



WORLD TRADE CENTER  
**BANGALORE**  
AT BRIGADE GATEWAY

GIVING YOUR BUSINESS THE GLOBAL EDGE



NEWSLETTER-JUNE 2014

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**HIGH**  
ULTRA  
LOUNGE

Launched at the  
World Trade Center Bangalore





## From the President's desk

WTC Bangalore's progress has been satisfying in terms of the gamut of activities undertaken. We have now increased our footprint considerably amongst World Trade Centers globally. We had several Government & Business delegations from across the globe to explore trade & investment opportunities available in Karnataka. Several important B2B meetings & Conferences were organized at WTC which gave the local business community an important opportunity to connect with their global peers.

WTC partnered the first ever "Karnataka Economic Summit" in association with the Government of Karnataka & Bangalore Chamber of Industry and Commerce (BCIC). The summit was successful in bringing together thought leaders from Government, Industry and Academia to discuss, debate and evolve solutions for some of the specific challenges being faced by the State of Karnataka. Various events such as the one above, organized by WTC were an attempt to identify some of the key factors that are driving the economic & social growth in the state.

We are pleased to inform you that the Canadian Consulate Office has now moved into WTC Bangalore. The office was recently inaugurated by His Excellency, the Right Honourable David Johnston, Governor General of Canada. The Consulate General office in Bangalore will be Canada's largest diplomatic mission in India after New Delhi. We believe the decision to establish such a large diplomatic mission in Bangalore is a testimony to the thriving nature of the city.

This year we will be taking up several new initiatives which would be designed specifically to benefit the Startup community in Bangalore. Initiatives such as Knowledge Series, Training Programs, Mentoring Clinics and Conferences will focus to bring together global thought leaders at the WTC platform to share their ideas with budding entrepreneurs. WTC aspires to become the global knowledge network which will help to build bridges and connections across countries and stakeholders – including governments, civil society & entrepreneurs.

In this issue of the Newsletter we have covered few of the important events organized by World Trade Center Bangalore. I welcome you for a visit to our center and experience for yourself the services and facilities we have on offer.

— **Balaram Menon**  
*President, WTC Bangalore*

## WTC, BANGALORE ORGANIZED A SEMINAR CUM B2B MEET FOR THE HIGH LEVEL DELEGATION FROM JINSHUI DISTRICT, HENAN PROVINCE, CHINA



*The Delegation from Jinshui District, Henan Province, China along with Dr. Bose K Nair, Vice President—WTC Bangalore.*

A high level delegation headed by the Mayor H.E Chen Hongwei, Jinshui representing the Government and Business Community from the Henan Province, China visited the World Trade Center, Bangalore on 29th November, 2013.

WTC organized a seminar cum B2B meet for the

delegation where 32 companies from the Karnataka region participated and exchanged their business interests. WTC, Bangalore and The People's Government of Jinshui District already has a MoU between them which was signed during their last visit to WTC Bangalore in December, 2012.

## VISIT OF CANADIAN TELECOM MISSION



*Mr. Vittal Nath, Trade Commissioner—The Canadian Trade Office, Bangalore introducing the speakers to the participants (L-R) Michael Belaner, Director—DFATD, C S Rao, Founder & Chairman—QuadGen Wireless Solutions and Alain Beaudoin, Director General—Industry Canada.*



A high level delegation from Canada consisting Information and Communication Technology (ICT) companies visited the World Trade Center, Bangalore on 02—03 December, 2013. The delegation gave an overview on the Canadian Telecom Industry on 2nd of December, 2013 followed by B2B meetings and a networking lunch on 3rd of December, 2013. The objective of this telecom mission was to explore the partnership opportunities in the ICT sector and help provide

new linkages that can lead to business opportunities both for the Canadian and Indian companies.

Mr. C S Rao, Founder & Chairman, QuadGen Wireless Solution addressed the gathering and gave an overview of Indian Telecom industry.

The event was attended by over 25 participants from selective companies followed by a one on one B2B meetings between each of the companies.

## WTC BANGALORE PROUDLY PARTNERS THE FIRST EVER KARNATAKA ECONOMIC SUMMIT JOINTLY ORGANIZED BY BANGALORE CHAMBER OF INDUSTRY AND COMMERCE (BCIC) & GOVERNMENT OF KARNATAKA



From L-R: Mr. H V Harish, President—BCIC, Mr. Naresh Narasimhan, Managing Director—Venkataraman Associates, Mr. M R Jaishankar, Chairman—WTC Bangalore, Prof. G Ramesh, Chairman—Center for Public Policy, IIM, Bangalore, Mr. L V Nagarajan, IAS—Chairman, KUIDFC and Mr. K R Girish, Past President—BCIC.

