



American Chamber of Commerce in India

# Amcham Update

Amcham - The Voice of American Business in India

October 2013 • Vol. II • Issue 11

## Chairman's Message



**Mr. Lowell C. Paddock**  
President & Managing Director  
General Motors India

As autumn approaches, the American Chamber of Commerce increased its pace of activities. Our mission has been to create a strong local economy by being the voice of business before government; provide networking opportunities to its members; promote the community and take action. Through these actions, we help business members to grow and promote collaboration; thus, assuring prosperity. We also provide resources and access to the most prominent business leaders in the community who are volunteers in our chamber organization. In addition, our events calendar is ever-growing!

In September, we organized the AMCHAM-TIMKEN Invitational Golf Tournament 2013 in Bangalore. Among the golfers were top CEOs of American and Indian companies, bureaucrats from the Government of Karnataka, and other corporate leaders. The event was co-hosted by Timken India. The RMZ group and EMC were platinum sponsors. Textron, Saggezza India, Northern Trust, Crown Relocations, Amway India, Ingersoll Rand, Ascendas, Hinduja Global Solutions, Big Banyan Wines, Kodiak Networks, Decatholon, Evergreen, Jacobson, Viv Johns and Kingfisher were the other sponsors.

A pre-event to the AMCHAM-TIMKEN Invitational Golf Tournament 2013 was also organized.

*continued...*

## H I G H L I G H T S

- **AMCHAM-TIMKEN Invitational Golf Tournament 2013 – Bangalore – A snapshot**
- **Special Report : Medical Technology & Universal Health Coverage in India.**
- **Amcham Events**
- **Amcham Welcomes New Members**

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Cricket, India

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**Saina Nehwal**  
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**Mary Kom**  
Boxing, India

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**Somdev Devvarmann**  
Tennis, India

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**Dipika Pallikal**  
Squash, India



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## NATIONAL EXECUTIVE BOARD

### National Executive Board – 2013-14

Chairman:  
**Mr. Lowell Paddock**  
President and Managing Director  
General Motors India

Vice Chairman:  
**Mr. Gulshan Kumar Sachdev**  
Managing Director  
Quaker Chemical India Limited

Vice Chairman:  
**Mr. Madhu Poomalil**  
Chief Administrative Officer  
D. E. Shaw India Software Pvt. Ltd.

Hony. Treasurer and Secretary  
**Mr. Atul Dhawan**  
Partner  
Deloitte Haskins & Sells

Members  
**Mr. Shanker Annaswamy**  
Senior Advisor - India Enterprise  
IBM India Private Limited

**Dr. Narindra Bachlaus**  
Chief Executive Officer  
ExxonMobil Company India Pvt. Ltd.

**Mr. Anirudha Gupta**  
Managing Director  
P&H Joy Mining Equipment India Ltd.

**Mr. Arun Kumar Jain**  
Managing Director  
Fluor Daniel India Pvt. Ltd.

**Mr. Pratyush Kumar**  
President  
Boeing India

**Mr. V. Laxmikanth**  
Managing Director  
Broadridge Financial Solutions (India) Pvt. Ltd.

**Ms. Kaku Nakhate**  
President & Country Head  
Bank of America N.A.

**Mr. Ramkumar Ramamoorthy**  
Senior Vice President  
Cognizant Technology Solutions

**Mr. Richard Rekhya**  
Country Head – Advisory  
KPMG

**Mr. Vikram Shah**  
President – India Operations  
NetApp India Pvt. Ltd.

**Mr. Amit Sharma**  
Executive Vice President, President Asia  
ATC Tower Company of India Pvt. Ltd.

**Mr. Rajinder Sharma**  
Director SA  
E. I. DuPont India Pvt. Ltd.

**Mr. Atul Singh**  
President & CEO  
Coca-Cola India

**Mr. Joginder Singh**  
President & Managing Director  
Ford India Pvt. Ltd.

**Mr. Rajiv Singh**  
Managing Director  
Datacard India Pvt. Ltd.

**Mr. Vivekanand Vanmeeganathan**  
Managing Director, Integrated Manufacturing  
Operations Division (IMOD)  
Caterpillar India Pvt. Ltd.

**Mr. Avinash Vashistha**  
Chairman and GU Managing Director  
Accenture India Pvt. Ltd.

**r. Ajay Singha**  
Executive Director

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Amcham held its first ever Conference for the Healthcare Sector in Hyderabad. Mr. Madhu Poomalil, Amcham Hyderabad Chairman, spoke about how healthcare impacts the common man and the concerns faced. The Consul General, US Consulate Hyderabad, Mr. Michael Mullins, made his first public appearance after taking over office and gave the inaugural address.

The participants included representation from Healthcare Corporate Companies, from Healthcare Institutions – AIHM, ISB, UOH, ASCI etc.

Amcham Eastern Chapter organized a breakfast interactive session for its members on International Transfer Pricing including Safe Harbour Rules and Advance Pricing Agreement plus New Companies Act, 2013.

We also teamed up with the brave crusaders of PUBLIC, Bonnani and Pradeep Kakkar, leading its members and their families on a walk of the East Kolkata Wetlands. .

