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2011 Conference Program



FITT'S 14TH NATIONAL CONFERENCE

The Road to Trade Success

June 7–8, 2011 | Gatineau, QC



The Professional Path
to Global Markets



14TH NATIONAL CONFERENCE
The Road to Trade Success
June 7–8, 2011 | Gatineau, QC



PROGRAM

Conference Sponsors in Partnership:



10:45 – 11:45 Concurrent Panel Sessions

▶ **Canada, India, & the Middle East—The Opportunity Triangle**

Sponsored by: [Edwards School of Business, University of Saskatchewan](#)

A perspective on how these three markets are uniquely placed to mutually benefit from each market's needs.

The speaker, an India expert and a Middle East consultant shares his in-depth understanding of the key sectors in India and the MENA Region that hold great promise for Canadian businesses, SMEs' and entrepreneurs. Listen to his rationale on what makes for a one-of-a-kind Opportunity Triangle, where entry into one market indeed opens out the opportunity to tap the others as well. Rmagine, in its advisory role as an India & Middle East Consultancy, has crafted the market entry strategy for many Canadian businesses—so join us and learn the key steps that you need to take, before you go.

Speaker: [Alex Alagappan, Partner, Chief Big Rain, Rmagine Strategic Consultancy](#)



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 - ▶ [Registration](#)
 - ▶ [Program](#)
 - ▶ [Partners and Sponsorships](#)
 - ▶ [Location & Accommodation](#)
 - ▶ [Speakers](#)
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Speaker Profiles



FITT'S 14TH NATIONAL CONFERENCE

The Road to Trade Success

June 7-8, 2011 | Gatineau, QC



The Professional Path
to Global Markets

Alex Alagappan, Partner, Chief Big Rain, Rmanage Strategic Consultancy

Alex's role as Chief Big Rain is a light-hearted take on what he does—acting as opportunity catalyst for Canadian and US businesses to venture into global markets like India and the Middle East. Canadian SMEs' and entrepreneurs have used Alex's expertise to conduct market research, market analysis, competitor mapping and draft market entry strategies, apart from getting those crucial, potential-partner introductions that are critical to any global venture. Apart from managing Rmanage, he is also a Roster Management Consultant for the Business Development Bank of Canada (BDC), for BDC's clients.



As the Founder Partner of Rmanage, Alex Alagappan is an India & Middle East Expert and Consultant. His expertise comes from his tenure in global marketing service organizations like BBDO, Grey Worldwide and Ogilvy, in these markets. As the Director of Strategic Planning and as Director of New Business at BBDO, Grey & Ogilvy he has worked with global, best of breed clients like Procter & Gamble, General Electric, Cadbury's, Philips, Mars, Mercedes, PepsiCo, HP, Honda, EDS, Barclays, Unilever, J&J, Gillette and many more. As a consequence, he has a unique, international, multi-sector perspective on what makes successful marketing.

He is also a Speaker and Expert Faculty on subjects like Going Global, Emerging Markets, International Marketing and Market Research, Opportunities in the GCC, The India Opportunity at seminars conducted by the Canadian Exporters & Manufacturers (CME), BDC and the Indo Canada Chamber of Commerce (ICCC). He is also an active blogger on these subjects on the Rmanage Blog and a guest writer for Business without Borders.



The Opportunity Triangle

Canada-India-Middle East

A presentation at the FITT National Conference 2011

by

Alex Alagappan, Founder Partner, Rmagine

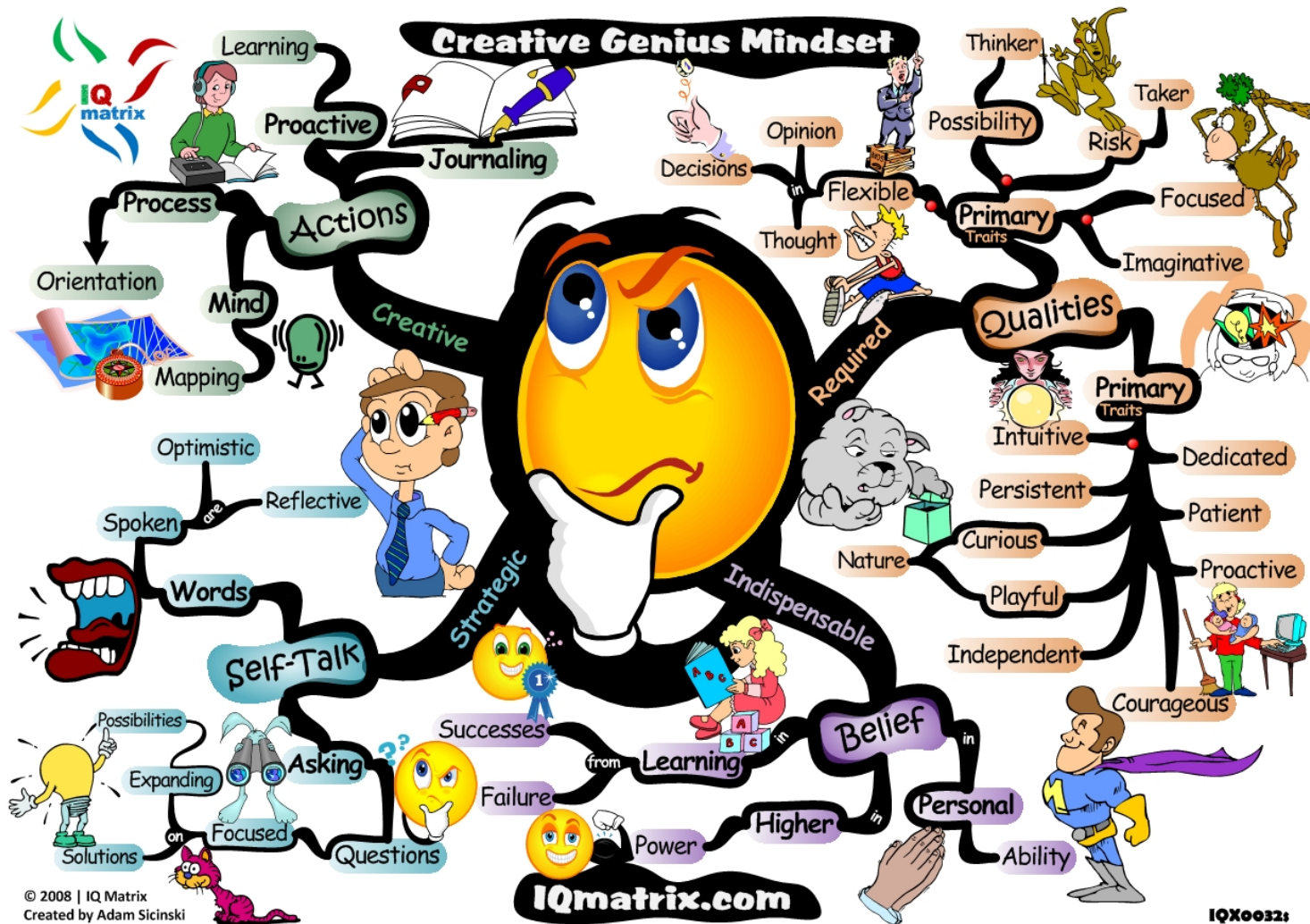


MIDDLE EAST CANADA INDIA

Markets, Marketing, Mindset- Reimagined

We will begin with “Mindset”







← 4' 8.5" →



The space between the rails across US and Canadian railroads, today, is a weird 4' 8.5" or 143.5 cms. Where did that come from?



143.5 cms?



- That came from the English who built the first railroad with that width, which actually came from their tramways, having the same width. Where did that come from?
- From the wagons that were driven in the old days. The width of the wheels were the same and the same jigs and tools were used for the tramways. But why did the wagon wheels have that width?
- Because if they did not, the wheels would break in the ruts that were there in olden day long distance roads in medieval Europe. And where did the ruts come from?
- From Roman chariots, two thousand years back as they criss-crossed Europe. And they were built with that width to accommodate, very simply, two horses' backsides.

Fast forward today's space age and space shuttles. The two booster rockets are built in Utah. The engineers would have loved to build it bigger. But no. The trains carrying them to the launch site can't take a wider payload, considering the tunnels that they had to pass through, whose width of course was based on 143.5 cms. Going to prove how we are all creatures of habit. If only...we had challenged that 143.5 cms...?



Business needs to shed its mental shackles and change its mindset about global business and newer, faster growing emerging markets

Canadian Global Trade

An Introspection



[The Top 10 markets shown on the X-axis are the US Top 10. Canada's Top 5 are US, Japan, Germany, UK and Mexico]

Canadian Global Trade An Introspection

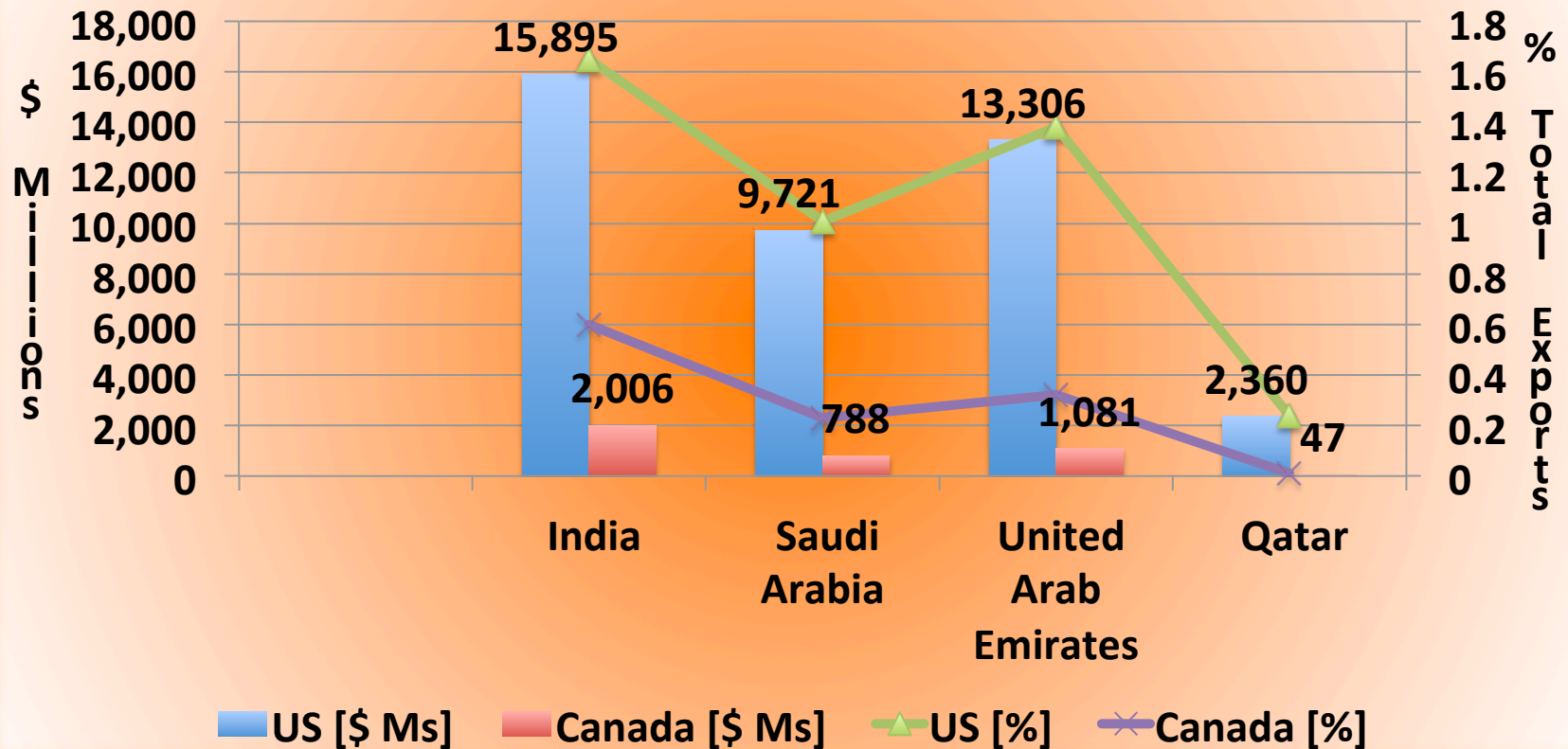


Canadian Global Trade

An Introspection



2008 Exports- U.S. vs. Canada



Canadian Global Trade

An Introspection



- Our global export: not so global. Huge imbalance
- Canada's 76% reliance on the US Market > The Top 10 US export markets put together at 67%
- Key markets in question: India and the GCC countries. Scope for trebling or quadrupling value of trade
- Our Mission: Need for a change in mindset: diversity, the single big mission for Canadian business

And the Message from the Oracle?

