

WINNING BUSINESS AND INVESTMENT WITH INDIA AND SOUTH ASIA

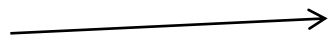


Australian Government
Australian Trade Commission



- Ask a question

Raise your hand



Type question



Introduction



**Aminur Rahman, Trade Commissioner,
Austrade, New Delhi**

WINNING BUSINESS AND INVESTMENT WITH INDIA AND SOUTH ASIA



Australian Government
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SOUTH ASIA – THE WORLD’S LARGEST MARKET



Home to almost a quarter of the world’s population
– **1620** Million [24% of the world’s population]



Home to 47 mega cities – Population above
1 million



5.14 Million Sq Kms Area



US\$ 2 Trillion GDP, growing at 7% to 8% p.a



INDIA



INDIA

Australia – India Trade & Investment Relationship

- Key Exports - Coal, ores, gold, diamonds, education, agri
- A\$ 23 Billion bi-lateral trade, A\$ 20 Billion exports to India
- Growing exports – Sports; technology; F&B; mining; agri; financial services; clean energy; infrastructure
- Growing Indian investment in Australia in mining, resources, ICT & aviation sectors
- Recent Policy Developments
 - 100% FDI in floriculture & horticulture
 - Equity for foreign companies against imported capital goods



