

india
symposium
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zurich | 2008

Growth & Prosperity

Friday, August 22
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A NEW CHAPTER IN GROWTH AND PROSPERITY

One of our recently conducted large scale empirical studies, a joint project with the Swiss State Secretariat for Economic Affairs (SECO), involving more than 80 Swiss corporate houses, reveals that Swiss companies are increasingly pursuing organic, equity-based growth models for their international expansion into India. Thereby, strategically intending to either replicate the entire or major parts of the value creation process onshore in order to more strongly leverage on country-specific and locational advantages. In comparison to that, India Inc., fuelled by a new buoying corporate confidence, sparkling industrial earnings and vibrant capital markets, more frequently applies inorganic overseas expansion strategies, while targeting developed markets. This is found to be particularly valid for infrastructure related sectors such as steel, automotive OEMs and suppliers, pharmaceuticals or biotechnology for instance.

Results of our investigations, however, further reveal two major strategic challenges: (1) From an internal perspective, despite their intention of transferring business to India, most of the companies, particularly from capital and technology intensive industry groups like machinery & parts, instruments & appliances practically still source major portions of their value creation from outside India; (2) From an external perspective, many of those companies fail to successfully penetrate into the lower, actual high-volume segments of their markets and to subsequently tap into the potential inherent for real growth and profits. This being also due to an internationally standardised, partly conflictive, product and pricing policy as well as a less conducive cost structure.

Therefore, what is needed is a more indigenous quality of responsiveness and organisational adaptiveness, which on the one hand not only demands a more profound understanding of local characteristics, but also on the other hand, necessitates distinct business metrics as well as an appropriate differentiation in structure like multi-centred, regional corporate architectures which endorse operational and organisational flexibility, managerial latitude and strategic initiatives at foreign subsidiary level. All these will not only require each one of us to intellectually challenge ourselves as individuals, but also corporate houses to more strongly question their own corporate mindsets.

In this spirit, we look forward to welcoming you to the upcoming India Symposium 2008 to jointly discuss new ideas and to co-create fresh impetus of thoughts for a new chapter in growth and prosperity.

Dr. Sigu Muringaseril

Founder & Chairman, India Symposium

Asia Research Centre, University of St. Gallen, Switzerland

Shaping the future without mastering the present practical realities is not feasible. The India Symposium is aimed 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.

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

INDIA SYMPOSIUM 2008	
MORNING	1 OPENING & WELCOME ADDRESS
	2 KEYNOTE SPEECH
AFTERNOON	3 INAUGURAL ADDRESS
	4 PANEL SESSION 1
	5 MACRO - LEVEL: NATIONAL & TRANSNATIONAL ISSUES
	6 INDUSTRY - LEVEL: BANKING, INSURANCE & FINANCIAL SERVICES
	7 INDUSTRY - LEVEL: INFRASTRUCTURE & MANUFACTURING RELATED SECTORS
EVENING	8 INDUSTRY - LEVEL: KNOWLEDGE ECONOMIES - PART 1
	9 INDUSTRY - LEVEL: KNOWLEDGE ECONOMIES - PART 2
	CLOSING & APÉRO

The day mainly comprises speeches, presentations and panel sessions. Subtopics have therefore been derived from the general topic **Growth & Prosperity** and will be highlighted in different industry-specific panel sessions. Each of the lively panel discussions will be followed by a Q&A session. The official Symposium languages are German and English (simultaneous translation).

FRIDAY, AUGUST 22ND, 2008
RENAISSANCE HOTEL, ZURICH

TIME	MODULE
08.30 - 09.00	WELCOME COFFEE
09.00 - 09.10	INTRODUCTION
09.10 - 09.20	WELCOME ADDRESS
09.20 - 09.35	INAUGURAL ADDRESS
09.35 - 09.50	KEYNOTE SPEECH
09.50 - 11.00	PANEL SESSION I <u>MACRO - PANEL:</u> National and Transnational Issues
11.00 - 11.25	BREAK
11.25 - 12.35	PANEL SESSION II <u>BANKING, INSURANCE & FINANCIAL SERVICES:</u> Capital Market, Wealth Management, Private Banking, Commercial Banking
12.35 - 13.35	LUNCH
13.35 - 14.45	PANEL SESSION III <u>INFRASTRUCTURE & MANUFACTURING RELATED SECTORS:</u> Automotives, Cement, Transportation & Logistics, Retail & Consumer Markets
14.45 - 15.10	BREAK
15.10 - 16.20	PANEL SESSION IV <u>KNOWLEDGE ECONOMIES - PART 1:</u> IT, IT Enabled Services, Business Process Outsourcing
16.20 - 17.30	PANEL SESSION V <u>KNOWLEDGE ECONOMIES - PART 2:</u> Pharma, Biotech, Media & Design
	APÉRO

* Subject to change

AMBASSADOR MONIKA RÜHL BURZI

Member of the Executive Board
Swiss State Secretariat for Economic Affairs

MAG. JOSEF MAYER

Head of Foreign Trade Policy
Austrian Federal Ministry of Economics and Labour

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CEO & Co-Founder
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PAUL HUGENTOBLER

Member of the Group Executive
Committee Holcim Ltd.

SANJAY NAYAR

CEO
Citigroup India

JÖRG MÜLLER

President
Volkswagen India

ARUN SINHA

Group Chief Marketing Officer
Zurich Financial Services

MIHIR DOSHI

Managing Director & CEO
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Former Director, World Economic Forum
Current Co-President, Euro-India Centre

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Director BTO & Partner
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SUHAS GOPINATH

"World's Youngest CEO"
CEO & President Globals Inc.

CLAS NEUMANN

President
SAP (Labs) India

ANNA CELNER

Partner
Deloitte

| SPEAKERS*

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Director, Asia Research Centre
University of St.Gallen

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General Manager
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Vice-Chairman & Joint Managing Director
Apollo Tyres

DR. SURINDER KAPUR

Chairman
Sona Group

and many more...

INFORMATION

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

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VENUE

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Herewith, I bindingly register for the **INDIA SYMPOSIUM 2008**.

India Symposium 2008

Friday, August 22

Price CHF 490

surname _____

first name _____

company _____

position _____

company address _____

e-mail _____

telephone _____

fax _____

date _____ place _____

signature _____

- The number of seats available is limited.
- We are looking forward to welcoming you and receiving your registration form via fax (+41-71-2242472) or e-mail.
- We will be pleased to send you a letter of confirmation and further details regarding the remittance of the amount payable.