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[← Owls to Athens, India to Indians](#) [Phenomenal business growth from Saudi Arabia for Canada →](#)

Canada's & EDC's Oracle Peter Hall, on India.



IN INDIA'S PERENNIAL PROBLEM, A SOLUTION

WEEKLY COMMENTARY
Peter G. Hall, Vice President and Chief Economist
EDC

In India's Perennial Problem, a Solution
December 9, 2010

India's modern-day growth path is the envy of most nations. Annual GDP has vaulted ahead by an average of 6.4% over the past 10 years, and the economy has defied the global recession's worst. Growth this year and next is averaging 6.4%, a little over India's own speed limit. While the West frets about...

AUDIO  [READ MORE](#) 

A message to Canadian business on the India Opportunity

EDC's Vice President and Chief Economist Peter Hall does a Weekly Commentary on subjects that are of significance to Canada's businesses, commerce and economic well-being. Maybe not just Canada's well-being but the world's. Earlier this year he went on this whirlwind 20 plus city tour of Canada as EDC's one-man rock band or our own modern-day Oracle of Delphi, giving his insightful analysis & views on the Economy and where it was headed. But that's not the

reason why today's blog at Rmagine headlines Peter Hall. Peter's observations in today's weekly commentary is closer home to Rmagine's core- India.

This week's analysis of global issues for Canadian exporters and businesses featured Peter Hall delivering a tribute, a word of caution and a great promise of things to come- all on India. Titled 'In India's Perennial Problem, A Solution', he has this to say [and I am paraphrasing]:

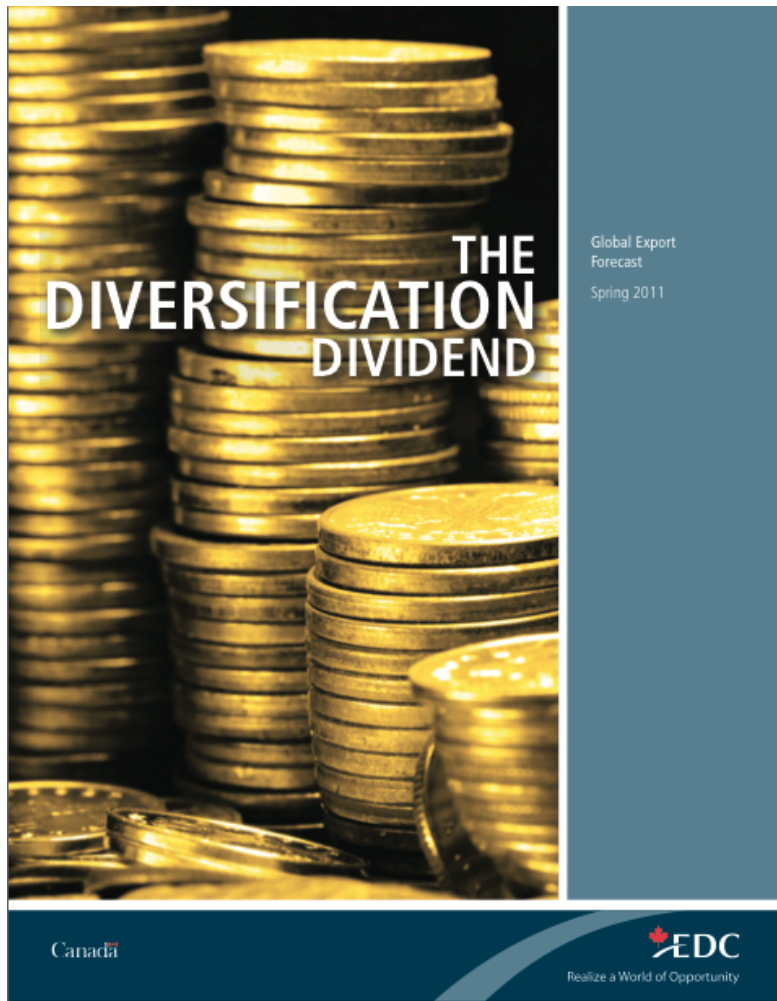


The Rmagine website



www.rmagine.com

And the Message from the Oracle?



- “Recession amputated about a quarter of Canada’s exports to the world”
- “Faced with a desperate situation, exporters got creative – and engaged in something we’ve only been talking about for generations”
- “In a word, diversification”

And the Message from the Oracle?



- “Canadian exporters are diversifying into non-traditional markets, with sales to places like the BRIC countries, the UAE, Indonesia, Mexico and a lot of others”
- “In contrast to OECD performance, sales to emerging markets between 2001 and 2008 clocked in at over 12% annually”
- “If trends persist, by 2016, emerging markets will account for 20% of total merchandise exports, and almost 30% by 2020. The natural shift in trade shares over this brief time are **enough to double** total annual export growth”

And the Message from the Oracle?



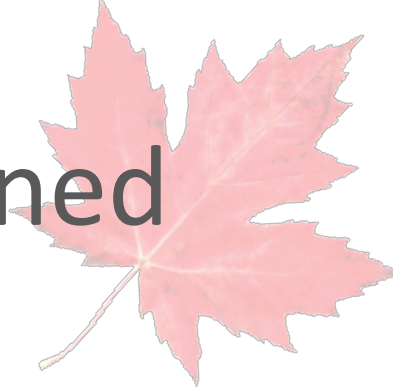
- The Optimist in EDC reflects what we spoke of: trebling & quadrupling
- “Then suppose Canada makes a special effort to expand sales in emerging markets – enough to nudge annual growth up by 3% more a year. Assuming that growth to developed markets doesn’t change, emerging markets would account for 50% of Canada’s total merchandise trade by 2025. Annual export growth would be 3.5 times the current pace”



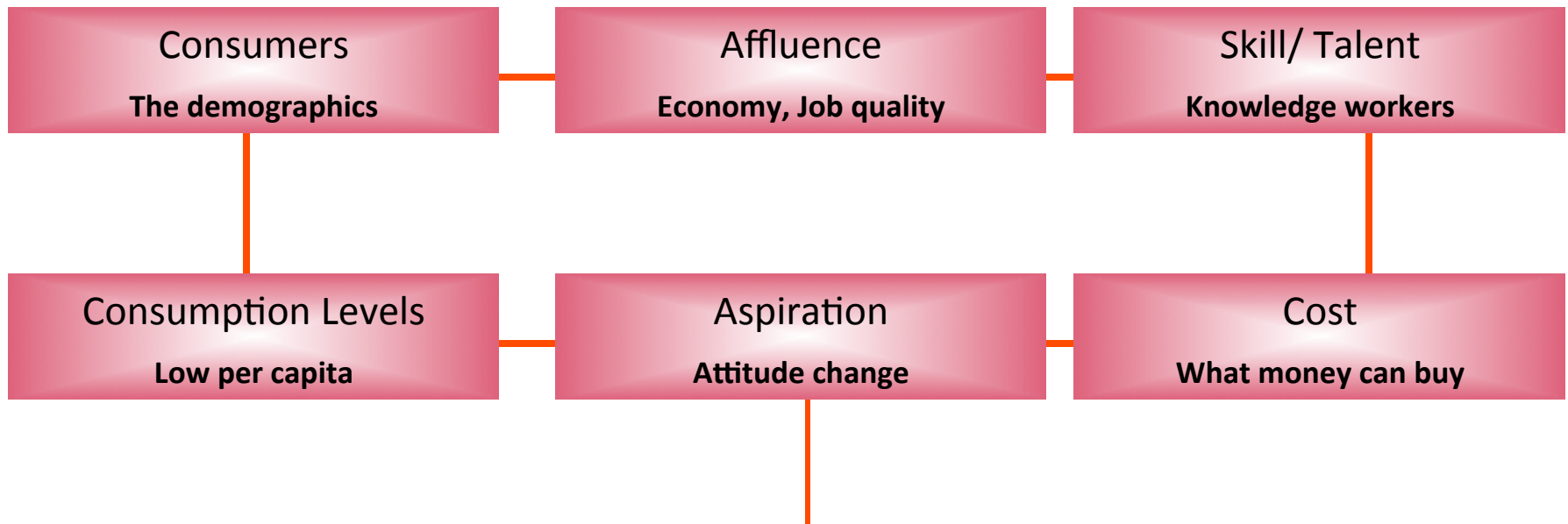
Why India



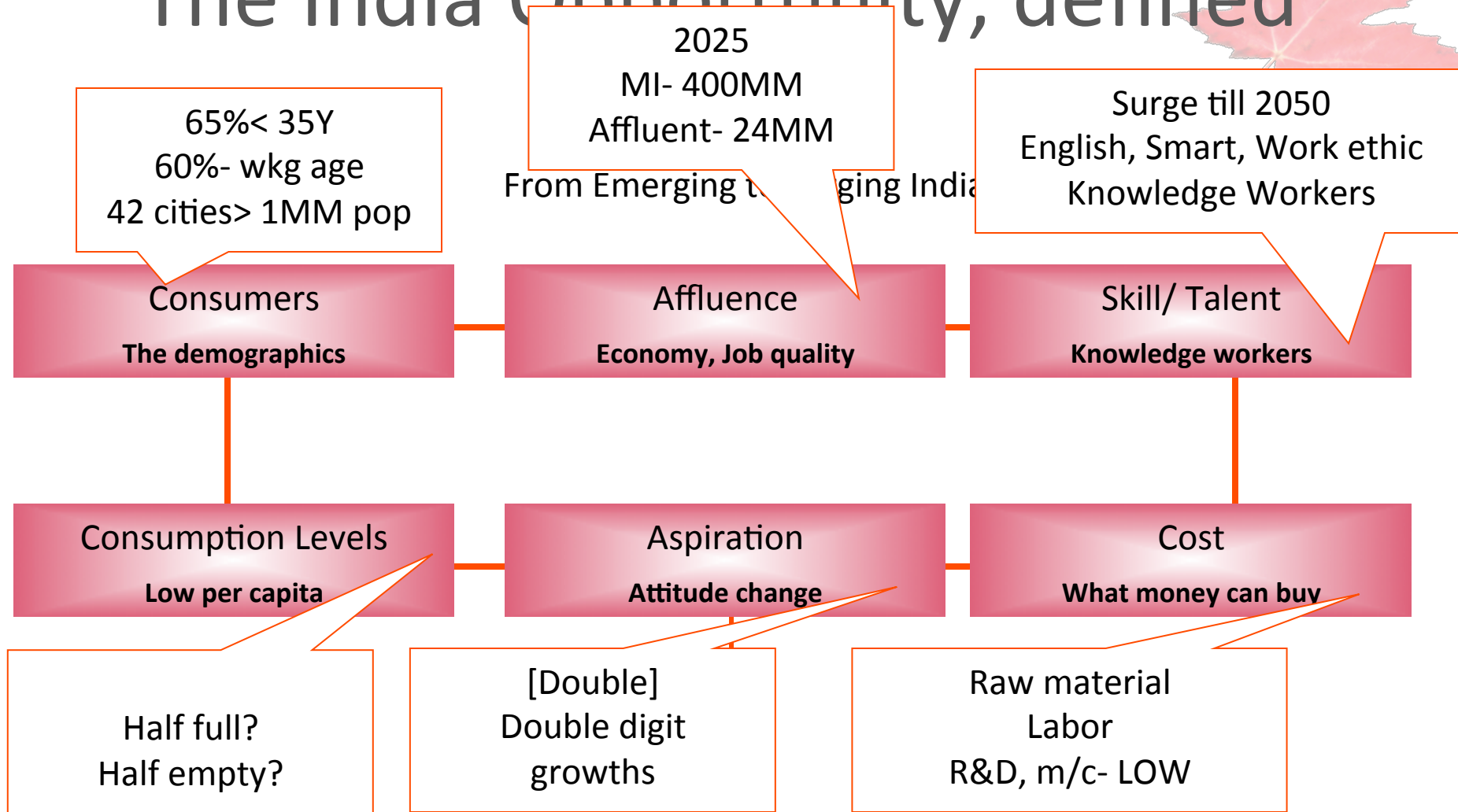
The India Opportunity, defined



From Emerging to Surging India



The India Opportunity, defined



India: Canada's second "home market"

