

Essex – India Summit

21st June, 9.00 am – 2.00 pm
Anglia Ruskin University, Chelmsford
Free admission



'If India continues its recent growth, average household incomes will triple over the next two decades and it will become the world's 5th-largest consumer economy by 2025'

McKinsey Global Institute, April 2010

The Essex – India Summit is a unique opportunity for anyone who has an interest in doing business with India to get together, meet new contacts, find out about current opportunities, and learn how to do business in India.

Includes four workshop sessions:

- Marketing and Selling in India
- Healthcare and Pharmaceuticals
- Higher Education and Vocational Skills
- The Green Economy

See next page for full programme

Keynote speaker:

Mr Anil Verma, Minister (Economic), the High Commission of India in the UK

Other expert speakers include:

- Dr Bob Hoekstra, Founder, Centre for Business Innovation India, Bangalore
- Prof Mala Rao, Director of the Institute of Public Health, Hyderabad
- Richard Perry, CEO, and Anjuna Kalsi, Director, India Savvy Ltd
- Neeraj Agarwal, Head of Business Service, UK India Business Council
- Tim Gore, Director, Centre for Indian Business, University of Greenwich
- Dr John French, Managing Director, InCrops Enterprise Hub

Please note the Summit is **free of charge** and is open to anyone from anywhere. Spaces are limited, however. **To register** please visit www.essexinternational.org/events/indiasummit or call us on 01245 433072 or email patricia.huertas@essex.gov.uk.

Part of a programme of activities delivered by Essex County Council in partnership with UK Trade & Investment.

Essex County Council event partners:

Essex – India Summit Programme

- 09.00 - 09.30 | Registration
- 09.30 - 09.50 | Plenary Session
- Councillor David Finch, Deputy Leader, Essex County Council
 - Prof. David Humber, Pro Vice Chancellor, Anglia Ruskin University
 - **Keynote speaker: Mr Anil Verma, Minister (Economic) High Commission of India in the UK**
- 09.50 - 10.35 | India: Current opportunities and how to succeed
- **The market for UK products and services** Neeraj Agarwal, Head of Business Service, UK India Business Council
 - **How to succeed in India** by Richard Perry (CEO) Anjuna Kalsi (Director), India Savvy Ltd
 - **Case study** Shergroup Ltd, Braintree, Essex
 - **Essex in India** Peter Manning, Head of International Trade, Essex County Council
- 10.35 - 11.05 | Open discussion
- Chair: Councillor Kevin Bentley, Deputy Cabinet Member responsible for International Trade, Essex County Council
- Panel members: Anil Verma, Neeraj Agarwal, Richard Perry, Anjuna Kalsi, Dr Bob Hoekstra (Founder, Centre for Business Innovation India), Maurice Potts (Deputy Head South Asia Unit, UK Trade & Investment) and George Kieffer (Chairman, Haven Gateway Partnership)
- 11.05 - 11.30 | Networking coffee break
- 11.30 - 12.45 | Breakout sessions
- | Healthcare and Pharmaceuticals | Marketing and selling in India |
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| <ul style="list-style-type: none">➢ Opportunities overview Anjuna Kalsi, Director, India Savvy Ltd➢ Opportunities in Public Health Prof Mala Rao (Director, Institute of Public Health Hyderabad) Ruth Jackson (Deputy Dean, Anglia Ruskin University)➢ Q&A session | <ul style="list-style-type: none">➢ Selling in India Bob Kotecha, MD, The Sales Promotion Consultancy Ltd➢ Opportunities in the 'bottom of the pyramid' Richard Perry India Savvy Ltd➢ Case studies➢ Q&A session |
| The 'Green Economy' | Higher Education and Vocational Skills |
| <ul style="list-style-type: none">➢ 'Green' opportunities Prof Hassan Shirvani, Anglia Ruskin University➢ Seizing environmental opportunities Dr Bob Hoekstra, Founder, Centre for Business Innovation India, Bangalore➢ Envirotrade programme Ray Taylor, UK Trade & Investment➢ Two case studies Dr John French (InCrops Ltd), Arthur Burnley (Alphasense Ltd)➢ Q&A session | <ul style="list-style-type: none">➢ Higher education opportunities Tim Gore, Director, Centre of Indian Business, University of Greenwich➢ Vocational skills Beverley Swan, Swan Golf Design Ltd➢ Seizing education opportunities Dr Sonia Virdee, Director Strategic Planning, University of Essex➢ Q&A session |
- 12.45 - 13.05 | Plenary session: feedback from breakout sessions and identifying a way forward
- 13.05 - 14.00 | Lunch