The Karnataka Economic Summit was held on December 16-17, 2013 in Bangalore. The objective of the summit was to bring together thought leaders from the Government, Industry and Academia to discuss, debate and evolve solutions for some of specific challenges being faced by the State of Karnataka. The Summit identified some of the key factors that drive economic growth and benchmarked the State's various policies, practices and strengths with the peer States to identify key parameters that can be implemented so as to achieve economic pre-eminence. The following topics were discussed and debated under the different eminent Session Chairman's;

- Governance: Dr. A Ravindra, IAS Retd., Chairman – Centre for Sustainable Development (CSD)
- Urbanization: Prof. G Ramesh, Chairman – Centre for Public Policy, IIM Bangalore
- Infrastructure: Mr. M Jayanta Chatterjee, Senior Vice President & Regional Head – South, ICRA Limited

- Social Infrastructure: Mr. S Vaitheswaran, Managing Director & CEO. Manipal Global Education Services Pvt Ltd.

### Some of the eminent speakers of the event were;

- Prof. S L Rao, Formerly Director – General, National Council of Applied Economic Research and Chairman, Central Electricity Regulatory Commission
- Mr. M R Jaishankar, Chairman – WTC, Bangalore
- Mr. Vinaya Swaroop, Sector Manager, Economic Policy & Poverty Group, South Asia region, World Bank, New Delhi
- Mr. Manish Sabharwal, CEO & Founder, TeamLease
- Mr. P S Nair, CEO – Corporate (Airport Sector), GMR Group
- Mr. T V Mohandas Pai, Chairman, Manipal Global Education
- Mr. M N Vidyashankar, IAS, Additional Chief Secretary, Commerce & Industries Department, Government of Karnataka

## DELEGATION FROM IIT, KHARAGPUR VISITS WTC BANGALORE



*The Student Delegation headed by Dr. Haimanti Banerji, Assistant Professor, Dept. of Architecture & Regional Planning, IIT, Kharagpur along with Mr. Roshin Mathew, President – Engineering, Brigade Enterprises Limited and Mr. Balam Menon, President – WTC, Bangalore.*

WTC Bangalore hosted a student delegation from the prestigious Indian Institute of Technology (IIT), Kharagpur on December 23, 2013. The delegation had over 40 students along with faculty members from the Department of

Architecture, IIT Kharagpur. WTC, Bangalore had organized a tour of the campus as well as gave a firsthand knowledge on the planning and design of the WTC Bangalore facilities and services.

## ANNUAL GENERAL MEETING OF THE INDO-ITALIAN CHAMBER OF COMMERCE AND INDUSTRY (IICCI) ORGANIZED AT THE WORLD TRADE CENTER BANGALORE



*Executive Committee members attending the meeting of the Indo-Italian Chamber of Commerce and Industry (IICCI).*

The Indo-Italian Chamber of Commerce and Industry (IICCI) organized the Annual General Meeting for the Members of the Bangalore Region on 15th January, 2014, at the World Trade Center, Bangalore. Dr. Bose K Nair, Vice President, WTC Bangalore, who is also an Executive Committee member of the Indo-Italian Chamber of Commerce and Industry (IICCI) attended the meeting.

Mr. Maheshwar Rao IAS, Commissioner for Industry and Commerce, Govt. of Karnataka, was the Chief Guest and Mr. H.V. Raghuram, Managing Director of Karnataka Udyog Mitra, Govt. of Karnataka was the Guest of Honour. Mr. Ugo Ciarlatani, the Consul General of Italy in Mumbai also

participated at the meeting and gave his insight on improving the trade relations between Karnataka & Italy.

The meeting was a unique opportunity for the members from the Bangalore region of IICCI to interact amongst themselves and with the dignitaries as well as share views on how members can contribute to increase business interactions between Karnataka and Italy.

The Annual General Meeting was followed by a Workshop on Intellectual Property Rights jointly organized by IICCI and European Business and European Business and Technology Centre. The workshop was attended by over 75 participants.