Threefold Potential



- Export & tap the market- Trade
- Expand & tap the market- Invest
- The Opportunity Triangle: from India tap the opportunity called the GCC
 - Trade with competitive advantage
 - Partner with Indian companies to set up satellite operations



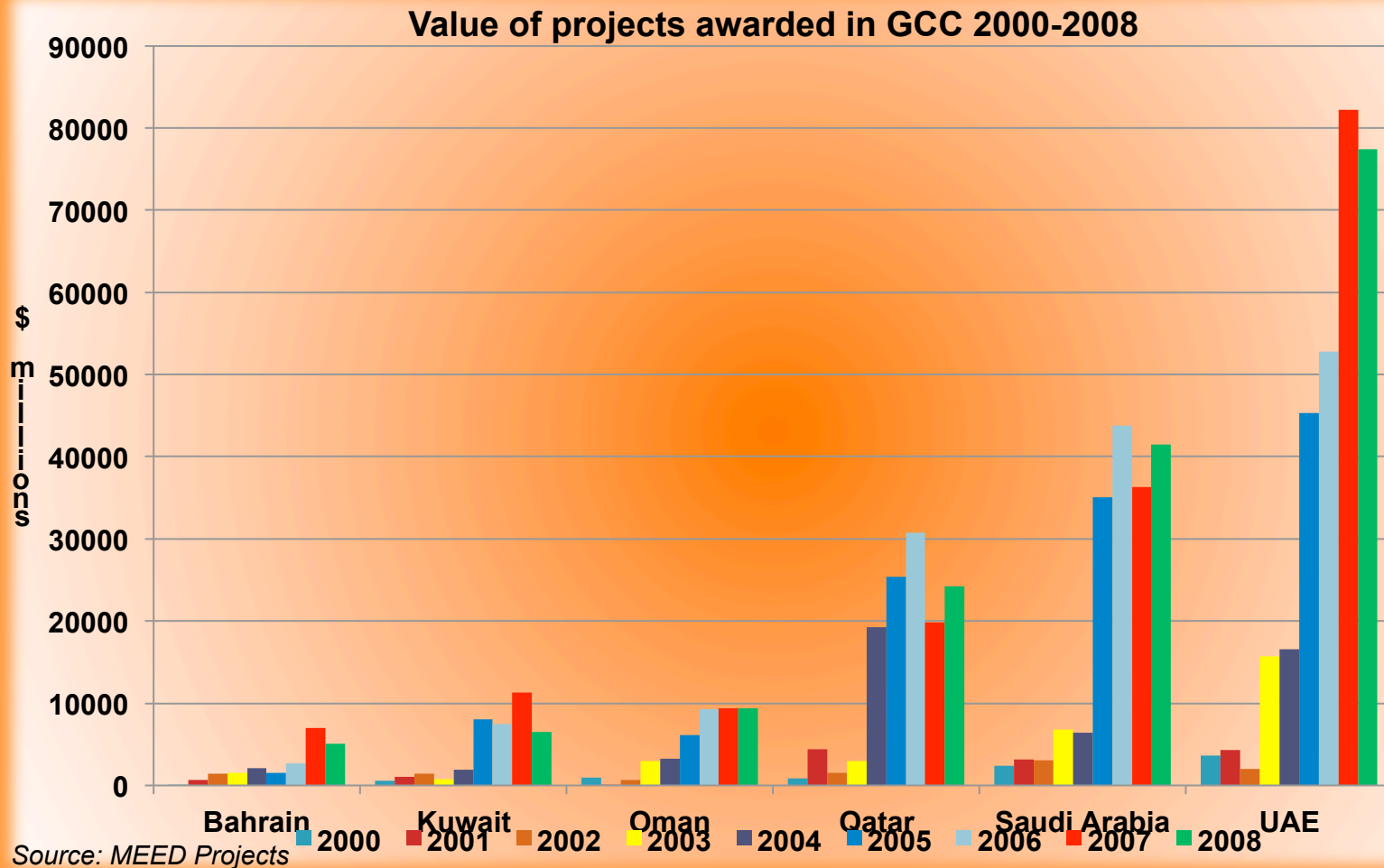
Why Middle East ?

The Middle East, redefined



- Gulf Cooperation Council [GCC], the low hanging fruit
- UAE [within that, Abu Dhabi], Saudi Arabia & Qatar- the core of the opportunity
- Kuwait, Bahrain, Oman- the satellite opportunity
- Dubai- still the hub for the Region
- Cumulative total of \$720bn spent on capital projects, 2000-2008

One Source: multi dimensional growth



Per Capita Income- Gapminder Chart

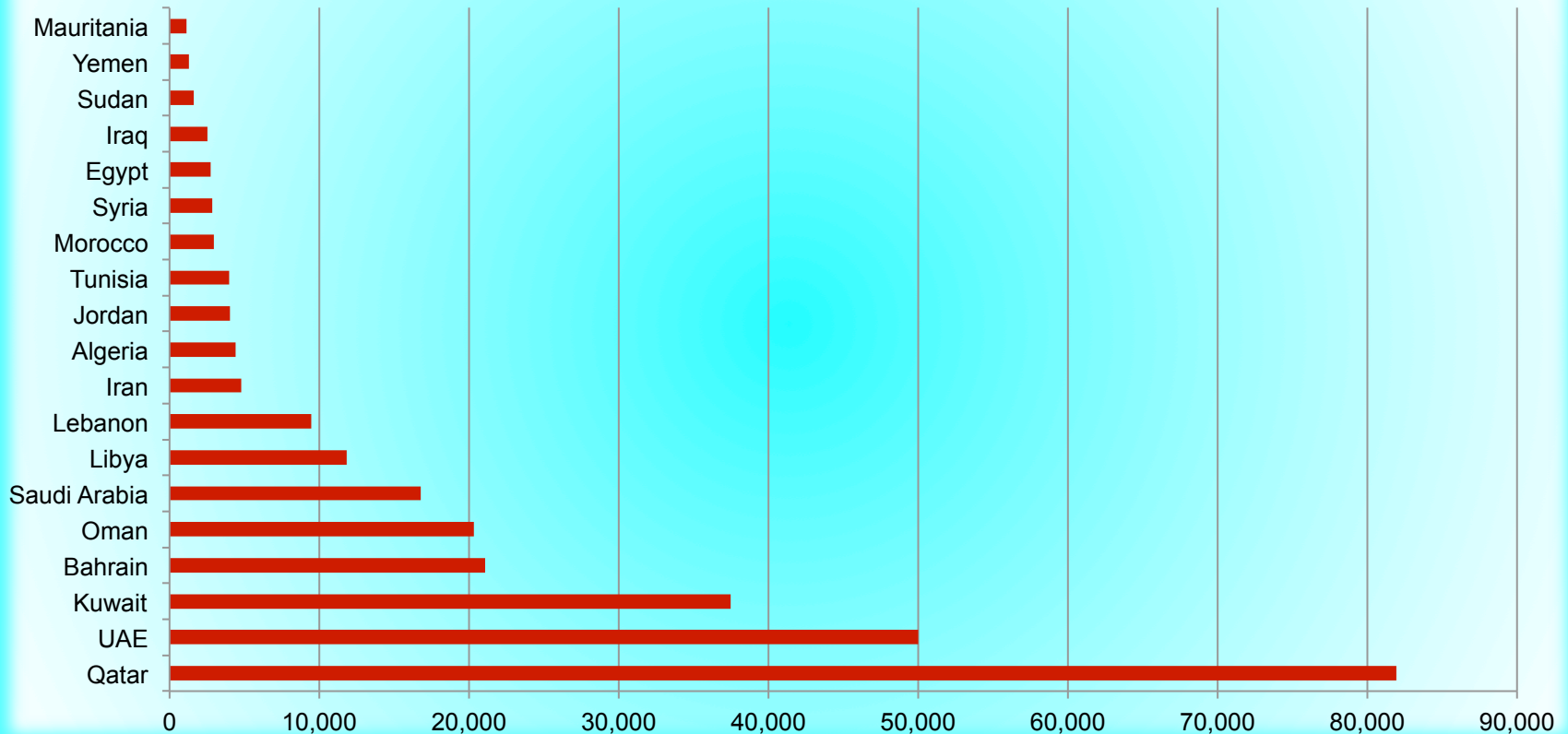


<http://www.gapminder.org/videos/hans-rosling-asias-rise-ted-india/>

Per capita Income: the disparity Now & 2020



GDP per capita (\$)



