

SUCCEEDING IN INDIA
AEROSPACE AND DEFENSE MARKET

www.TriPolus.net/Succeeding-in-India





**SUCCEEDING IN INDIA
AEROSPACE AND DEFENSE MARKET**



www.TriPolus.net/Succeeding-in-India

[OVERVIEW](#) | [BENEFITS OF ATTENDING](#) | [WHO SHOULD ATTEND](#) | [TOPICS TO BE COVERED](#) |
[SPEAKERS](#) | [DATES](#) | [LOCATION](#) | [FEES](#) | [REGISTRATION](#) |

OVERVIEW

India is the fourth largest economy of the world in purchasing power parity; with continued predicted growth of 9% GDP it is a key regional defense player. The country is also Asia's largest arms buyer and has one of the largest militaries that depend on imported equipment.

However, doing business in India is a challenge in terms of the country's cultural diversity, business legacy and bureaucracy.

Defense Aerospace Sectors

As a result of India's market growth and liberalizations policies, India is now demanding the latest technology in both Civil and Defense Aerospace sectors and is able to pay for this.

The **Indian Defence** sector is one of the fastest growing markets as well as the third largest importer of defense hardware in the world. According to the Confederation of Indian Industry (CII), India is currently planning a defense spend of **\$30 billion over the next 5 years**, with the following major program requirements:

- Indian Air Force - over 100 major projects
 - C³, upgrades to existing assets, new fixed and rotary wing aircraft, simulators, improved air defence (sensors and shooters), EW, mobile ATC, AAR
- Indian Army - over 30 major projects
 - New rotary wing and upgrades to existing assets, UAVs, air defence
- Indian Navy - 18 major projects
 - SATCOM, upgrades to existing assets, new rotary wing, AJT and LRMP aircraft, UAV and simulators
- Indian Coast Guard - 6 major projects
 - Rotary wing, surveillance radars, MPA, UAVs

The **Indian Civil Aviation** sector offers major opportunities today: domestic airline business in India will reach 50 million passengers by 2008 (still a fraction of the travel on Indian railway network). To keep pace, domestic airlines are buying & leasing a tremendous number of aircraft. Boeing estimates that India will need 856 new aircraft between 2006 and 2026, valued at \$72 billion. To maintain the aircraft fleets acquired, the cumulative value of Maintenance, Repair, and Overhaul (MRO) services during the same period will be at least \$2 billion.

Other opportunities in the civil sector span: small jet and turbo aircraft; long-range and VIP helicopters; acquisitions/purchases/leasing of aircraft; components - selling and/or outsourcing offshoring; electronics/avionics; maintenance and testing; raw materials (sheet metal and forging); software and Training (equipment and consultancy).

India also has a broad-based space program with launch vehicles, satellites, control facilities and data processing. The country's remote sensing, communications and meteorological satellites are world-class. By the end of the decade, India is poised to join the elite group of six countries / organisations with a geo-stationary launch capability.



SUCCEEDING IN INDIA AEROSPACE AND DEFENSE MARKET



www.TriPolus.net/Succeeding-in-India

Workshop Overview

The workshop is targeted at US aerospace and defense vendors needing to understand and/or are looking to penetrate the Indian market and also to those who are established and looking to be more successful in the market.

The workshop is a practical and current guide to key issues, lessons learned and insights into major procurement processes, including offsets. It offers practical next steps for organizations who want to pursue the market.

The presentation team has practical experience of dealing with the issues covered and is involved on a day-to-day basis working for an international client base.

BENEFITS OF ATTENDING

- **Refine your India Strategy** – For Aerospace/Defense businesses from \$25 million to multi-billion corporations: reinforce your plans or help to refine them;
- **Gain deep insight** into India's Defense Procurement Procedure 2006 (DPP 2006)
- **Learn** the ins and outs of doing business in India from some of today's most well-informed experts on India
- **Understand** how India's unique business culture will affect your operations
- **Gain** insight into the economic and political trends in India over the next three to ten years and the latest economic, political and legal environment for doing business in India;
- **Network and Interact** with speakers and attendees to share experiences and learn about opportunities.
- **Establish a low-cost manufacturing base** (Greenfield, Joint-Venture or supplier relationship) – better understand the capabilities and capacity of the India's private and public sector manufacturers and service providers
- **How to meet Offset Obligations** – gain perspective into the evolving Indian Offset policy and a comparison with global offset practices.

