanced manufacturing.

Germany, Europe's largest economy, ranks sixth with \$6.0 trillion (4%). Its industrial base and export-driven economy make it a vital player in the European Union.

Brazil and Indonesia, each with \$4.7 trillion GDPs, are gaining prominence due to their resources and consumer markets. France (\$4.4 trillion) and the UK (\$4.3 trillion) remain influential with diversified economies.

**Other Key Contributors:** Italy, Türkiye, Mexico, South Korea, Canada, and Saudi Arabia, among others, also contribute significantly, with GDPs ranging from \$994 billion to \$3.6 trillion. These nations leverage their unique strengths in manufacturing, technology, and resources.

### **Conclusion**

The G20 economies, representing 70–85% of the global economy, reflect the diversity of industries, strategies, and natural resources driving global growth. This dynamic landscape highlights their vital role in shaping the future of the world economy, as detailed by *Visual Capitalist*.

## ➤ Indian Trends

### The Growing China-India Supply Chain Integration

In recent years, the integration of China and India's supply chains has emerged as a strategic tool for multinational companies, particularly in sectors like electronics and technology. While China remains a manufacturing giant with a highly efficient industrial system, India is rapidly establishing itself as a vital hub for production. Major companies like Apple have expanded their partnership by diversifying their operations across both countries, thereby reducing dependency on a single market.

**The Strategic Benefits of Integration:** The synergy between China and India offers multinational corporations several benefits. China's advanced infrastructure, skilled labour, and extensive supply chains provide a solid foundation for manufacturing, while India's growing pool of talent, competitive labour costs, and government initiatives to boost production capabilities create an attractive alternative. This dual approach enables companies to maintain high levels of productivity and efficiency while also mitigating risks associated with geopolitical tensions or supply chain disruptions. For example, Apple has made significant investments in India, increasing local production to cater to the growing domestic market. By doing so, the tech giant not only enhances its operational efficiency but also positions itself to better respond to changing market dynamics.

**Navigating Geopolitical Challenges:** Despite the clear advantages of this integration, navigating the complex political landscape remains a challenge. Both nations have imposed different degrees of scrutiny on each other's businesses, which can create obstacles for foreign investment and collaboration. India's cautious approach toward Chinese investments, particularly in technology sectors, is a prime example of the geopolitical sensitivities at play. As both countries grapple with issues related to trade, security, and national interests, companies must remain agile and adaptable in their strategies. However, if India continues to create a more investment-friendly environment, the potential for deeper integration could accelerate. Initiatives such as "Make in India" and favourable policies aimed at attracting foreign direct investment are steps in the right direction.

**The Road Ahead: Opportunities and Challenges:** Looking forward, both China and India present significant opportunities for global businesses. Multinationals by carefully navigating geopolitical risks and policy uncertainties effectively must balance their operations across both nations stand to gain a competitive edge in an increasingly interconnected world.

## **India's Rise: A New Era of Economic Prosperity**

India is experiencing a transformative economic phase, driven by rapid growth, strategic reforms, and technological innovation. With a projected GDP growth of 7% for FY 2024-25, it remains the fastest-growing major economy.

### **Sustained Growth and Strategic Vision**

India's GDP growth, rising from 7% in FY 2022-23 to 8.2% in FY 2023-24, highlights its resilience. John Chambers, Chairman of the US-India Strategic Partnership Forum, credits reforms and policies for positioning India to potentially surpass China economically by the century's end.

### **Market Strength**

Indian financial markets have delivered robust performance, with a 15% compound annual growth rate over the last five years. Benchmark indices grew by 28% in FY 2023-24, reflecting the economy's strength and stability.

### **The Digital Transformation**

Initiatives like *Digital India* have revolutionized the economy, particularly through the Unified Payments Interface (UPI), which recorded over 13,116 crore transactions in FY 2023-24. Platforms like CoWIN further showcase India's digital efficiency.

### **Booming Startup Ecosystem**

India has the world's third-largest startup ecosystem, with over 151,000 recognized startups creating more than 15.5 lakh direct jobs, fueled by the *Startup India* initiative.