GCC: Still the Region's Engine in 2020



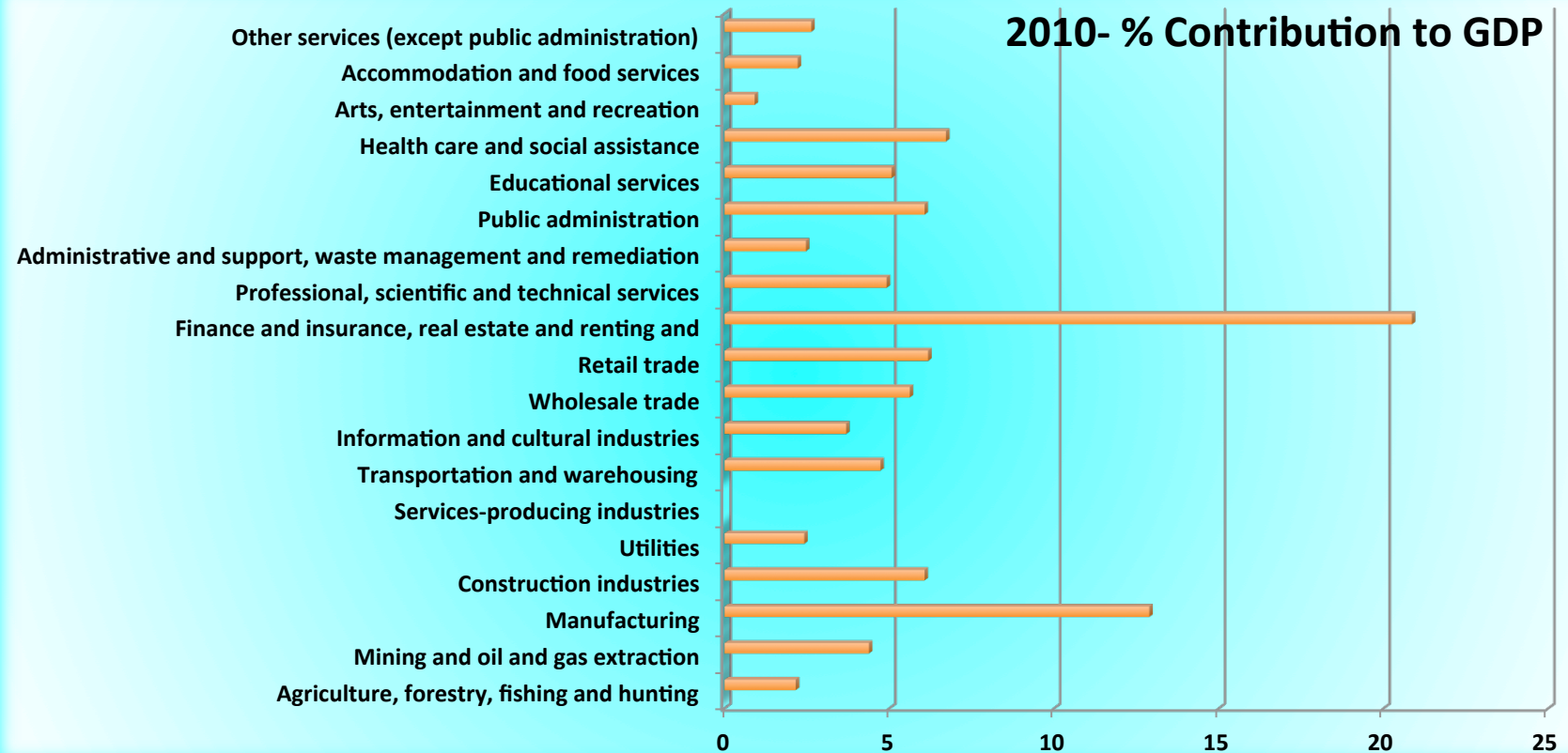
Four growth Factors:

- Oil and gas
- Economic diversification
- Population growth
- Globalization
- \$1 trillion economy in 2010 rising to \$2 trillion by 2020



Canada & India

Canada- Sectorwise Contribution



CANADIAN EXPORTS BY SECTOR

Export Forecast Overview	CAD bn 2010	% Share of Total Exports 2010	Export Outlook (% Growth)		
			2010	2011 (f)	2012 (f)
Agri-food	39.2	8.9	1.3	15	5
Energy	94.0	21.3	15.3	17	7
Forestry	26.8	6.1	9.7	9	13
Chemical and Plastics	32.4	7.4	5.6	9	6
Fertilizers	6.7	1.5	27.7	26	13
Metals, Ores and Other Industrial Products	62.2	14.1	28.1	24	2
Aircraft and Parts	10.2	2.3	-10.1	0	23
Advanced Technology	14.2	3.2	-7.4	6	6
Industrial Machinery and Equip.	24.0	5.4	-4.8	9	8
Motor Vehicles and Parts	52.5	11.9	32.0	14	15
Consumer Goods	7.6	1.7	-0.1	4	5
Special Transactions*	3.7	0.8	-42.0	2	10
Total Goods Sector	373.3	84.8	11.6	14	8
Total Service Sector	70.1	15.2	4.4	2	4
Total Exports	443.4	100.0	10.4	12	7
<u>Memorandum</u>					
Total Volumes		100.0	9.0	6	6
Total Goods Nominal (excl. Energy)	279.3	63.4	10.4	14	8
Total Goods Nominal (excl. Autos and Energy)	226.8	51.5	6.4	14	7

Source: EDC Economics. 2010 is actual data while 2011 and 2012 are forecast. Special transactions* mainly low-valued transactions, value of repairs to equipment and goods returned to country of origin.



Canada: Sector Strengths



- Mining
- Manufacturing
- Construction
- Agriculture, forestry
- Wholesale & retail
- Information & cultural
- Financial Services
- Healthcare
- Education

Success to those who dare



- Global success not defined by sector performance or size
- Global success defined by individual businesses and their dreams
- ” Waiting for the world to come to us is not an option...we have to go out to the world”

Joseph P. Repovs,

CEO Samco Machinery

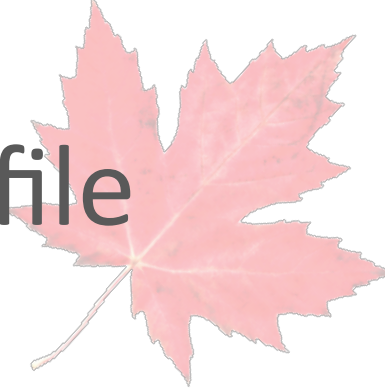




30sec Business Ideas

On the India Opportunity

India: The Opportunity Profile



- Quality of the Opportunity
 - Excellence Centre: Research & Eng. Hub
 - The Urban, Upwardly mobile
- Quantum of the Opportunity
 - The breadth of the opportunity
 - The monster size of each opportunity

India: The Research & Eng. Hub



- A research and development (R&D) & engineering hub for many international firms

Auto part makers to enter aircraft component production- in precision eng., machining, lighting, tyre and transmission

2010-11- a National Clean Energy Fund for funding research and innovative projects in clean energy technologies

Emerging as an eminent design and engineering destination- design centres, offshoring design tasks

'brand in engineering' amongst (OEMs)

Outsourced global engineering services [ESO] market in 2020. India may capture around 25 per cent, worth around US\$ 40 billion

Potential to capture US\$ 40-45 billion in engineering R&D services by 2020.

India: The Research & Eng. Hub



The unlimited world of DSM

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DSM Share € 38.28 ▲
1 Dec 2010

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News

04-Nov-2010 13:15 CET
[DSM continues leadership position in Dow Jones Sustainability World Index](#)

02-Nov-2010 07:15 CET
[DSM delivers continued strong earnings and cash performance in Q3](#)

02-Nov-2010 07:15 CET
[DSM provides 2009 and Q1-Q2 2010 comparative figures](#)

14-Oct-2010 14:15 CET
[DSM announces management changes](#)

Highlights

DSM – the Life Sciences and Materials Sciences Company


Royal DSM N.V. creates solutions that nourish, protect and improve performance. Its end markets include human and animal nutrition and health, personal care, pharmaceuticals, automotive, coatings and paint, electrical and electronics, life protection and housing. [More ...](#)

Financial results Q3 2010

On 2 November 2010 DSM presented its [results for Q3 2010](#). An archived [webcast](#) of the conference call for the media can be accessed here.

India: The Research & Eng. Hub

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Rolls-Royce

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Rolls-Royce is a global business providing integrated power systems for use on land, at sea and in the air.

Powering defence
customers in over
100 countries



Investors

GBp 618.50 

Last Trade

1/12/2010 16:49 GMT

[» Detailed share price](#)

In the news




1 Dec 2010

CIVIL AEROSPACE

» Rolls-Royce wins \$420 million
order from Hawaiian Airlines

Quick links

» [Rolls-Royce Marine Investor Briefing 2010](#) 

» [Rolls-Royce Group plc 2010 Half-Yearly results presentation](#)

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India: The Research & Eng. Hub



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Welcome to KONE Corporation

KONE is one of the global leaders in the elevator and escalator industry. The company has been committed to understanding the needs of its customers for the past century, providing industry-leading elevators, escalators and automatic building doors as well as innovative solutions for modernization and maintenance. The company's objective is to offer the best People Flow experience by developing and delivering solutions that enable people to move smoothly, safely, comfortably and without waiting in buildings in an increasingly urbanizing environment. In 2009, KONE had annual net sales of EUR 4.7 billion and approximately 34,000 employees. KONE class B shares are listed on the NASDAQ OMX Helsinki Ltd in Finland. Founded in 1910, KONE celebrates its centennial anniversary in 2010

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KONE 2009 Corporate responsibility report »

LATEST REPORTS

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India: The Research & Eng. Hub

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The Urban, Upwardly mobile- circa 2030



5X GDP

270 MM- net increase in
working age pop.

590 MM in
cities-2X USA

The Urban, Upwardly mobile- circa 2030

2.5 B Sq.m of
roads to be
paved- 20X of
the last 10 years

68 cities- 1 MM
+pop, up from 42
today. Europe-
35

68

2.5B

The Urban, Upwardly mobile- circa 2030



7400

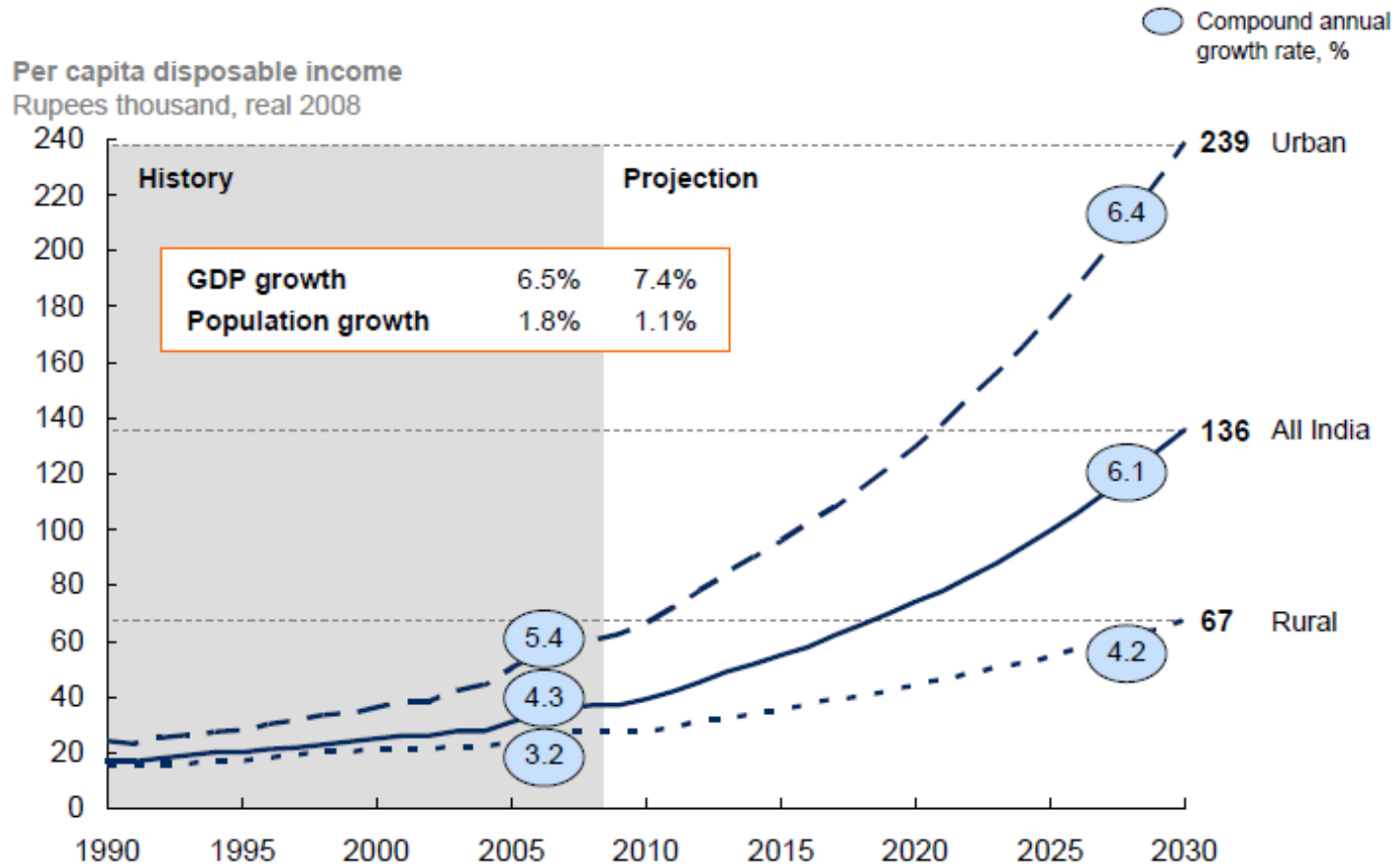
7400 kms. Of
metro & subway

700-900 MM Sq.m of
residential & commercial
space to be built- a Chicago
every year

