



Coventry City Council

Public report

REPORT BACK ON CONFERENCE/SEMINAR

REPORT TO: Business, Economy and Enterprise Scrutiny Board (3)

REPORT OF: Lord Mayor and the Executive Director, Place

TITLE: Trade and Investment Delegation to New Delhi and North-West India

DATE: 25/02 – 04/03/2015

VENUE: New Delhi and North-West India

1 Recommendation

1.1 The Business, Economy and Enterprise Scrutiny Board is recommended to:

- 1) Endorse the report of the trade and investment delegation to New Delhi and North-West India
- 2) Recommend that the Cabinet Member for Business, Enterprise and Employment:
 - a. Support the development of a detailed action plan to facilitate further trade and investment opportunities with India
 - b. Encourage and support visits to Coventry by potential inward investors from India

2 Background

- 2.1 India is one of the fastest growing economies in the world.
- 2.2 The UK's bilateral trade with India is worth £12.6bn - the UK is the largest European investor in the Country and India is the largest Asian investor in the UK when judged by the number of projects in which it is involved.
- 2.3 The International Trade and Investment Plan produced by Coventry City Council's Business Investment Team had identified India as a key region for establishing strategic international trade and investment opportunities.
- 2.4 Working in conjunction with UK Trade and Investment (UKTI) the business delegation included companies from Coventry and Warwickshire. Representatives from the Council included The Lord Mayor Councillor Hazel Noonan, Consort Christopher Noonan, Cabinet

Member for Business, Enterprise and Employment Councillor Kevin Maton, Assistant Director David Cockroft and Senior Development Executive Richard Moon.

- 2.5 The itinerary included high level business meetings in New Delhi and Chandigarh, North-West India. This provided an excellent opportunity to discuss future trade and investment with India. The visit also highlighted the importance of maintaining a long-term relationship with North-West India's Deputy Commissioner's office and the business community in India to attract trade and inward investment to Coventry.

3 Specific Key Events

- 3.1 The delegation arrived in New Delhi on 25th February 2015 and were met by Ajay Deshi, International Trade Advisor for UK Trade and Investment (UKTI).
- 3.2 In the morning of 26th February 2015, there was a meeting with UKTI's Commercial Team based in India and representatives from the British High Commission in New Delhi.
- 3.3 A meeting then took place with senior officials from the Delhi Ministry of Commerce. This was followed by a business meeting with the National Association of Software and Services Companies (NASSCOM), the leading trade association of Indian Information Technology and Business Processing Outsourcing (BPO) industry. NASSCOM's member companies are in the business of software development, software services, software products, IT-enabled/BPO services and e-commerce.
- 3.4 A business meeting then took place with the management from The Indus Entrepreneurs (TIE) Group.
- 3.5 In the evening the delegation attended a networking event to celebrate the Queen's Birthday - hosted by Sir James Devan, UK High Commissioner in New Delhi, which took place at the High Commissioner's residence.
- 3.6 On 27th February the delegation attended the international automotive trade show ACMA Automechanika. Followed by a visit to Gurgaon industrial district where the delegation met representatives from UK India Business Council (UKIBC).
- 3.7 The delegation then made their way to Chandigarh on 1st March. Chandigarh is north of New Delhi (253 kilometres) and is the capital for the states of Haryana and Punjab (map Appendix A). The delegation met with David Lelliott British Deputy High Commissioner for North-West India. Connections with the Deputy High Commissioners office are key, as the Office is responsible for UK's political, economic and trade relations across Punjab, Haryana, Himachal Pradesh, Uttarakhand and Rajasthan, as well as the Union Territory of Chandigarh.
- 3.8 On the morning of 2nd March the delegation met with representatives from Mohali Industries Association. Mohali, a planned satellite town of Chandigarh has assumed an important place on the industrial map of India. The area has come to be known as Silicon Valley because of the concentration of units manufacturing electronic goods.
- 3.9 Two separate meetings then took place with Haryana and Punjab State Government officials.
- 3.10 David Cockroft, Assistant Director, City Centre and Development Services, then presented to a number of Indian IT companies showcasing the present and future capabilities of Coventry's IT sector at a meeting hosted by Sameer Jain, CEO of Net Solutions.
- 3.11 The delegation then attended a conference hosted by the Confederation of Indian Industries (CII), this gave the opportunity to present to over twenty Indian companies based in and around Chandigarh.

- 3.12 In the evening the Deputy High Commissioner hosted a business networking event for the delegation.
- 3.13 Photographs taken at key events are included in Appendix B

4 Cost of attending

	Costs Approved by Cabinet/Cabinet Member	Total of Actual Costs
Flights	£4,800	£4,127
Accommodation	£2,800	£3,180
Insurance	£150	£149
Visit support costs including transfers, subsistence, conference arrangements	£2,900	£2,482
Visas	£911	£831
Total	£11,561	£10,769

The cost for attending the trade and investment visit to India was within budget as approved by Cabinet/Cabinet Member.

The Lord Mayor's Consort paid for his own costs.

5 Benefits

- 5.1 The visit will help to strengthen our cultural and economic relationship with India.
- 5.2 The visit will be a precursor to developing long-term trade and investment relationship with North-West India through a concordat/economic trade agreement.
- 5.3 International partnerships allow organisations to explore potential economic benefits of cooperation. These economic opportunities will bring greater investment and wealth to Coventry with associated activities that include international trade, inward investment and joint ventures.

6 Future opportunities resulting from the visit include:

- 6.1 As a direct result of the visit to India a delegation of fourteen Managing Directors in the Information Communication and Technology sector will be visiting Coventry in September 2015. This will give the City the opportunity to showcase the key strengths in this sector and inform the delegation about the Innovate Coventry agenda.
- 6.2 In May 2015 the Deputy Commissioner for North-West India visited Coventry and met with Senior Council Officials and local businesses to discuss the way-forward to strengthen ties with Coventry and help develop trade opportunities for the local business community.
- 6.3 Links have been made between the Deputy Commissioner's North-West India Office and both Coventry University and University of Warwick. This has provided the opportunity for

both institutions to meet with Indian Universities at a regional event in August 2015 to discuss potential collaboration between Indian Universities.

- 6.4 Following correspondence with businesses based in India this has generated interest in opportunities for trade in Coventry. For example, a medical device company met with a representative from the Business Investment Team and were introduced to Medilink West Midlands to help develop their business idea and the potential manufacture of an innovative medical device. The company were also made aware of the Health Design and Technology Institute (HDTI) based at the Coventry University Technology Park.
- 6.5 A closer working relationship is beginning to emerge with the UK India Business Council (UKIBC) as a result of the visit to India. Given the serious intent of the Council to develop trade and investment links with India, the organisation are willing to assist with both inward and outward delegations to India to maximise value of the visits. As a result dedicated resource would be required to support future activity to develop and maintain business networks and long-term economic prosperity between Coventry and India through trade and investment.

List of background papers

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Papers open to public inspection: Nil

Description of paper: Report Back on Conference/Seminar

Location: CH60

Approved by Cabinet/Cabinet Member on: 18th December 2015

Appendix A – Map of India with New Delhi and Chandigarh



Appendix B – Delegation Photos





Conference with Confederation of Indian Industry (CII)