PAKISTAN

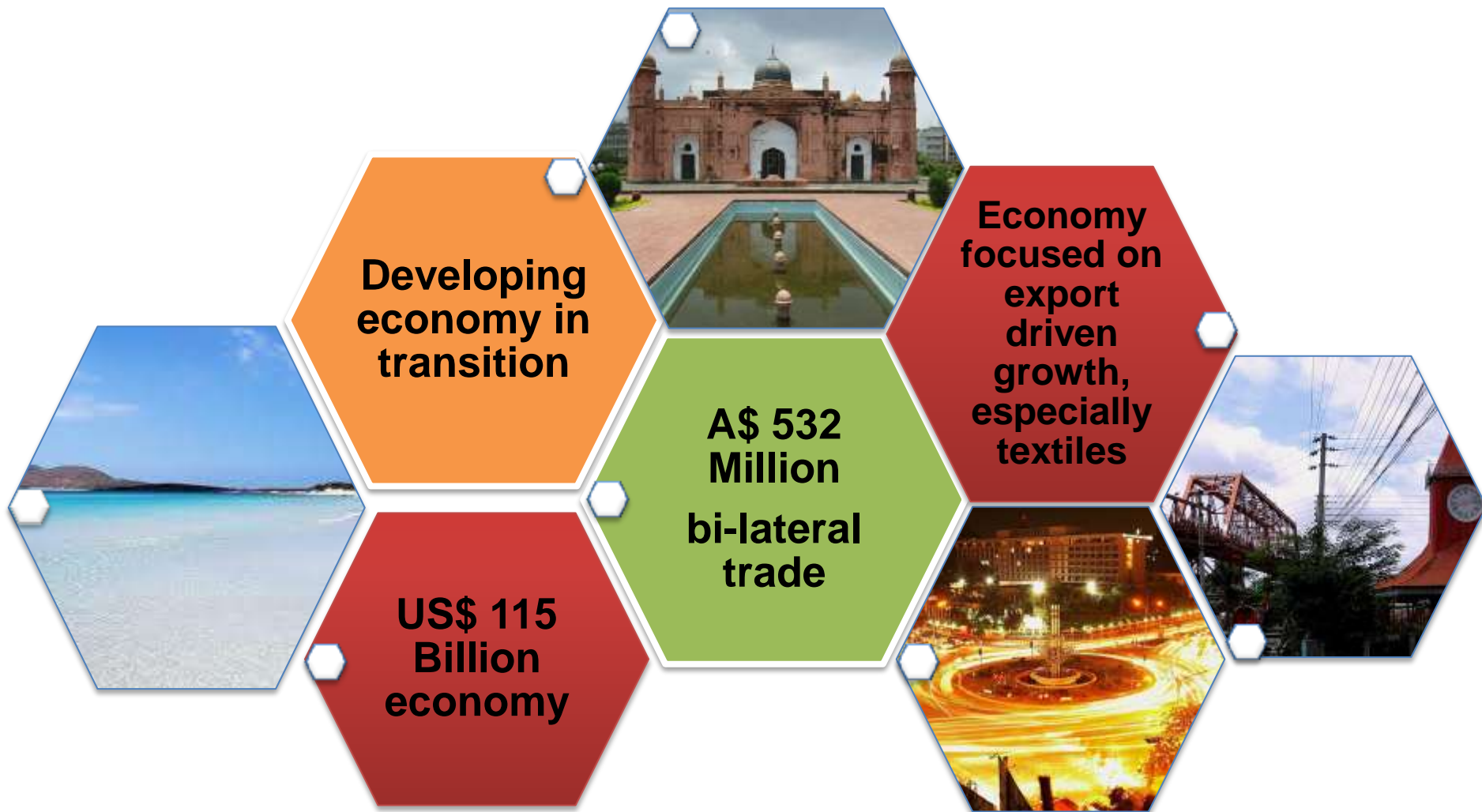


PAKISTAN

- Key exports - Oil seeds, fertilizers, coal, horticulture, meat, dairy & animal husbandry
- Opportunity sectors – Telecom; ICT; oil and gas; F&B; infrastructure; education; mining, energy, agribusiness, dairy & livestock
- Issues relating to political instability & internal security



BANGLADESH



BANGLADESH

- Key exports - Agri commodities, dairy, horticulture & education
- Opportunity sectors - Coal mining; oil & gas; Energy; F&B; agro; cotton; education & training
- Capability building in export oriented sectors



SRI LANKA



SRI LANKA

- Key exports - Horticulture, agri commodities, dairy & education
- Opportunities in tourism; mining; oil and gas; Reconstruction opportunities in infrastructure & construction
- Economy focused on export driven growth, especially tourism & hospitality



NEPAL

- US\$ 15 billion economy
- Tourism driven economy
- A\$ 70 Million bi-lateral trade
- Key exports - Gold & horticulture
- Opportunities in tourism; education & services



BHUTAN

- US\$ 1.5 billion economy
- A\$ 8.1 million trade
- Opportunities in tourism, power generation, education & services



AFGHANISTAN

- US\$ 19 billion economy
- A\$ 14.5 Million bi-lateral trade
- Key exports - Telecom, meat & electrical machinery
- Reconstruction opportunities in infrastructure & construction



MALDIVES

- US\$ 16 billion economy, driven by upmarket tourism
- A\$ 27 million bi-lateral trade
- Key exports - Horticulture, meat & aircraft parts
- Opportunities in tourism & hospitality sectors and in sustainable development





SOUTH ASIA – SECTORAL OVERVIEW & OPPORTUNITIES

TRADE & INVESTMENT

BUILDING, CONSTRUCTION & INFRASTRUCTURE

Key Facts

- A\$ 1 trillion investment in infrastructure - 2012 to 2017
- 421 million sq feet green building footprint
- 200,000 rooms capacity addition in the hospitality sector by 2013
- Tourism & reconstruction opportunities in Sri Lanka; Multi-lateral institutional projects in Pakistan and Bangladesh

Key Exports

- Architecture and design services
- Building engineering solutions; Green building products
- Infrastructure – Consulting engineering & project management



BUILDING, CONSTRUCTION & INFRASTRUCTURE

Investment Opportunities

- Infrastructure projects - Roads, airports, metro rail & ports
- Hotel / hospitality projects
- Property development



ADVANCED MANUFACTURING & TECHNOLOGY

Key Facts

- ICT – India top 10 global ICT markets
- Healthcare & Medical - Indian Healthcare - 280 billion market by 2020
- Automotive - Global sourcing hub
- Aviation & Aerospace - Fastest growing aviation region
- Defence & Homeland Security –US\$ 80 billion military modernization investment by 2015

Key Exports

- Medical devices; healthcare services
- e-Security; enterprise applications
- Automotive design & engineering services
- Homeland security technologies



ADVANCED MANUFACTURING & TECHNOLOGY

Investment Opportunities

- Medical equipment / devices / consumables
- R&D centres



SERVICES

Key Facts

- India - Significant education market – 60000 Indian students - Dec 2010
- US\$ 80 billion private education market
- Skill Upgradation – 500 million people by 2022
- Full-fledged entry of ANZ, Westpac & Commonwealth Bank in India
- Emerging sporting power – A\$ 1 billion sports investment - 2007-2012