700-900

The Urban, Upwardly mobile- circa 2030

Urban India will drive a near fourfold increase in average national income



SOURCE: India Urbanization Econometric Model; McKinsey Global Institute analysis

30 sec Business Ideas



30 sec BI

- 20 to 40? Indian Origin? Export yourself?
- Mortgage Consultancy
- Professional Real Estate Agency
- Project Management
- Design firms
- Food Franchise
- Indoor Entertainment

India Opportunity: A Peep



ENTERTAINMENT

30 sec BI

Vending
Machines



**Multiplexes: 700 TO 1600 IN
5YRS**

**Signed: 221MOUs'. \$ 238 B Inv.
2nd largest by 2016**



STEEL

India Opportunity: A Peep



**16.3 MM in May '10. 617
MM Total subscribers**

RAILWAYS

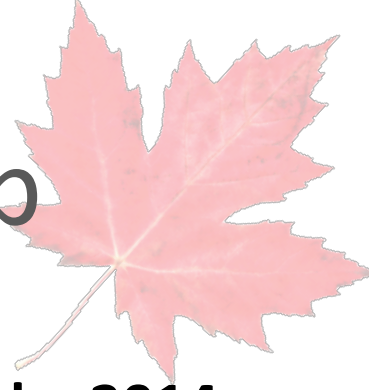


**2nd largest Network. \$ 11 B Inv.
in 5 Metros. 4 more in the
works**



TELECOM

India Opportunity: A Peep



AVIATION



30 sec BI

Airline
Catering

\$110 B in aircraft. \$30 B in infrastructure

**\$ 353 B 2010- \$ 543 B by 2014.
55 MM sq.ft. addition**

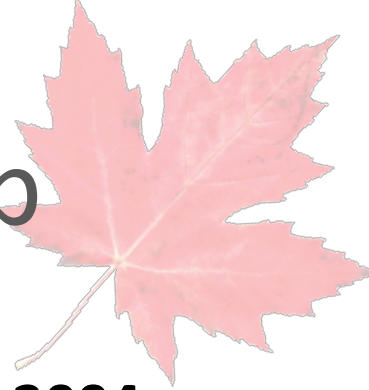


30 sec BI

Packaging
Pkgd Food Exp

RETAIL

India Opportunity: A Peep



EDUCATION

30 sec BI

Training
Institutes



\$ 266 B by 2019; CAGR 2004-09- 16.4%



TOURISM

\$100 B Inv. next 5 years

India Opportunity: A Peep



PWC Study- Top Asian mkt in 2010; FDI \$ 2.8 B in 2009-10

HEALTHCARE



30 sec BI

Health
Insurance



REAL ESTATE

**\$ 35 B to 77 B by 2012;
23% growth per annum**



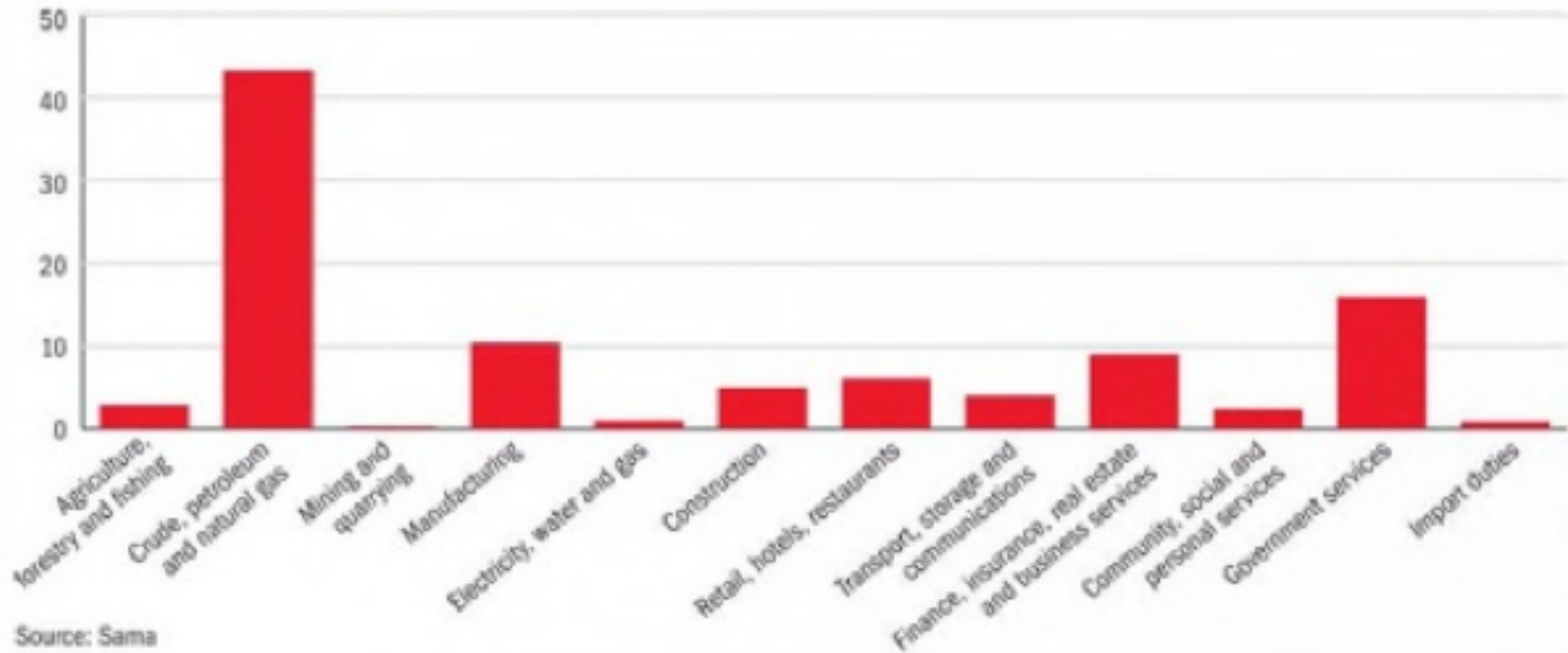
Canada and UAE, **Saudi Arabia** & Qatar

Saudi Arabia



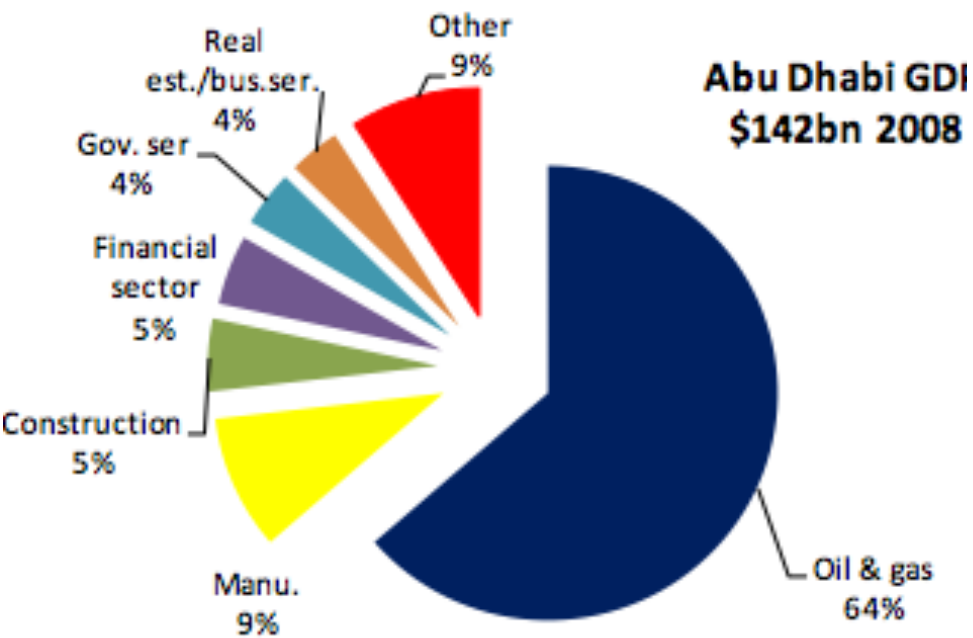
SAUDI ARABIA'S ECONOMIC BREAKDOWN 2009

PERCENTAGE OF GDP

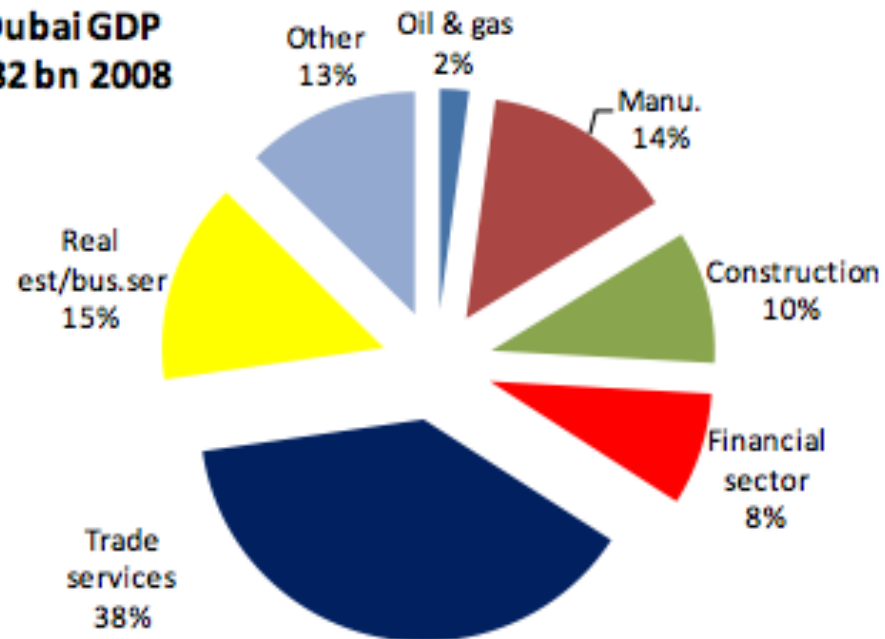


Source: Sama

UAE



Dubai GDP \$82 bn 2008



Qatar

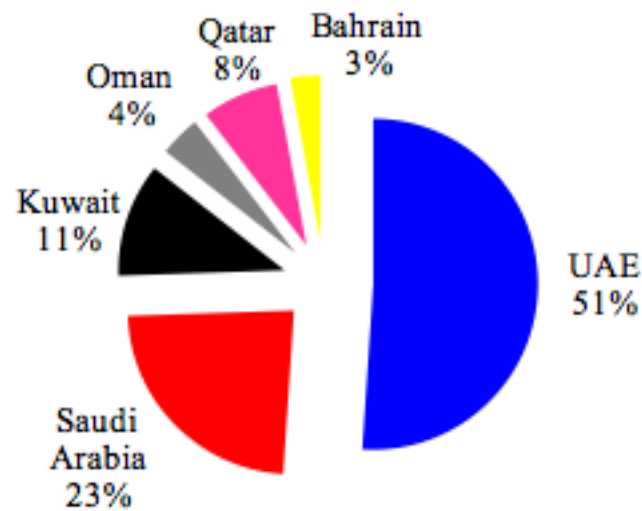


- All three economies certainly diversifying their interests
- Construction, Financial Services, Manufacturing, Real Estate & Trade being some of the dominant themes