## HIGH ULTRA LOUNGE, THE HIGHEST F&B DESTINATION IN SOUTH INDIA LAUNCHED AT THE WORLD TRADE CENTER, BANGALORE



*A view of the High Ultra Lounge.*

World Trade Center, Bangalore and Brigade Group are proud to announce the opening of High Ultra Lounge at the 31st floor of WTC, Bangalore. Spread over more than 10,000 square feet and located on the Roof top of the World Trade Center in Bangalore, High Ultra Lounge is a modern

Asian bar and restaurant that is based on the theme of "timelessness".

This is yet another unique facility within the integrated life style at Brigade Gateway campus in which the World Trade Center is situated.

## BUSINESS NETWORK INTERNATIONAL (BNI) KINGFISHER MEET

The BNI Kingfisher meet was organized at WTC on 26th February, 2014 and 80 participants from different sectors and industries attended the meet. BNI is a 27 years old business

and professional organization with 135,000 members that allows only one person from each trade or profession to join a chapter.

## CANADIAN CONSULATE OFFICE INAUGURATED AT THE WORLD TRADE CENTER BANGALORE



From L-R: Stewart Beck, The High Commissioner of Canada in India, Bose K Nair & Balaram Menon from WTC, Their Excellencies, the Right Honourable David Johnston and Mrs. Sarah Johnston, M R Jaishankar, Chairman - WTC Bangalore, A G Khan and Vishal Mirchandani from Brigade Group.

The Canadian Consulate office was inaugurated by His Excellency, the Right Honourable David Johnston, Governor General of Canada on 26th February, 2014. They were accompanied by senior members of the Canadian diplomatic corps and a high level business delegation from Canada. The Consulate General office in Bangalore is Canada's largest diplomatic mission in India after New Delhi.

Speaking on the occasion after the inauguration, Mr. Johnston said Canada decided to establish a large mission

in Bangalore in view of the "thriving nature" of the city, which he said was very important for India-Canada relations to progress. The High Commissioner of Canada in India Stewart Beck, accompanying him, said "Bangalore was more geographically centrally located to cater to south Indian States, including Kerala, Tamil Nadu and Andhra Pradesh among others".

#### DISPLAY / BRANDING ACTIVITIES & EXHIBITIONS AT WTC:

- Accommodation Times' Road Show Cum Knowledge Series
- BMA Wealth Advisors One Week Brand Awareness Campaign
- ICICI Prudential One Week Brand Awareness Campaign
- Tata Docomo Two Day Brand Awareness Campaign
- Matrix Cellular Brand Awareness Campaign



## CELEBRATION OF WOMANHOOD - INTERNATIONAL WOMEN'S DAY 2014



Celebration of Womanhood—eMERG India.

eMERG (Engineering manufacturer Entrepreneurs Resource Group), an association for Women in Technology, Business and Services organized a seminar on 14th March, 2014 to celebrate Woman's Day wherein eminent speakers spoke on topics that will help improve the quality of life for women. The theme 'Celebration of Womanhood' was specially chosen to mark the importance of Woman's Day, to acknowledge and

pay tribute to the Woman of today. And to provide women, who wear those many hats, in her everyday life, facing many challenges and opportunity to help improve her quality of life.

On the occasion of International Women' Day, the President and Vice President of World Trade Center Bangalore congratulated all the women employees for their support and hard work.

## WORLD TRADE CENTER BANGALORE, TELECOM SECTOR SKILL COUNCIL (TSSC), CISCO, ITI, UTL JOIN HANDS TO PROMOTE SKILLS DEVELOPMENT OF 80,000 YOUTH



From L-R: Mr. Balam Menon, President—WTC Bangalore, Dr. C. Rao Kasarabada, Group Chairman—UTL, Mr. K L Dhingra, CMD—ITI Ltd, Mr. Aravind Sitaraman, President—Inclusive Growth, Cisco Systems, Lt Gen (Dr) SP Kochhar, CEO—Telecom Sector Skill Council, Mr. Vidya Shankar, Director—Training & Development, Government of Karnataka, Dr. Bose K Nair, Vice President—WTC Bangalore.



World Trade Center Bangalore in partnership with Telecom Sector Skill Council (TSSC), Cisco, ITI, and UTL, organized the Skills Conclave to promote Skills Development for the Telecom sector, taking forward their collective vision of imparting skills training to 80,000 youth across India over the next 18 months.

The event was addressed by Mr. Vidya Shankar, Director – Training & Employment, Government of Karnataka, Mr. Aravind Sitaraman, President, Inclusive Growth Cisco, Mr. K L Dhingra, CMD ITI Ltd, Dr. C Rao Kasarabada, Group

Chairman UTL, Mr. Balaram Menon, President, World Trade Center Bangalore, Dr. Bose K Nair, Vice President, World Trade Center Bangalore.