### **Leadership in AI and Inclusion**

India's focus on AI through programs like "AI for India 2.0" underscores its ambition to lead in future technologies. Inclusive growth initiatives such as *Pradhan Mantri Jan Dhan Yojana* and *Pradhan Mantri Awas Yojana* have brought millions into the financial system and provided secure housing to families.

### **Conclusion**

India's rise is a testament to robust growth, innovation, and inclusive policies. With a thriving startup ecosystem, advancements in AI, and strong market performance, India is redefining its role in the global economy.

## Business Opportunities

### Smart Business Kraft



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Business Affiliates

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Email : sandipkulkarni616@gmail.com

In today's world of competition for Exponential Business Growth and sustainability Smart Business Kraft brings option of Institutional Business for Start Up and Women Entrepreneurs. They guide and train to maximize business enabling greater reach of their products to more categories of customers in focused manner. They also conduct campaigns in Corporate and Residential Colonies to increase connects with customers. This helps to create awareness about products and promote them to focused customers without competition. This also helps in developing more trust and transparency about company. They have Business and Organisational Experience of 20 years in Marketing Advertising and Sales as well as have Expertise of Consumer and Corporate products.

For further information, kindly connect with WTC Navi Mumbai.

## Articles

### Innovations in Food Preservation for Global Trade

(Bhushan Yengade, Founder, Binder Technology Consultancy)\*

In today's globalized world, innovations in food preservation address challenges in transporting food over long distances, ensuring safety, quality, and reduced waste. These technologies extend shelf life, maintain nutritional value, and minimize spoilage, creating opportunities for entrepreneurs in international food trade while enhancing global food security. Below are some of the most significant innovations in food preservation technologies and their impact on global trade, providing insights for entrepreneurs looking to tap into these advancements and establish successful businesses in the food industry.



1. **High-Pressure Processing (HPP):** It's a Safe and Effective Preservation method. HPP is a non-thermal preservation technique that uses high pressure (up to 87,000 psi) to eliminate harmful microorganisms while preserving food's freshness, taste, texture and nutrients. Ideal for juices, deli meats, seafood, and ready-to-eat meals.
2. **Intelligent Packaging: Real-Time Monitoring of Food Quality** Intelligent packaging uses sensors to track food conditions (temperature, humidity, and gas) during transport, reducing spoilage and ensuring product quality. It's used in fresh produce, dairy, meat, and ready-to-eat foods, optimizing storage and transport. It aids inventory and quality control, crucial for global trade. This technology reduces waste, enhances efficiency, and builds consumer trust by ensuring transparency and food safety, helping businesses thrive in international markets.
3. **Modified Atmosphere Packaging (MAP): Extending Freshness Across Borders** MAP alters gas composition in packaging (replacing oxygen with nitrogen or carbon dioxide) to slow spoilage and extend shelf life. Its commonly used for meat, seafood, dairy, and fresh produce, MAP facilitates long-distance transport without refrigeration while preserving color, texture, and flavour, essential for global trade.

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\*The author specializes in food industry project management, market research, and training services. He has worked with Ministry of Food Processing Industries of India, ensuring project compliance with technical standards.

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#### 4. **Cryogenic Freezing: Preserving Quality for Global Export**

Cryogenic freezing uses ultra-low temperatures (liquid nitrogen or carbon dioxide) to quickly freeze food, preserving its texture, flavor, and nutritional content. Its Ideal for delicate foods like seafood, fruits, and vegetables, this method prevents cell damage and maintains food quality, essential for long-distance export

#### 5. **Aseptic Processing and Packaging: Long Shelf Life Without Refrigeration**

Aseptic processing sterilizes food and packaging separately before sealing in a sterile environment, allowing extended shelf life without refrigeration. Its used for beverages, soups, sauces, and liquids, aseptic processing enables room-temperature storage for months or years, ideal for global trade in regions with limited refrigeration access.

#### 6. **Freeze-Drying: Lightweight, Nutritious, and Long-Lasting Products**

Freeze-drying freezes food and removes moisture under a vacuum, creating lightweight, shelf-stable products that retain nutrients, flavour, and texture. It's Ideal for fruits, vegetables, and meals, freeze-dried foods are nutrient-dense, long-lasting, and easy to transport, making them popular in emergency supplies and global trade.