The 2020 Horizon: Project Pipeline

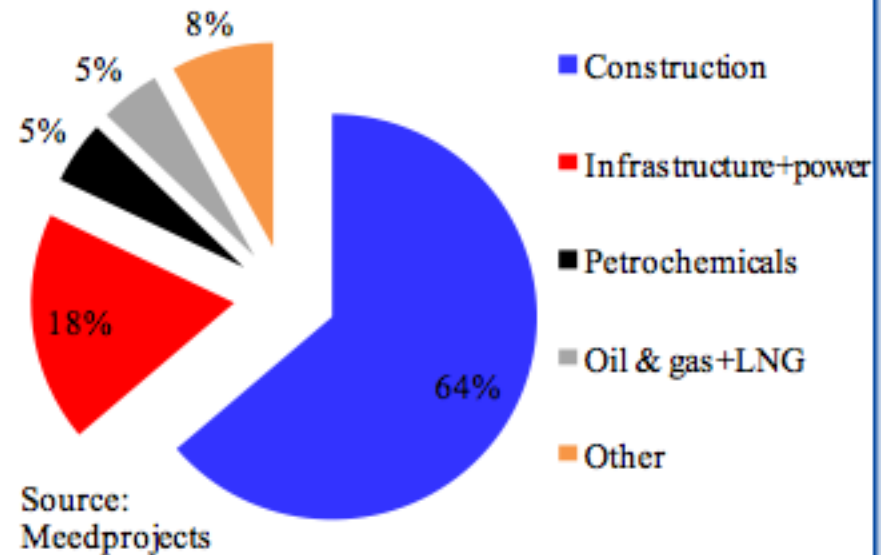


GCC: \$2.8 trillion Project Pipeline



Source: MeedProjects

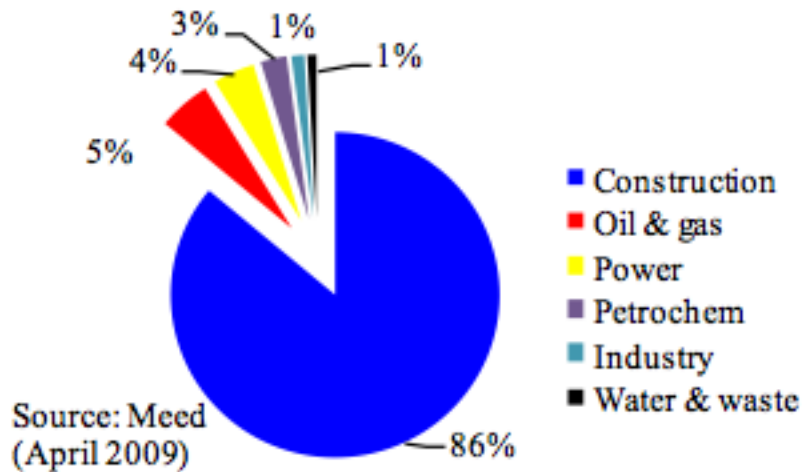
GCC: \$2.8 Trillion Project Pipeline



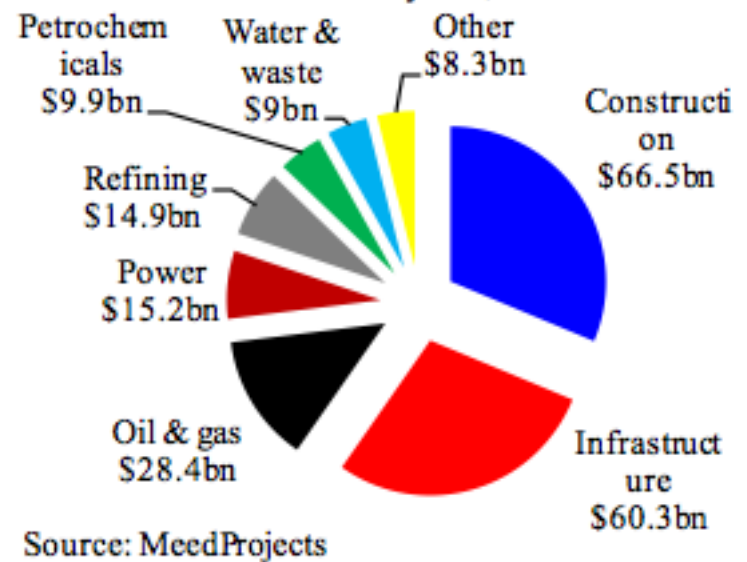
The 2020 Horizon: Project Pipeline



UAE: \$1.3 tr Project Pipeline



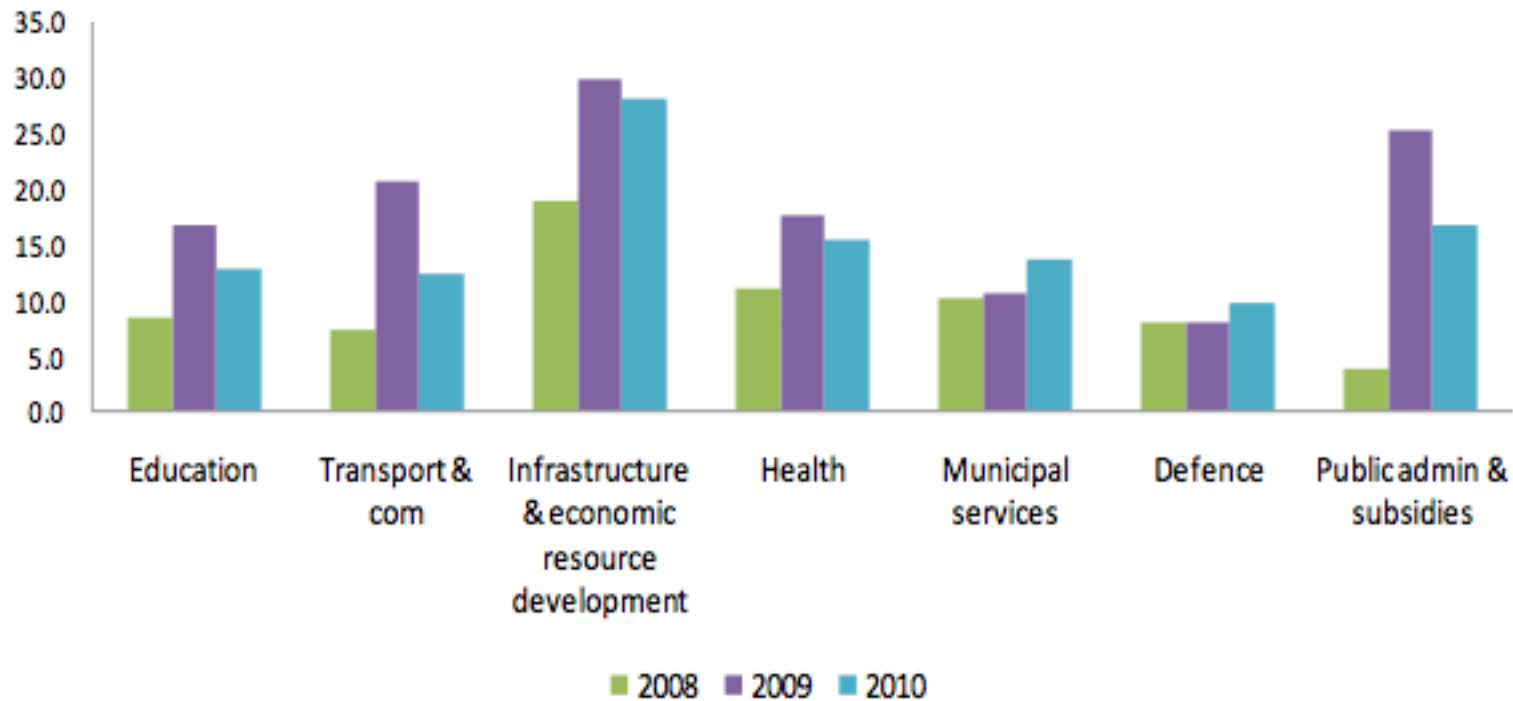
Qatar: Projects \$212.5bn



KSA Government Spending



Saudi Budget Appropriation by Sector
2008-10
(percent change)



KSA: Transportation & Logistics

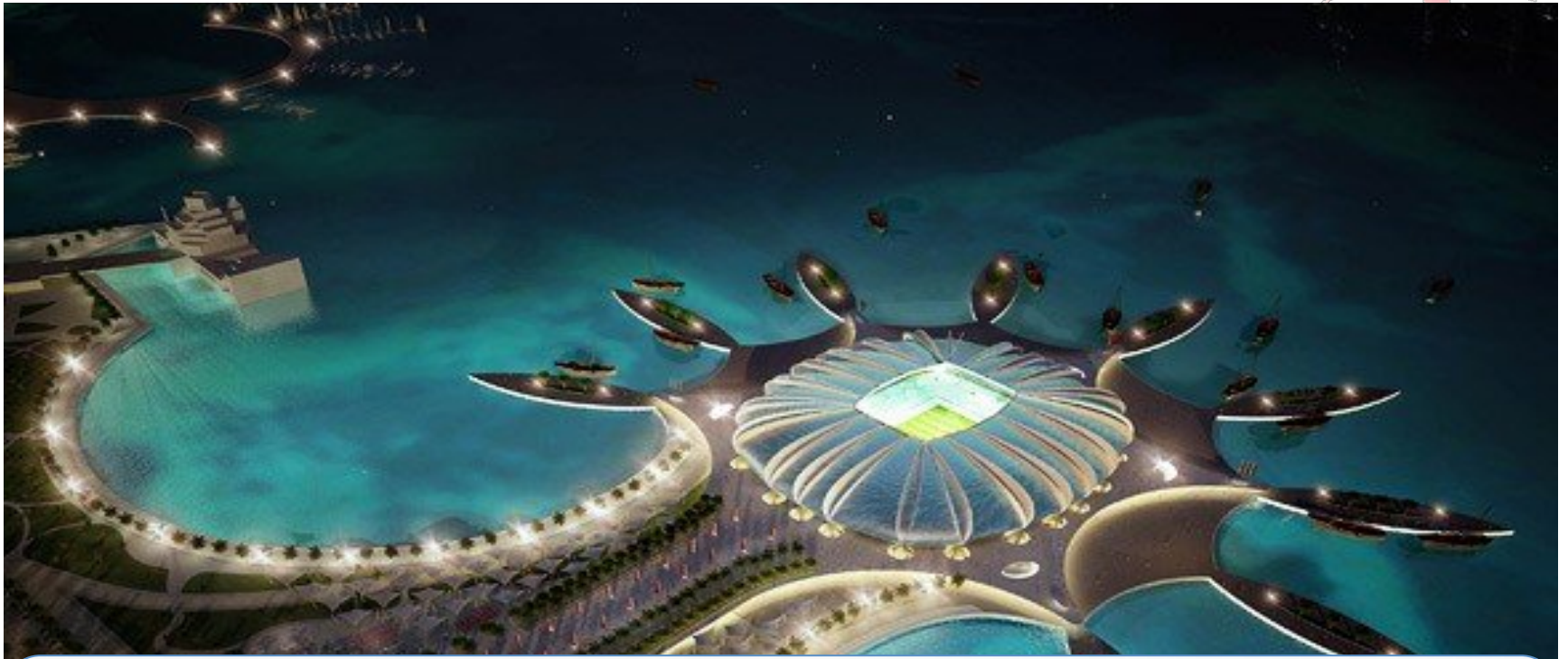
A peep



- **US\$100 Billion investment is anticipated over the next 10 years**
- **Sea Port: 2 new ports+ container terminal+ Logistics Park**
- **Rail, Air & Road Opportunuties equally formidable**