Lt Gen (Dr) SP Kochhar, CEO, Telecom Sector Skill Council handed over Industry Partnership Affiliations to Cisco, ITI and UTL and Skill Development Partnership Affiliation to ITI Ltd, four Cisco Affiliated Training Partners and three Training Partners with their base in Bangalore. TSSC also signed four Industry MoUs for the promotion of Skills Development.

## WTC BANGALORE IN ASSOCIATION WITH BANGALORE CHAMBER OF INDUSTRY & COMMERCE (BCIC) ORGANIZED AN INTERACTIVE SESSION WITH COMMERCIAL COUNSELLORS/TRADE COMMISSIONERS



World Trade Centre Bangalore in association with Bangalore Chamber of Industry and Commerce (BCIC) organized an Interactive Session with the Commercial Counsellors/Trade Commissioners from Bangalore on 10th April, 2014. Consul Officers from 9 countries participated at the event and highlighted Bangalore's strategic role in the trade plans of their respective countries.

Trade Officers for the USA, Canada, Netherlands, Germany, France, Japan, Queensland, Belgium's Flanders region and Pennsylvania discussed opportunities they see in Karnataka, what each of their country offers, investment trends and business exchanges taking place with Bangalore.

## THE SWISS INDIAN CHAMBER OF COMMERCE ALONG WITH WORLD TRADE CENTER BANGALORE AND BANGALORE CHAMBER OF INDUSTRY & COMMERCE (BCIC) ORGANIZED A "SEMINAR ON SWITZERLAND - THE BUSINESS GATEWAY TO EUROPE"



From L-R: Ms. Sandra Sequeira—Swiss International Air Lines, Mr. Tarun Gupta—Official SIX Swiss Exchange India Representative, Mr. Rolf Frei—Consul General of Switzerland in Bangalore, Mr. A.N. Chandramouli, Senior Vice President—Bangalore Chamber of Industry & Commerce, Mr. Siamak Rouhani, Head of Economic & Commercial Section—Embassy of Switzerland, Mr. Raguram, President—SICC India, South.

The Swiss Indian Chamber of Commerce along with World Trade Center Bangalore and Bangalore, Chamber of Industry & Commerce (BCIC) organized a "Seminar on Switzerland - The Business Gateway to Europe" at the WTC, Bangalore on April 23, 2014.

The event was addressed by Mr Rolf Frei, Consul General of Switzerland, Mr. Siamak Rouhani, Counsellor, Head of Economic & Commercial Section, Embassy of Switzerland, Ms Sarojini Vasant, Senior Investment Advisor, Swiss Business Hub India, Mr Tarun Gupta, representing the SIX Swiss Exchange, Dr. Bose K Nair, Vice President, World Trade Center Bangalore.

The speakers gave an overview on Switzerland and its multi-faceted character which are attractive for investment and ideal for business operations. The event gave an opportunity to the participants to understand how many international companies have established their regional/global Headquarters in Switzerland and over the last 10 years around 300 HQs transferred from abroad to Switzerland - across sectors - industrial products, retail and consumer, life sciences, technology and communication, entertainment and media, energy, utilities and mining, banking.

## COLUMBIA ASIA HOSPITAL IN ASSOCIATION WITH THE FACULTY OF THE BRITISH MUSCULOSKELETAL ULTRASOUND AND MRI COURSE CONDUCTS ITS FIRST MSK IMAGING COURSE IN INDIA



From L-R: Dr. Rajesh Lavakumar, Dr. Philip O' Connor, Dr. Harun Gupta, Dr. Andrew Grainger and Dr. Philip Robinson.

Columbia Asia Radiology Group conducted its first MSK Imaging Course in association with the Faculty of British Musculoskeletal Ultrasound and MRI Course. This 3-day event (April 25th-27th, 2014) was held at Columbia Asia Referral Hospital Yeshwanthpur & World Trade Centre Bangalore. The course was conducted by luminaries in the field of MSK Imaging from the Leeds Teaching Hospitals (UK) and the Columbia Asia Radiology Group.

The faculty from Leeds Teaching Hospitals, all pioneers in the field of MSK Imaging have been associated with many international sporting events including being the lead imagers for the recent London Olympics in 2012.

The UK faculty of Dr. Philip O' Connor, Dr. Philip Robinson, Dr. Andrew Grainger and Dr. Harun Gupta were accompanied by Dr. Srikanth Narayanaswamy and Dr. Rajesh Lavakumar from the Indian faculty.

