

# india | LEADERSHIP SUMMIT austria

India Symposium Regional Summit

vienna | 2009

## Doing Business in and with India

Friday, April 17  
WU Wien

Partners



Bundesministerium für  
Wirtschaft, Familie und Jugend



theIdeaWorks



## PROGRAMME

## | PREFACE



Dear Friends,

The financial market crisis has aggressively turned into a globally systemic, cross-sectional real economic debacle - highly complex in its character and shatteringly merciless in its impact.

Strictly speaking and often politically motivated, many of the governmental economic rescue packages discussed include protectionist elements even with partly mercantilist features. Some of those populist claims comprise the relocation of production back to respective home market, increased consumption of "home-made" products, home country nationality/preference based job staffing etc.

Politicians thereby not only risk major distortions in the flow of international trade and investment in the short-term and but also peril the mid- and long-term prospects of their economies, thereby ignoring the fact that foreign trade and investment has neither been the impetus nor the structural cause of the crisis. Far from it!

Irrespective of a country's stage of economic development, economies in general have greatly benefited from and will continue to greatly benefit from an increasingly deregulating cross-border transfer of technology, know-how, products, services and capital. Gradually certain global leaders are recognizing the increasing need for collaborative approaches to tackle the crisis sustainably.

Hence, what is needed is an immediate resumption of negotiations and the reinforcement of a country's foreign economic relations as a vivid source for growth and prosperity to its society. The "**India meets Austria - Leadership Summit**", a regional summit of the India Symposium, ergo aims at fostering the economic and social relations between India and Austria actively and sustainably, thereby helping boost the bilateral relationship to new dimensions.

In this spirit we look forward to welcoming you,

A handwritten signature in blue ink that reads 'Sigu Muringaseril'.

**Dr. Sigu Muringaseril**

Founder & Chairman, India Symposium

Shaping the future without mastering the present practical realities is not feasible. The "India meets Austria"-Leadership Summit, a regional summit of the India Symposium, likewise aims at promoting the exchange of experiences and expertise through formal as well as informal interactions among our eminent and distinguished panellists and participants to not only help them understand the various contemporary challenges on corporate and industry level but also to make sustainable relations at cross-country level.

PHASES	"India meets Austria" – Leadership Summit					
AFTERNOON	1	16.00 - 16.10 OPENING ADDRESS	2	16.10 - 16.20 WELCOME ADDRESS	3	16.20 - 16.30 KEYNOTE ADDRESS
	4	16.30 - 17.15 SESSION I MACRO PANEL: National and Transnational Challenges				
	5	17.30 - 18.15 SESSION II PRESENTATION I: Regional & Industrial Developments PRESENTATION II: Internationalisation of Companies - The Case of Swiss Companies in India				
EVENING	6	18.15 - 19.00 SESSION III COMPANY PANEL: Some Practical Insights on "Doing Business in and with India"				
	7	19.00 - 20.00 CLOSING STATEMENTS & APÉRO				

Our high profile business and leadership platform targets the Top and Middle Management of Multinational Corporations as well as medium sized enterprises from Austria.

The day mainly comprises speeches, presentations and panel sessions. Subtopics have therefore been derived from the general topic "Doing business in and with India" and will be highlighted in the course of the day. Each of the lively panel discussions will be followed by a Q&A session. The official Symposium languages are German and English.

**INDIA MEETS AUSTRIA - LEADERSHIP SUMMIT 2009**

FRIDAY, APRIL 17<sup>TH</sup>, 2009  
BALLROOM, WU WIEN

TIME	MODULE
16.00 - 16.10	<b>INTRODUCTION</b>
16.10 - 16.20	<b>WELCOME ADDRESS</b>
16.20 - 16.30	<b>KEYNOTE SPEECH</b>
16.30 - 17.15	<b>SESSION I</b> <b>Macro-Panel</b> National and Transnational Challenges
17.15 - 17.30	<b>BREAK</b>
17.30 - 18.15	<b>SESSION II</b> <b>Presentation I</b> Industrial & Regional Developments in India <b>Presentation II</b> Internationalisation of Companies <i>The Case of Swiss Companies in India</i>
18.15 - 19.00	<b>SESSION III</b> <b>Company Panel</b> Some Practical Insights on "Doing Business in and with India"
19.00 onwards	<b>APÉRO</b>

\* Subject to change

**H.E. SAURABH KUMAR**

Ambassador of India  
to Austria

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Austrian Federal Ministry of Economics and Labour  
(BMWA)

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Vice-Rector, Vienna University of Economics  
and Business Administration (WU)

**HEIMO SCHEUCH**

Deputy CEO & Chief Operating Officer  
Wienerberger AG

**MAG. SIGMUND NEMETI**

Regional Director South & South East Asia  
Austrian Federal Economic Chamber (WKO)

**MARC VOLLENWEIDER**

Co-Founder & CEO  
Evaluerve

**SUHAS GOPINATH**

World's Youngest CEO & WEF's Young Global Leader  
Globals Inc.

**DR. SIGU MURINGASERIL**

Founder & Chairman  
India Symposium

**MELK BUCHER**

Member of the Executive Committee  
India Symposium

**and many more...**

## INFORMATION

For updated information about the programme and the event, kindly contact:

### **EXECUTIVE COMMITTEE**

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## VENUE

### **WU WIEN**

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Herewith, I bindingly register for  
**INDIA-AUSTRIA LEADERSHIP SUMMIT 2009.**

**India-Austria Leadership Summit 2009**

India Symposium Regional Summit

Friday, April 17<sup>TH</sup>

surname \_\_\_\_\_

first name \_\_\_\_\_

company \_\_\_\_\_

position \_\_\_\_\_

company address \_\_\_\_\_

\_\_\_\_\_

e-mail \_\_\_\_\_

telephone \_\_\_\_\_

fax \_\_\_\_\_

date \_\_\_\_\_ place \_\_\_\_\_

signature \_\_\_\_\_

- The number of seats available is limited.
- Participation by prior registration only.
- We are looking forward to welcoming you and receiving your registration form via e-mail.



### **Austrian Federal Ministry of Economy, Family and Youth (BMWFJ)**

Competencies of the Federal Ministry of Economy, Family and Youth comprise economic policy, external economic relations, innovation and technology, European integration, the tourism industry, energy and mining. The Ministry also defines the framework terms for families and youths, i.e. by aiming at a better reconciliation of work and family life.



### **Vienna University of Economics and Business**

With about 20,000 students from Austria and abroad, Vienna University of Economics and Business (known in German as Wirtschaftsuniversität Wien, or WU) is the EU's largest educational institution for business and economics, business law, and social sciences. It is Austria's prime business school.



### **Austrian Federal Economic Chamber (WKÖ)**

The Austrian Federal Economic Chamber coordinates and represents the interests of the Austrian business community at a national and international level. It functions as the national umbrella organisation for the 9 regional Chambers and 110 trade associations.



### **theIdeaWorks**

As Europe and India seek to leverage synergies to build a stronger socio-cultural relationship theIdeaWorks is working with corporates, institutions and governments to develop design and knowledge led communication programmes that are effecting a better understanding of the emergent reality.



### **Xing India**

One of the biggest XING INDIA groups "India - Prospects in Central Europe" that connects business, interests and informal news for INDER-ACTION in D-A-CH.



### **Maya India**

Maya India supports small and medium sized Austrian companies to enter successfully into the Indian market. A group of highly skilled consultants offers Indo-European Business Development services such as market analysis and business strategies for various industries.