Qatar: World Cup Projects

A peep



Nine new stadiums
70,000 new hotel rooms
\$20 B on road projects

\$25 B on rail
Qatar-Bahrain Causeway- \$4 B

KSA: Healthcare Agenda

A peep



HEALTH CARE REFORM



- Annual spending to reach US\$20 billion by 2016
- Hospital beds to rise from 51,000 today to 70,000 by 2016
- The number of hospitals will move from 364 to 502

UAE: Abu Dhabi Projects

A peep



Abu Dhabi Metro - \$5-10bn
Sadiyaat Cultural District - \$5bn
Nuclear Power Complex - \$20-40bn

Shah Sour Gas project - \$10bn
Chemaweyaath Petrochemicals Complex - \$25bn plus



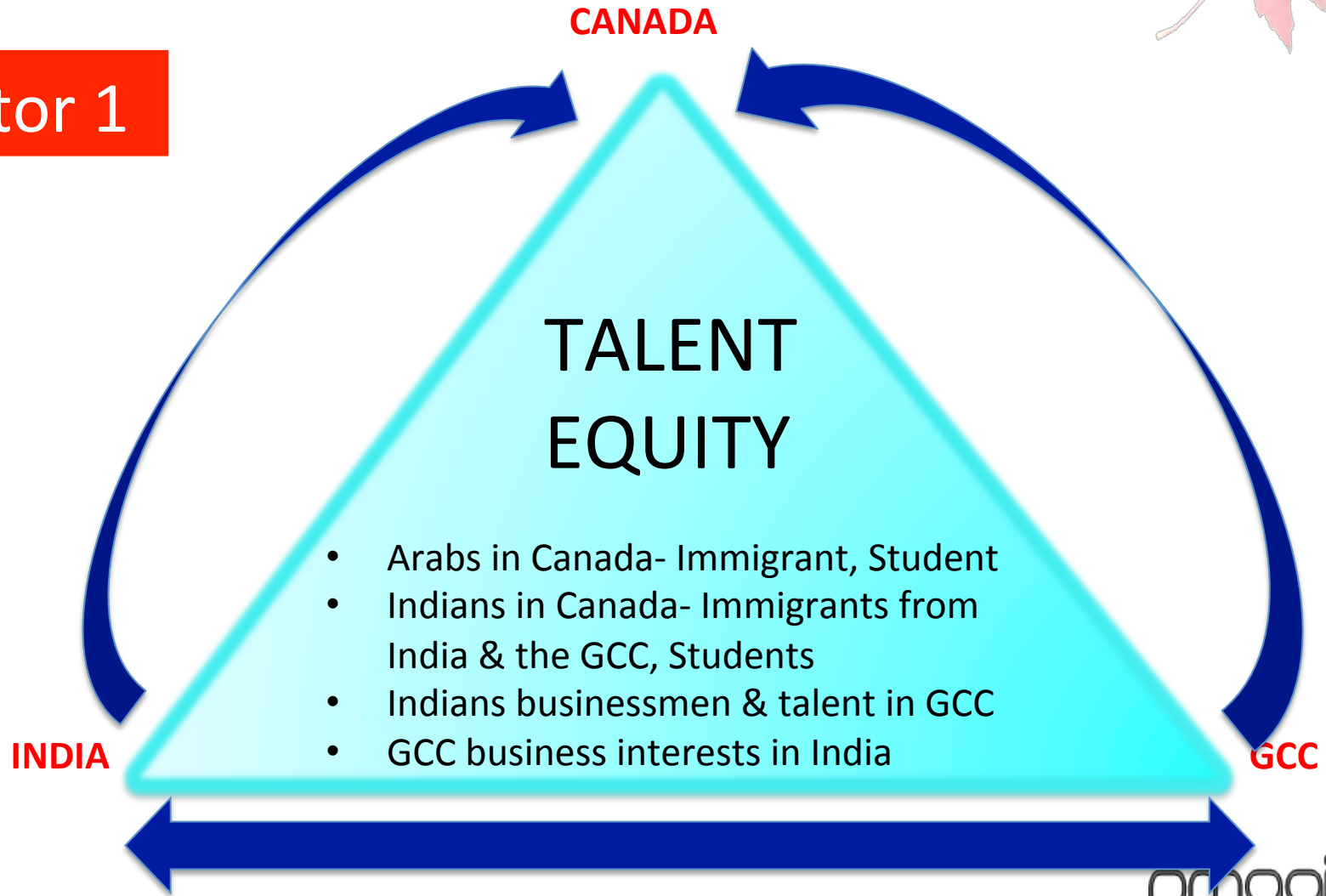
The Opportunity Triangle



Where is the connection?



Factor 1



Where is the connection?



Factor 2

CANADA

TRADE
&
BUSINESS
EQUITY

- India & the UAE
- India & Saudi Arabia
- India- Favored Nation Status

INDIA

GCC



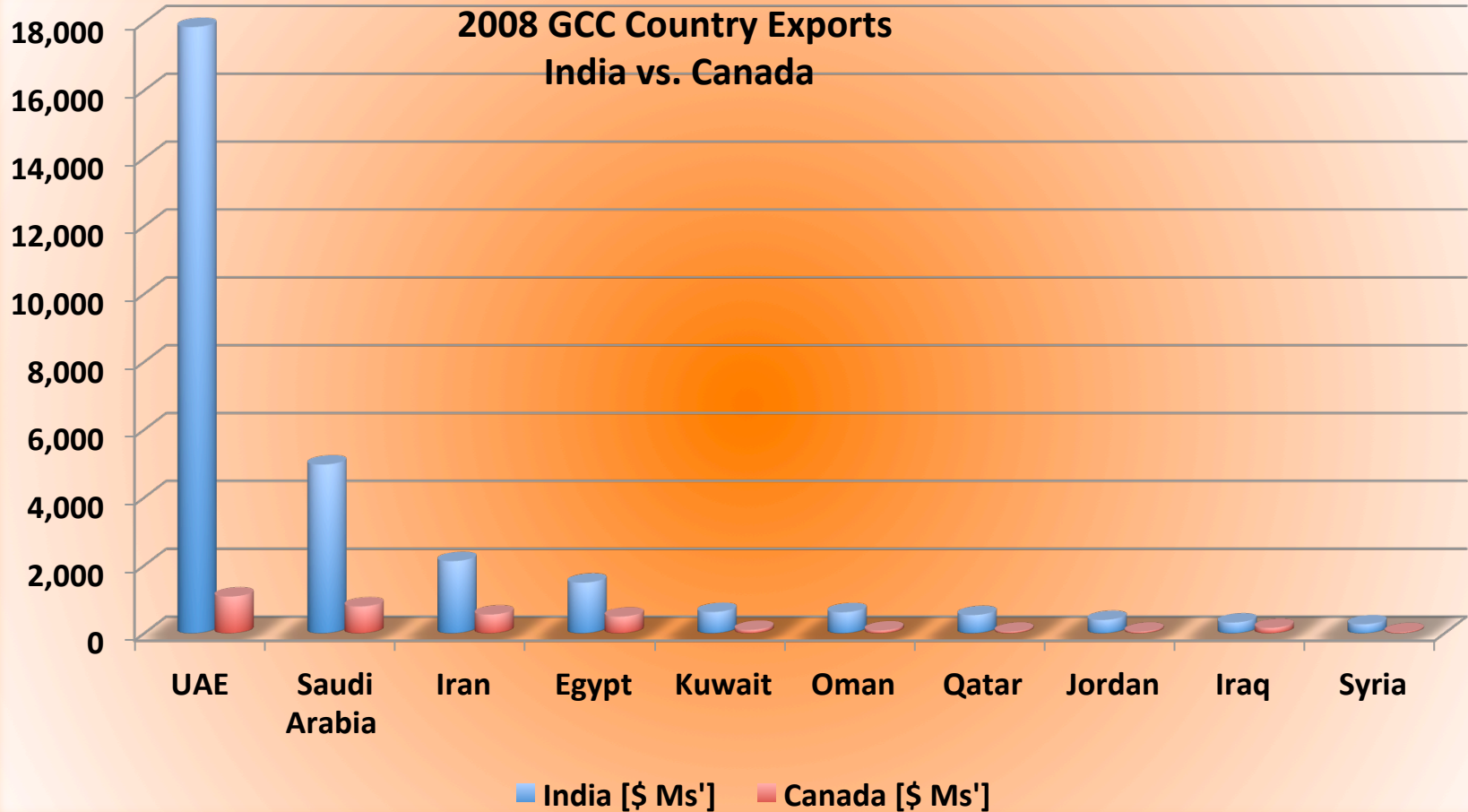
Where is the connection?

Factor 2



Where is the connection?

Factor 2



The Opportunity Triangle

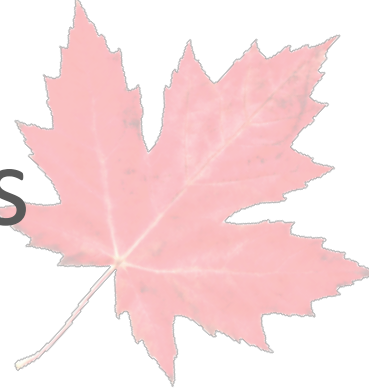


- Three key factors that establish the link
- People Equity: Market savvy talent waiting to be tapped
- Trade & Business Equity: Phenomenal trade ties with UAE and Saudi Arabia. Close to \$ 23 B of Indian exports annually. India's energy needs. Indian business active in the Gulf
- Geography & Politics

US- Conscious of the Bonding



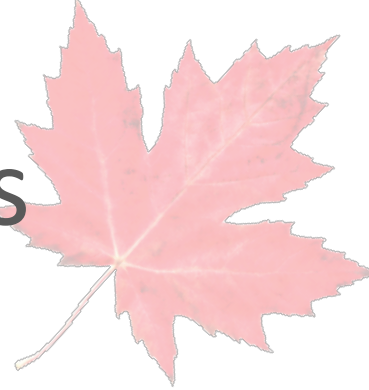
Bonding: Four Key Factors



Talented Workforce:

- Over **42.5 percent of the work force in the UAE** are Indians. Indians have been playing a major role in the economic development of the UAE over the last **35 years**. Professionals and technically qualified Indians are engaged in huge numbers in all sectors
- In **Saudi Arabia**, the Indian community is the largest expatriate community and accounts for **1.4 million** people
- Indians are recognized as one of the main agents of the **GCC's economic progress**
- India earns **foreign exchange worth around \$6 billion annually** from its Gulf expatriates. The remittances of expatriate Indian workers in the Gulf have contributed significantly to India's economic resurgence

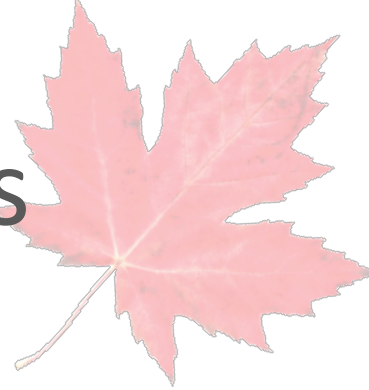
Bonding: Four Key Factors



Business & Commerce:

- Saudi Arabia General Investment Authority (SAGIA): more than **190 Indian companies** received licenses the **past two years** to set up either fully-owned or joint-venture projects with Saudis, pumping more than **SR4 billion** into the Saudi economy
- Almost every major Indian corporation has a presence in the UAE by way of actual investments, trade or representative office
- It is estimated that **more than 3,300 Indian companies** have set up manufacturing units or opened local offices in the UAE.

