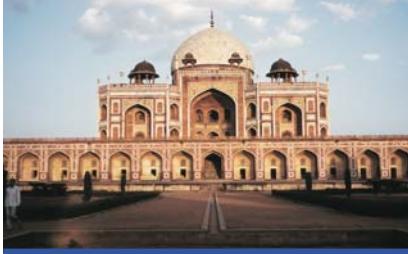


# india



## Breaking Business Barriers



East Midlands  
International Trade Association

The business network for  
international trade

Wednesday 28th September 2005  
Pride Park Stadium, Derby

# BREAKING BUSINESS BARRIERS IN INDIA

## Wednesday 28<sup>th</sup> September

### Programme

09.30-10.00	Registration and coffee
10.00-10.15	Welcome and introduction from the Chair Karan Bilimoria - Founder and Chief Executive, Cobra Beer
10.15-10.35	Keynote speech - Sir Michael Arthur, British High Commissioner to India
10.35-10.55	Market overview – Julian Stretch OBE, Business Adviser, South Asia Unit, UK Trade & Investment
10.55-11.20	Business & Sector opportunities – Ken Hunt, Business Adviser, South Asia Unit, UK Trade & Investment
11.20-11.50	Case study – Keith Croysdale, Sales and Marketing Director, Trelleborg
11.50	Break for Workshops
12.00-12.30	<b>Session 1 - Workshop 1:</b> Getting Paid – RBS, International Development Director David Pearson & Keith Ross, RBS <b>Workshop 2:</b> Indian Business Culture – Ken Hunt & Julian Stretch
12:35-13.05	<b>Session 2 - Workshop 3:</b> Legal aspects of trading in India – Manoj Ladwa - Solicitor principal partner & John Wilson, Senior Regional International Trade Adviser <b>Workshop 4:</b> Your first business Visit – Ken Hunt & Julian Stretch
13.05-13.15	UKTI Trade & Investment Services – Peter Hogarth, International Trade Director, East Midlands
13:15-13.30	Q&A
13.30	Closing remarks – Karan Bilimoria
Lunch	

There are four workshops taking place in two sessions, each person is able to choose one workshop from each session. It is intended that all of the workshops will be practical and filled with real life experiences and anecdotes.

### Details of Workshops

#### Session 1: 12.00 - 12.30

Getting Paid – RBS	Indian Business Culture
Getting the order is the first part. This workshop will explore the different payment systems and illustrate the steps businesses need to take to ensure that the money ends up in the bank.	There are subtle but important differences in the style of doing business in India compared with the UK - this session will give some insight into these which should help companies be more successful in India.

#### Session 2: 12.35 - 13.05

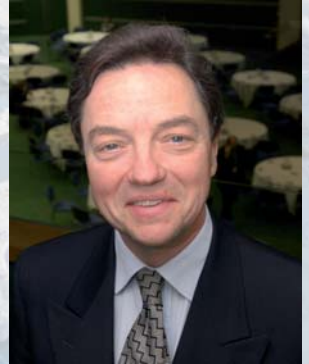
Legal aspects of trading in India	Your first business visit
This session will cover common issues that effect small to medium businesses when trading with India. These include establishment of correct entry strategy, dealing with red tape, intellectual property, joint venture projects and dispute resolution.	India is a country of huge contrasts. This session is designed to give practical advice and should help ease some of the concerns which people may have when travelling to, and within, the country for the first time.

**With a population of over 1 billion and rising levels of wealth India is now the fourth largest economy in the world and a potential powerhouse that UK companies cannot afford to ignore.** In 2003 UK-India bilateral trade crossed the £5 billion barrier and the UK is now India's third largest trading partner. This FREE event has been designed to raise awareness of the business opportunities posed by this exciting and lucrative market, and to help businesses identify ways in which they can develop trading opportunities with India.

## Sir Michael Arthur KCMG British High Commissioner to India, New Delhi

Sir Michael Arthur entered the Diplomatic Service in 1972 and has enjoyed an illustrious career spanning more than thirty years and fifteen different positions, including First Secretary, Bonn (1984-88), Head of Chancery, Paris (1993-97) and Director-General EU and Economic, Foreign Office, London (2001-3).

He has held his current position as British High Commissioner for New Delhi since 2003, and received his knighthood in January 2004.



## Karan Bilimoria CBE, DL Founder and Chief Executive, Cobra Beer

Having graduated from Cambridge and qualifying as a chartered accountant, Karan Bilimoria achieved success through his development of Cobra Beer. Some 15 years on, Cobra Beer is one of the UK's fastest growing beer brands. This award-winning brand has a turnover of £65m and is exported to 35 countries worldwide.

Karan has won a large number of awards for his business acumen, including Business Person of the Year 2004 by the London Business Awards. He is also Chancellor of Thames Valley University and a Visiting Entrepreneur at Cambridge University.



**The East Midlands International Trade Association is a membership organisation that brings together existing exporters,** and businesses looking to develop their export potential, at friendly, informative and interactive events which address current key international trade issues and provides an opportunity for businesses to come together, learn together and help each other expand their businesses.

The East Midlands International Trade Association is sponsored by UK Trade & Investment, The East Midlands Development Agency and The Royal Bank of Scotland.

**For more information  
please visit our website  
[www.emita.org.uk](http://www.emita.org.uk)  
or ring 01332 548118**

# india

f: 01332 548101  
t: 01332 548118  
www.emita.org.uk

To register online:  
emita@myb-group.co.uk



www.rbs.co.uk



www.emda.org.uk



www.nelsonslaw.co.uk

To register for this FREE event, please complete this form in block capitals  
You are advised to keep a copy of the completed registration form for your records

## Personal Information

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Post Code \_\_\_\_\_

Tel. \_\_\_\_\_

Email \_\_\_\_\_

What sector are you? \_\_\_\_\_

## Workshops

Please indicate your choice of workshop for each of the two groups below  
and we will endeavour to accommodate your preferences.

- Session 1**     Getting Paid  
                   Indian Business Culture
- Session 2**     Legal aspects of trading in India  
                   Your first Business Visit

Dietary or special requirements (please write in space provided)

- \_\_\_\_\_
- I would like to receive information about future events  
 I do not wish to receive information about future events

UK Trade & Investment East Midlands, on behalf of the East Midlands International Trade Association, would like to add you to its mailing list so that we can make you aware of relevant products, services and events in the future. If you are happy for us to contact you on that basis, please tick here

If you are happy for us to pass your details to selected partner organisations, please tick here

UKTI's data protection statement can be viewed in full here [www.emids.uktradeinvest.gov.uk/privacy.asp](http://www.emids.uktradeinvest.gov.uk/privacy.asp)

## Reply

Please return the completed application form to Helen Whitehead at:

EMITA  
East Midlands Development Agency  
ApexCourt | City Link | Nottingham | NG2 4LA

or fax back to: **01332 548101**

If you need further information ring the emita helpline 01332 548118

# Booking Form