WHO SHOULD ATTEND

- Heads of Business Units, Presidents, CxOs who are required to handle big picture issues and challenges
- Strategic Planners whose companies already invest or trade in India or are contemplating investing;
- Business Executives, Managers, Offset manager, VPs looking to develop business, suppliers and relationships in India;



**SUCCEEDING IN INDIA
AEROSPACE AND DEFENSE MARKET**

www.TriPolus.net/Succeeding-in-India



LOCATION

This one-day workshop will be held

- **Wednesday, July 11th 2007, Pentagon City area, Washington DC**

Approximately 8:30 AM to 5 PM including lunch, exact venue location will be provided to registrants.

REGISTRATION AND CONTACTS

NUMBERS for each Workshop are limited.

Any company wishing to register should send company details and representative name via email to:

india-workshop@TriPolus.com

1. **ON-LINE** - www.TriPolus.net/Succeeding-in-India
2. **FAX Purchase Orders** - (212) 659-0141
3. **CHECK** - made to Amritt Ventures, Inc, 18742 Alfred Avenue, Cerritos, CA 90703.

For further details or additional information please contact:

Amritt Ventures, Inc, 18742 Alfred Avenue, Cerritos, CA 90703.

Tel: (562) 402 4435

Email: india-workshop@TriPolus.com

FEES

\$1995 per attendee, includes seminar materials, and lunch.

Discounted Price of **\$1595** per attendee for the following affiliations:



State affiliated organizations who register **six weeks prior** to event.

No refunds on discount prices. Discounts cannot be combined.

Refunds/Conditions

- Organizers can cancel by giving refund of payments made.
- Attendees can get 100% refund up to 21 days prior to event. After that, substitutes from same company are allowed but no refunds.

TOPICS TO BE COVERED

- **Part A: Introduction to India**
 - India in Context: Historical, Economic, and Social Factors
 - Understanding India's Business Culture
 - Investing in India: Strategic Decision-Making
 - Running Your Indian Operation: Human Issues you face on the ground
- **Part B: Working with the Indians**
 - Social Guidelines, Business Protocol, and Travel Tips
 - Communication with India: Develop effective cross-cultural skills
 - Language Skills, Meetings, and Negotiations
- **Part C: Overview of Indian Aerospace/Defense Sector**
 - Market overview
 - Market Size
 - Market Opportunities
- **Part D: Defense Procurement**
 - The Indian Military - an overview
 - The Indian Ministry of Defense (MOD) how it works
 - The Indian Administrative Service (IAS) why you must care
 - "Defence Procurement Policy 2006" – DPP 2006
 - Defense Budget Process
- **Part E: Introduction to Offsets**
 - What are Offsets?
 - The Global Offset scene
 - Indian Offsets
 - Case Studies
 - Offset Strategies
- **Part F: Doing Business in India**
 - The appointment of agents, brokers and representatives
 - Handling Export Requirements (ITAR etc.)
 - Partnerships/JVs
- **Part G: Working with Indian Organisations**
 - Public Sector Undertakings
 - Doing Business with HAL/ Supply Chain
 - Searching for Indian Suppliers and Capacity
 - Lessons Learnt by American companies thus far
 - Next Steps

WORKSHOP LEADERS**Gunjan Bagla**

Gunjan Bagla is Managing Director of Amritt Ventures, Inc. (amritt.com) a management advisory service facilitating trade between the United States and India. Mr. Bagla provides guidance in entering new markets, global strategy execution, finding and managing vendor partners, and establishing overseas offices. He also leads the executive seminar “Business with India” at Caltech, the California Institute of Technology, Pasadena, California.

He previously held corporate positions in international business with several U.S. companies. He has an MBA with honors from Southern Illinois University and a bachelor’s in mechanical engineering from the Indian Institute of Technology (IIT) Kanpur. He is a frequent speaker and writer on the subject of US-India business.

Mayank Patel

Mayank Patel is President of Tri Polus (TriPolus.com) a facilitator of international business operating in the governmental and commercial aerospace/defense markets. Tri Polus maintains offices in London and Washington D.C, offering its customers access to worldwide markets via a large network of entrepreneurial executives, associates and consultants.

Tri Polus works with Aerospace Primes, OEMS, tier 2-3 supplies (both small and large), R&D and Government agencies and Trade associations. Tri Polus has collaborators in Western Europe, East/Central Europe, the Middle-East, South Africa, India, Brazil and Turkey. Working with USA and European clients Tri Polus assists organisations address Offset related obligations worldwide, currently active in Turkey, India, Brazil, East/Central Europe and the Middle-East.

Tri Polus in conjunction with the Aerospace Industries Association (AIA) recently led a very successful trade mission to India where 30 US participants attended meeting Indian government officials and with over 100 Indian aerospace companies in Delhi and Bangalore.