

RHODE ISLAND VIRTUAL TRADE MISSION TO INDIA

MARCH- APRIL 2021



India will be the globe's next super-charged economy. Take advantage of the opportunity.

With state, federal and global resources, Rhode Island companies can learn about the business successes that a virtual trade mission to India this spring will uncover. The Chafee Center for International Business at Bryant University and the Rhode Island Commerce Corporation, with sponsorship by the U.S. Small Business Administration's State Trade Expansion Program and in partnership with the International Advisory Council of India, are organizing the mission with the goal of connecting local enterprises to the broad-based and growing Indian market.

Why India? India expects to have a \$5 trillion GDP by 2030, almost doubling its economy's size. In 2019, India-United States bilateral trade hit \$149 Billion, representing the 12th-largest trading relationship for the U.S. In addition to having such a dynamic economy, India respects intellectual property rights. And with the youngest population among any of the world's major markets, establishing a base there now has the potential to pay off for years.

Of India's 1.3 billion people, more than 600 million are online, with e-commerce exploding. With roughly 400 million Indians having a middle class income and lifestyle, there is significant demand for high-quality and stylish products.

Industry Sectors Highlighted in this Mission

- Information and Communications Technology
- Life Science/Healthcare & Pharmaceuticals
- Environmental Technologies

About the International Advisory Council (IAC)

IAC is a specialist consulting firm that works exclusively with economic development entities to help clients develop strategies to export to the Indian market. Founded in 2011, IAC has grown into an organization with over 40 employees and offices in 5 cities in India – Delhi, Mumbai, Gurgaon, Bangalore and Chennai. IAC maintains a database of about 70,000 Indian companies, including the top Fortune 500 Indian companies.

Virtual Mission Benefits

Official mission opening

In mid-March, a virtual roundtable will be held and will include greetings from high-ranking government officials, business executives and personnel from key industry associations in India. Companies will have the opportunity to showcase the products and services they are offering in the Indian market and discuss what they are looking for with Indian counterparts.

Contact:

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STEP Grant:

This event is open to companies participating in the State Trade Expansion Program (STEP) and upon completion, companies will apply for reimbursement of a significant portion of the IAC fee.

For more information on STEP, inquire with Linda Woulfe, STEP Program Director at lwoulfe@bryant.edu

Cost:

\$200 per appointment, payable to IAC. A \$1,000 deposit is due upon signing of the contract with IAC. If more than five appointments are scheduled, a second invoice will be issued upon completion of the program. If less than five appointments are scheduled, a refund will be issued

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Individual Company Benefits

A free one-hour, pre-market assessment

An intake meeting will be performed to evaluate your products and services with an eye toward gauging their Indian market potential as well as your export readiness.

Customized matchmaking

The IAC team will prepare country-specific promotional materials and perform outreach campaigns, providing feedback along the way. Using your specific Indian market goals and objectives, the IAC team will produce a list of potential partners.

IAC will schedule prescreened appointments with companies you have selected from the prequalified list and that answered positively to the promotional campaign.

A detailed profile of the companies will be provided, and the virtual meeting will be held on a digital platform such as Zoom or Microsoft Teams

Registration Deadline

February 26, 2021

Space is limited.

First-come, first-served.

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