

पुस्तक ऑनलाइन
2011



सत्यमेव जयते

Brand India expo 2012 13 & 14 March

Ottawa Convention center,
Ottawa Ontario



An Indian
Multi Product Exhibition and Seminar

Knowledge Partners:





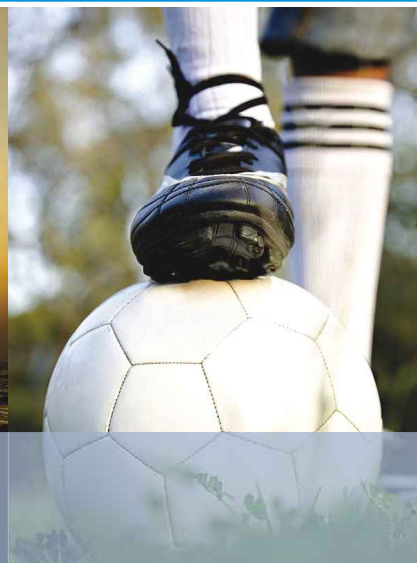
Brand India

The last decade has seen India emerge stronger on the world map, especially during the global financial meltdown when the country weathered the crisis much to the admiration of the world.

India today stands poised at the threshold of change. India, today, has emerged as one of the decisive nations shaping the contours of the world economy. Consistently charting a growth path over the last few years, Brand India is an idea whose time has truly arrived. Today, the triumph of Brand India is visible in almost all fields. With some aggressive cross-border acquisitions, India has been rewriting the global business equations; India

has established its leadership in IT and knowledge-based industries globally and has the fastest growing population of workers and consumers.

With huge investments in infrastructure development on the anvil, India today is a preferred investment destination. It has one of the world's most rapidly growing markets, and today, Indian products and services are recognised for their quality all over the world.



Historical Relevance of Indo – Canada Bilateral Trade Relations

India established diplomatic relations with Canada in 1947. India and Canada have longstanding bilateral relationship based on shared democratic values, the multi-cultural, multi-ethnic and multi-religious nature of two societies and strong people-to-people contacts.

India would like Canada to make use of India's skilled and trained manpower base and establish manufacturing units or enter into joint ventures in India. Indian and Canadian companies can also join hands in taking up joint projects in other countries. About 18 Ministerial level visits including that of Premiers from Canada took place in 2009-10.

The highlight of 2010 was the historic visit of Prime Minister of India Dr. Manmohan Singh to Canada from 26 – 28 June, 2010 to attend the G20 Summit followed by bilateral discussions. The two leaders issued a joint statement outlining a number of areas of cooperation.

The two Prime Ministers met again at Seoul (G20 Summit) on 17 November 2010 and announced the launch of negotiations on the Comprehensive Economic Partnership Agreement (CEPA) between India and Canada.

Year of India in Canada 2011

March 4th marks the inaugural launch of the Year of India in Canada 2011, which aims to highlight India's culture, traditions and diversity and celebrate the contributions of the Indian Diaspora to Canadian society.

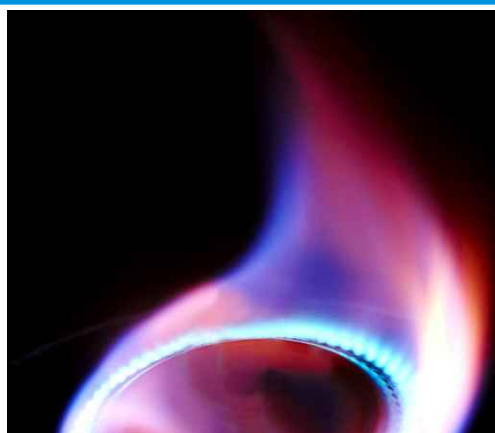
Organized by the High Commission of India in Ottawa, the Year of India will feature a number of cultural and artistic events across the country. These will include dance, musical and theatrical performances, as well as literary gatherings, book fairs, business meetings and children's events. Festivities will give Canadians the opportunity to learn about Indian culture, taste Indian cuisine and gather information about traveling to India.

The Year was first announced during a visit to India by Prime Minister Harper in November 2009.

Growth Opportunities

(I) MOU Signed between India and Canada

At the invitation of the Indian PM Dr. Manmohan Singh, Canadian PM Mr. Stephen Harper paid his first official visit to India from 15-18 November 2009. The two leaders set a trade target of \$ 15 billion annually in the next five years. It was also announced that the Year of India will be celebrated in locations across Canada in 2011. Two important MoUs were signed, namely, MoU for Cooperation in the area of Energy and the MoU for the setting up of a Joint Study Group to explore the possibility of a Comprehensive Economic Partnership Agreement (CEPA) between India and Canada.



(ii) FDI

As per 2009 figures, India figured 13th in terms of FDI inflows of C\$ 2.97 billion into Canada while India figured 42nd among the FDI destinations of Canadian outflows at C\$ 601 million. The cumulative figure of Indian investments in Canada since 2000 is estimated at C\$ 7.67 million as against Canadian investment of C\$ 3.80 billion in India.

INDIA-CANADA BILATERAL TRADE DURING 2005-2009
[Figures in billion US Dollars]

Details	2005	2006	2007	2008	2009
India's Exports to Canada	1.474	1.692	1.841	2.065	1.754
India's Imports from Canada	0.897	1.477	1.667	2.268	1.881
Total	2.371	3.169	3.508	4.333	3.635

Brand India Expo 2012 is

- Part of the Year of India in Canada 2011
- The Biggest show in Canada supported by Govt. Of India, Govt. Of Canada, organised by High Commissioner of India in Ottawa & Trident Exhibitions
- One of its kind expo where a plethora of Pan Industry experts meet, discuss & sign off project, investments & bi-lateral trade being the biggest platform for such an event.

PARTICIPATION FROM

- Export Promotion Councils
- State Governments
- PSU's
- Banks
- Insurance Companies
- Private Sector



IMPACT & SIGNIFICANCE OF YEAR OF INDIA IN CANADA 2011

- (a) Supported by the High Commission of India in Ottawa
- (b) Access to the biggest platform for Bilateral Trade between Canada & India
- (c) Unique Opportunity for Investments – FDI'S
- (d) MOU – Reflects CD\$ 15 Billion trade off in 5 yrs from 2009 onwards
- (e) In Year 2010 Bilateral trade crossed over CD \$3.3 Billion from Jan to Oct
- (f) Canadian Exports growth rate up by 7.9 % in India
- (g) Indian Exports growth rate up by 11.4 % in Canada
- (h) Suggests rebounding growth over the next 4 years will cross CD \$ 15 Billion
- (i) Unmatched trade potential in various sectors across industries

BOOTH SPACE & COST

- 9 Sq meter space will cost ₹ 2.50 Lacs*
 - Shell Scheme
 - Fascia Name
 - 4 Chairs
 - 1 Table
 - Carpet
 - 3 Spot Lights
 - Dustbin
 - Power Point
- 6 Sq meter space will cost ₹ 1.50 Lacs*
 - Shell Scheme
 - Fascia Name
 - 2 Chairs
 - 1 Table
 - Carpet
 - 2 Spot Lights
 - Dustbin
 - Power Point

BRAND INDIA EXPO 2012

Venue : Ottawa Convention Center, Ottawa,
Ontario, Canada

Show Date: 13th -14th March 2012,

Achievements: Largest multi product India
show in Canada.

*Hotel accommodation for 3 days in a two star property on twin sharing basis





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Executed and Organised by

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TRIDENT EXHIBITIONS PVT. LTD.

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