## WORLD TRADE CENTER BANGALORE AND KOREA INTERNATIONAL TRADE ASSOCIATION (WTC SEOUL) SIGNS MOU TO PROMOTE BILATERAL TRADE

WTC Bangalore and Korea International Trade Association (WTC Seoul) signed an MoU during the WTCA General Assembly at Bucharest, Romania on the 29th April, 2014.

The MoU was signed between Mr. Baram Menon, President - World Trade Center Bangalore and Dr Duck-Soo Han, Chairman & CEO, Korea International Trade Association (WTC Seoul), Ex-Prime Minister of the Republic of Korea (South Korea). The MOU outlines ways in which the two World Trade Centers will collaborate in order to facilitate economic growth and help develop trade and business between the two regions.



From L-R: Dr Duck-Soo HAN, Chairman & CEO—Korea International Trade Association (WTC Seoul) and Mr. Baram Menon, President—World Trade Center Bangalore at the MoU signing ceremony.



## *Client Speak*

I have been conducting various program in World Trade Centre Bangalore in association with WTC and otherwise.

While the participants have appreciated the contents they are all praise for the ambience in the seminar halls and of course the infrastructure facilities that are available.

I have been enjoying doing this knowledge dissemination initiatives and thanks to your good team of people who are always there to assist us in these programs.

Thanks for all the co-operation and support.

**J Sundharesan**  
*Board Mentor & Compliance Guru*  
*Founder & Chief Advisor*  
*J Sundharesan & Associates*

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This is to express our wholehearted thanks for joining forces with Telecom Sector Skill Council and initiate Skill Development activities in the State of Karnataka.

The "Skill Conclave – Telecom Skill Development - Mapping Karnataka" organized at the World Trade Center Bangalore was a grand success.

Along with World Trade Center Bangalore, partners to this event - CISCO, UTL Technologies Ltd and ITI Ltd (Govt of India Enterprise) were all very happy and satisfied with the excellent infrastructure made available to the event.

TSSC assures World Trade Center that it would utilize every opportunity to promulgate Skill Development in Telecom Sector for Karnataka State with able support of Partners like World Trade Center Bangalore.

We once again thank all the employees who were engaged in pre-event engagements and post event follow up with Press etc and conclude the event successfully.

**Lt Gen (Dr) SP Kochhar**  
*AVSM\*\*, SM, VSM (Retd)*  
*CEO, Telecom Sector Skill Council (TSSC)*



#### SEMINAR ROOMS

The state of the art seminar rooms at WTC are ideal for conducting conferences, seminars and training programs. Each seminar room can accommodate up to 60 participants in theatre style seating arrangement. Both can be joined together to address a gathering of about 120 delegates.

#### BOARD ROOMS

Outfitted with latest equipments and broadband connectivity the two board rooms with capacity of 8 & 16 seats are ideal for companies' quarterly performance meetings, sales reviews, or senior management team meetings or holding small press briefings.

#### DISCUSSION ROOMS

There are three 4 Seater discussion rooms designed to have one-to-one discussions with the key business partners or international clientele.

#### INCUBATION ROOMS/INTERIM OFFICE SPACES

The four plug-n-play incubation rooms at WTC are ideal for the budding entrepreneurs, start ups, small offices or MNCs who need to test out the market conditions

for at least 3-4 months time before investing for their set ups. The office space are available with seating capacity of ranging from 5-20 seats.

#### EXHIBITION AREA

The 2050 square feet exhibition hall at the Center is well suited for carrying out small product displays, catalogue shows and Business to Business meetings. It can be clubbed together with the two seminar rooms to turn it into a much larger meeting hall wherein 40 to 50 Business to Business meetings can take place at a given point of time.

Proximity to the metro station, key rail and road connectivity, and 30 minutes drive from the Bangalore International airport; and an array of aesthetically designed infrastructure and gamut of business support services, WTC Bangalore offers a unique platform for the SMEs engaged in the global trade to enhance their international marketing efforts at a very affordable pricing.

#### SERVICES

- Trade Information and Market Research
- Trade Education Services
- Trade Shows and Exhibitions
- Business Services
- Group Trade Missions
- B2B Meetings
- Travel Logistics
- Tenant Services

#### FACILITIES

- Meetings Rooms & Seminar Hall
- Incubation / Interim Office Suites
- Video Conferencing Studio
- International trade Library
- Exhibition Space
- Office Space for Trade Offices

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