#### 7. **Ozone Treatment: A Natural and Chemical-Free Solution for Food Safety**

Ozone treatment uses ozone gas (O<sub>3</sub>) to sterilize food, killing bacteria, viruses, and Molds naturally without chemicals, reducing spoilage, and extending shelf life. Businesses producing organic or sustainable food can use ozone treatment to position their products as eco-friendly and health-focused, meeting consumer demand for clean-label and safe foods.

### **Unlocking New Opportunities for Entrepreneurs in Global Food Trade**

The global food supply chain increasingly relies on innovative preservation technologies to meet the demand for fresh, nutritious, and safe products. Entrepreneurs can leverage advancements like HPP, Intelligent Packaging, MAP, Cryogenic Freezing, Aseptic Processing, Freeze-Drying, and Ozone Treatment to reduce spoilage, extend shelf life, and enhance product quality. These technologies offer opportunities to meet food safety standards, create high-quality products, and expand into global markets. As demand for fresh, clean-label, and minimally processed foods grows, adopting these solutions positions businesses to meet evolving consumer needs. By investing in these innovations, entrepreneurs can improve product quality, minimize food waste, and expand their reach, contributing to a sustainable and efficient global food supply chain.

## **Technology and Globalisation: New Dynamics in International Trade**

**(Prepared by: Ananya Bhattacharya, WTC NM Intern)**

The interplay between technology and globalisation has fundamentally reshaped the landscape of international trade, ushering in a new era of opportunities and challenges. These twin forces have created unprecedented possibilities for businesses to expand their reach and adapt to a rapidly changing global marketplace.

Technology has revolutionized the way trade is conducted, enabling businesses to operate across borders with remarkable efficiency. Innovations such as artificial intelligence (AI), blockchain, and big data analytics have enhanced transparency, streamlined supply chains, and reduced transaction costs. Digital transformation has also empowered small and medium enterprises (SMEs) to access global markets, compete on a level playing field, and integrate into international value chains. Platforms like ONDC (Open Network for Digital Commerce) in India are prime examples of how digital infrastructure is helping businesses scale globally while reducing reliance on traditional trade intermediaries.

Globalisation has facilitated economic integration on an unprecedented scale, allowing goods, services, and ideas to flow seamlessly across borders. However, it also introduces complexities such as fluctuating trade policies, geopolitical tensions, and evolving market demands. These challenges call for innovative solutions to ensure resilience and adaptability in global trade. Technology, with its ability to provide AI-driven market intelligence and blockchain-enabled supply chain solutions, is proving critical in mitigating uncertainties and creating sustainable trade practices.

India, as a rapidly growing economy, has been at the forefront of leveraging technology to shape its global trade dynamics. Initiatives such as the Make in India campaign and the push for Digital India have positioned the country as a global manufacturing and technology hub. Furthermore, the integration of AI in logistics and e-commerce has streamlined India's export ecosystem, making it easier for businesses to navigate international markets. The country's progress in renewable energy technologies and its leadership in sectors like pharmaceuticals and IT continue to boost its global trade footprint.

Sustainability has also emerged as a central theme in the intersection of technology and globalisation. Green technologies, such as renewable energy solutions and electric vehicles, are not only reshaping industries but also aligning trade practices with environmental priorities. India's focus on green hydrogen and solar energy exports reflects its commitment to fostering a sustainable global economy while leveraging its technological advancements to drive growth.

The integration of technology and globalisation is transforming the very foundations of international trade, enabling economies to adapt to a world of constant change. While challenges such as digital divides and regulatory hurdles persist, the opportunities presented by these forces far outweigh the risks. By embracing innovation and fostering collaboration across borders, businesses and governments can navigate this new landscape effectively and contribute to a more inclusive and sustainable global economy.

In this era of transformation, the dynamic interplay of technology and globalisation continues to redefine trade, offering a future brimming with possibilities for growth, resilience, and shared prosperity.



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