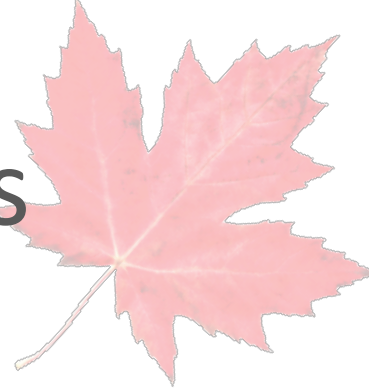
Bonding: Four Key Factors



Business & Commerce:

- The economic dimension of India's Gulf policy has become more pronounced in recent years. As a group, **the GCC is India's second largest trading partner**. It is the **largest single origin of imports** into India and the **second largest destination for exports** from India.
- The **GCC** countries remain a **major destination for Indian investments** even as India is making a concerted attempt to encourage GCC investment in India. India is hoping that major GCC states such as **Saudi Arabia, UAE and Oman would participate in India's planned expansion of infrastructure**. With a rising demand for infrastructure development, India is looking for large investments from the Gulf, which is flush with funds. The **Gulf** States meanwhile are **interested in human resources** from India to develop sectors as varied as information technology, construction, transportation and services.

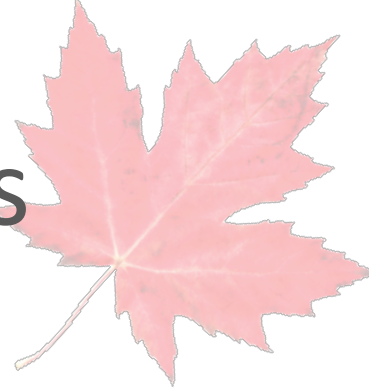
Bonding: Four Key Factors



Political:

- India's growing economy and a market of billions would provide **immense potential for the GCC countries** to further their global economic presence.
- Coincidentally, being **a neighbor and an emerging global power**, India becomes a reference point for the Gulf countries as a partner in their quest for **managing the evolving security equations**. The change of perception in the Gulf region is based on a 'new constellation' in which **India** is increasingly viewed as a **credible non-partisan global player** who can play a constructive role in managing conflicts and restoring peace and tranquility in the region
- During the state visit, King Abdullah and Indian Prime Minister Manmohan Singh signed an Indo-Saudi **"Delhi Declaration"** calling for a wide-ranging strategic partnership, putting energy and economic cooperation on overdrive, and committing to cooperate against terrorism. According to some reports, **the King** waived off Saudi bureaucratic concerns about precedents the declaration might create with regard to its relations with India's neighbors, especially Pakistan by calling India a "special case" and **"his second home"**

Bonding: Four Key Factors



Energy

- With an economy that is projected to grow at a rate of 7-8 percent over the next two decades, meeting its rapidly increasing demand for **energy is one the biggest challenges facing India**.
- Burgeoning population, coupled with rapid economic growth and industrialization has **propelled India into becoming the sixth largest energy consumer in the world**, with the prospect of emerging as the **fourth largest consumer in the next 4-5 years**. Energy is clearly the driving force in Gulf- India relations. Riyadh is the chief supplier of oil to India's booming economy, and India is now the fourth largest recipient of Saudi oil after China, the United States, and Japan¹². India's crude oil imports from the Saudi kingdom will likely double in the next 20 years.
- **The GCC countries supply 45 percent of India's** petroleum requirements, Along with the Saudis who are responsible for a quarter, other major suppliers are Kuwait and the UAE. Qatar is an annual supplier of 5 million tons of LNG to India and it is expected that Qatari gas exports to India will rise to 7.5 million tons from 2009

The Opportunity Triangle



CANADA

Today
Canada's
Gateway to
multi-markets,
across diverse
industries &
sectors

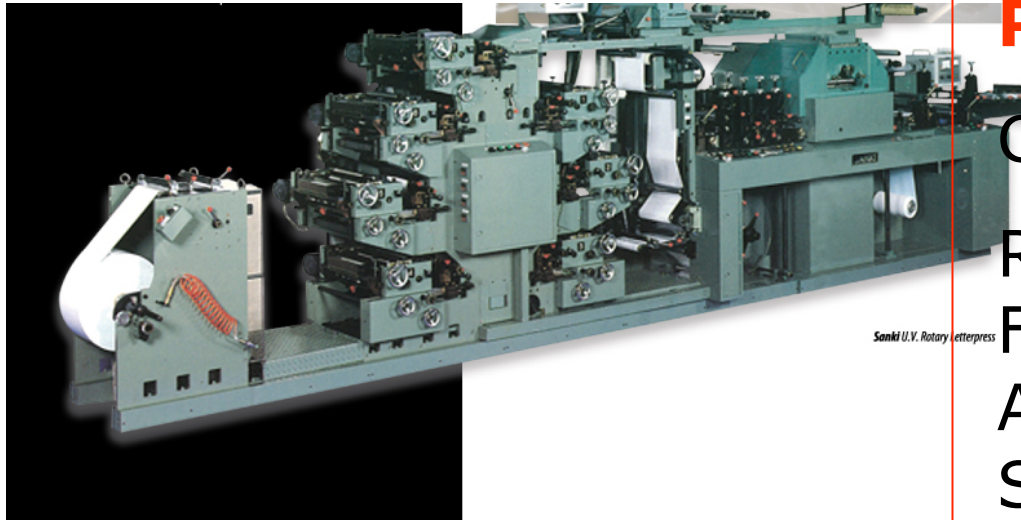
INDIA

GCC

Walking the Talk



Learnings from Rmagine Projects



**Joint Venture-
Printing,
Packaging**

Canada > India

Retail, Point of Sale
FMCG Market

Assessment. Trade
Show Presence
Market Entry
Strategy

Walking the Talk



Exports- Lumber SPF

Canada >
Caribbean +
Middle East +
India

Market Entry
Strategy.
Importer/
Partner
Sourcing



Learnings from Rmagine Projects

Project Portfolio

Learnings from Rmagine Projects

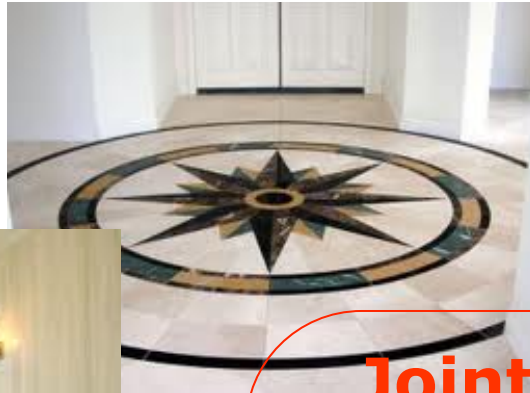
Joint Venture- Heavy Engineering. Oil & Gas. Water & Power Sectors

Canada > Saudi Arabia, Qatar, UAE

Sector Overview. Market & Sector Entry Strategy. Agents /Joint Venture Partner Sourcing



Walking the Talk



Learnings from Rimage Projects



Joint Venture- Marble: IDC, Construction

Canada > UAE, Saudi Arabia,
Qatar, Lebanon, Egypt

Market Segmentation. Entry
Strategy. Trade Show
presence. Partner Sourcing.

Walking the Talk

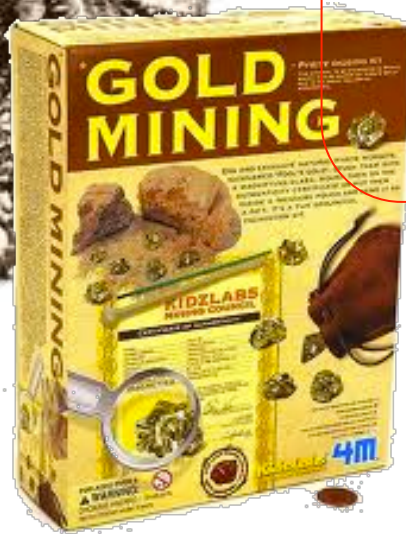
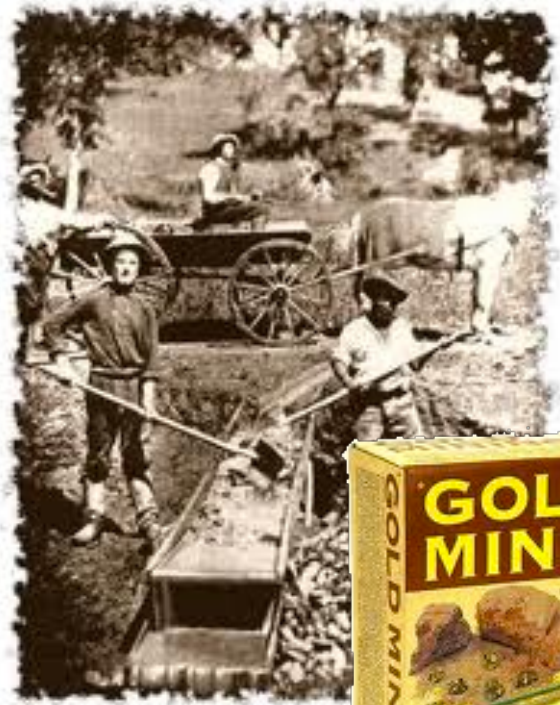


Project Finance/Listing- Gold & Copper Mining

India > Peru-Colombia > Canada

Targets Assessment Study. NI
43-101 Technical Study.
Financing/Partner Deal

Learnings from Rmine Projects



Walking the Talk



Joint Ventures- Prepaid Debit Card/Salary Card. Mobile Money Transfer

United States> GCC, India, Canada

Market Assessment. Market Entry Strategy. Branding. JV Partners Sourcing in each country



Learnings from Rmagine Projects



Rmagine- Your Chief Strategy Officer



- Manage your desk research, market research & analysis
- Craft Market Entry Strategies
- Provide quick connect to potential buyers/ partners
- Mitigate risk



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London's number 1 private hospital group



Marconi



VT Group

KVÆRNER



serco

Honeywell



PEPSICO



Shaw Stone & Webster Construction, Inc.

WRIGLEY

Gillette



HSBC



Mercedes-Benz



Cadbury

TAYLOR WOODROW

BAE SYSTEMS



Emirates

YOUR **M&S**

MARS

Johnson & Johnson

Our Learning Curve-projects from the who's who of business. In India & the Middle East

Roster Consultant to BDC



- Strategy Consultant of the Business Development Bank of Canada- for BDC's SME clients who intend to expand into India & the Middle East




L'entrepreneur d'abord
Entrepreneurs first

English Français

BDC (Business Development Bank of Canada) provides Canadian businesses with **flexible financing, venture capital** and **affordable consulting services**. We work with entrepreneurs in all industries, with a focus on small and medium-sized enterprises (SMEs), through all economic cycles and help businesses in

BDC (Banque de développement du Canada) fournit aux entreprises canadiennes du **financement souple, du capital de risque** et des **services de consultation abordables**. Nous travaillons avec les entrepreneurs de tous les secteurs d'activité, en particulier les PME, à travers les différents cycles économiques, et nous les



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Opportunity Newsletters



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MIDDLE EAST CANADA US INDIA

Market Entry Strategists

www.rmagine.com

**May Lady Luck
Smile Kindly
On Your Global Efforts**