Key Exports

- Undergraduate, post graduate & professional education – *University & VET*
- Banking services & investment banking
- Sports training



SERVICES

Investment Opportunities

- Setting up education & training institutions
- Investment banking & private equity



AGRI BUSINESS, CONSUMER, FOOD & BEVERAGE

Key Facts

- Strong middle class in India driving consumption & retail growth
- US\$ 182 billion retail food market, growing at 20%
- US\$ 11 billion Indian food service
- Agro commodities, meat & horticulture to Pakistan & Bangladesh,
- Food services to Sri Lanka & Maldives

Key Exports

- Dairy products, cheese, butter, milk powder
- Packaged food products, honey,
- Grains - Wheat, oat, barley, canola oilseeds, lentils and pulses
- Wines
- Fresh fruits



AGRI BUSINESS, CONSUMER, FOOD & BEVERAGE

Investment Opportunities

- Food processing
- Supply chain infrastructure
- Franchising



MINING & ENERGY

Key Facts

- Resources demand - Coal, ores, oil & gas – 1000 million tonnes coal by 2016
- Australian interest in oil & gas exploration
- US\$ 4 billion investments in clean energy in 2010
- Waste management expertise, waste to energy technologies in demand

Key Exports

- Mining IT; mining services; mineral technologies
- Oil & Gas equipment's
- Clean energy equipment & systems



MINING & ENERGY

Key Exports

- Mining and contract mining
- Oil & gas exploration and drilling
- Solar & biomass power projects



INVESTING IN AUSTRALIA

- Growing international investment by Indian corporates
- International Investments by Indian Corporates
 - US\$ 14.4 Billion - April 2009 to March 2010
 - US\$ 10.4 Billion - April to December 2010 [9 month period]
- Indian investment in Australia in mining, resources, services, ICT & aviation sectors
- Emerging Sectors – Agribusiness, financial services, technology & clean energy

INVESTING IN AUSTRALIA

Indian Investment in Australia

- Adani Group – A\$500 million investment in Linc Energy
- Lanco Infratech – A\$750 million investment in Griffin Coal
- Mahindra & Mahindra – A\$50 million investment in Aviation sector
- Wadhawan Group – A\$500 million investment in real estate development in Melbourne

SOUTH ASIA – AN INTERACTIVE OVERVIEW



South Asia | Doing Business in India



Events Business Opportunities Austrade Presence 1 2 3





Chennai



Area: 181 Sq. Km
Population: 7.5 Million

Capital of the state of Tamil Nadu, Chennai is the education and cultural capital of India. Chennai is also India's automotive and manufacturing hub, with significant strengths in IT, Health Care, textiles & leather. Amongst the fastest growing states in India, Tamil Nadu is also one of the top 3 recipients of Foreign Direct Investment in India.

Sectors: Automotive, Engineering, Manufacturing, Leather, Textiles, ICT, ITES, Construction, Healthcare, IT hardware, Business services, Education, Legal services, Publishing, Performing arts, Financial services, Entertainment, Green building & infrastructure

Key Exporters

Australian Presence

Events Business Opportunities [Australia Unlimited](#) 1 2 3 4 5 6 7 8 9 10

Australian Government
Australia Trade Commission

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Introduction



**Nikki Palun, Marketing & Trade Manager –
Asia Pacific, De Bortoli Wines Pty Ltd**



DE BORTOLI WINES

- Established in 1928
- Third generation family owned and operated
- Vineyards and wineries in 4 different premium locations
- Produce a wide range of still, sparkling, dessert and fortified wines at all price points



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Top Five Factors to Consider before entering India

- Product Suitability
- Duties, Taxes, Registration Costs
- Actual Demand
- Strategy
- Why India?



Factors for Success

- Finding the right partner
- Clearly identify strategy and goals
- Payment
- Build long term relationships

Successful Strategy

- Shared vision
- Shared expenditure
- Systematic approach to market penetration



Unsuccessful Strategy

- Registered too many products
- Media Exposure vs. Actual Sales

- Ask a question

Raise your hand



Type question



THANK YOU

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brief survey which will be displayed
as the webinar concludes**