A meeting of Amcham's Committee on Supply Chain and Logistics was held under the chairmanship of Mr. Anshuman Neil Basu, Regional Executive Director, Council of Supply Chain Management Professionals India Pvt. Ltd. Members discussed issues on challenges associated with logistics, warehousing, accessibility to the market place etc.

An interactive breakfast discussion with Mr. John McCaslin, Minister Counselor for Commercial Affairs at the U.S Embassy in New Delhi on 'US India Business Climate' was organised by Amcham India in Mumbai. The meeting saw representation from a cross section of senior representatives from esteemed US organisations such as Johnson & Johnson, Pfizer, Kpmg, E&Y, Lubrizol and others.

A meeting of Amcham's National Executive Board with Chairmen/Co-Chairmen of Sectoral Committees was organized in Gurgaon. The meeting was chaired by Mr. Lowell Paddock, Chairman of Amcham.

Amcham organised a round table discussion on "Industry Engagement in Shaping Government policies: US-India experience" where lead speakers

included Mr Dhanendra Kumar, IAS, former Chairman Competition Commission of India & Executive Director World Bank, , Ms Ann Weeks, Vice President Global govt Affairs, Underwriters Laboratories (UL), Mr Atul Dhawan, Partner, Deloitte Haskins and Sells, Mr John McCaslin, Commercial Counsellor, US Embassy and Mr Ajay P Singha, Executive Director of Amcham India.

An important visitor from the US was the Chairman of the Board of the US Chamber of Commerce, Washington DC., **Mr. Steve Van Andel**. Amcham had the pleasure of organizing a welcome party in his honor which coincided with the Indian festival of Diwali. This was organized jointly with the U.S. Commercial Service.

We also organized an interactive session over breakfast with **Mr. Steve Van Andel, Chairman of the Board of the US Chamber of Commerce, Washington DC.**

This issue covers a special article on **"Medical Technologies and Universal Health Coverage in India"** contributed by Boston Scientific.

The value of your Chamber membership comes in many forms. The chance to promote your business; the opportunity to expand your knowledge and business skills; the vehicle through which you can serve the community that supports your business; and the option of linking with other local businesses to strengthen your own position and offering. Only your imagination limits the possibilities of what your membership can mean to you. Operating your business from behind your four walls is probably not the best way to survive today's challenging business climate. We need to know who you are and what you do, and one of the best ways to get your message across is to be an active member of the American Chamber of Commerce.





**Prabal Chakraborty**

Vice President & Managing Director,  
Boston Scientific India  
Chairman – AMCHAM Medical Device Committee

## Medical Technologies and Universal Health Coverage in India

Universal Health Coverage (UHC) is a Golden Vision of Indian Government that India would like to achieve at its earliest and there are several ways, which could be adopted to make it a reality. The two most important aspects of UHC are to set up the essential quality standard of healthcare to widest possible population of the country and each stakeholder has a crucial role to play.

The four major components of healthcare systems are said to be healthcare providers, pharma, diagnostics and medical technologies. While providers enjoy majority of share in healthcare pie, medical technology is amongst the fastest growing component of the healthcare system. Medical technologies are considered to be crucial for the services offered in prevention, diagnosis, treatment and rehabilitation of illness and disease. Every day thousands of different kinds of medical devices are estimated to be used in health care facilities and elsewhere across the globe.

While most medical technologies are quite simple, others are complex and combine different smaller components. Although medical technologies provide an opportunity for a better service, the lack of an integrated approach may lead to a disproportionate contribution in health care delivery costs. While a particular new technology may either increase or decrease the cost of treatment for a disease, the myth however is that, taken together, advances in medical

technology have contributed to rising overall health care spending.

To understand the above mentioned aspect, there are various mechanisms by which a new medical technology could affect the costs of health care viz. development of new treatments for previously untreatable terminal condition; expansion of the indications for a treatment over time, increasing the patient population to which the treatment is applied; major advances in clinical ability to treat previously untreatable acute conditions like coronary artery bypass graft; development of new procedures for discovering and treating secondary diseases; incremental improvements in existing capabilities, which may improve quality; clinical progress, through major advances or by the cumulative effect of incremental improvements, that extends the scope of medicine to conditions once regarded as beyond its boundaries.

Therefore, we could convincingly state that there are treatments existing today just due to availability of a medical device, like a pacemaker. It might seem in the beginning that medical technology is increasing the cost of healthcare and more so in the beginning if it is compared with the existing way of treating a disease, but when we take into account the quality of treatment, the quality of care and reduced risk of re-hospitalization that treatment using medical devices brings – i.e. if we really go to the last mile – using a

medical device lowers the overall cost of treatment and hence the burden on healthcare system.

Health being the state subject in India, universal health care system is run by the local (state) governments for the respective state in isolation. Government hospitals provide treatment, which is nothing less in quality as compared to that in a private setup. Some essential drugs are offered free of charge in these hospitals. However, these efforts of states in an isolated manner will pose a bigger challenge while attaining the UHC as various healthcare programs run by them are considerably different from each other and also cater different level of healthcare to their beneficiaries.

This clearly highlights the fact there is an urgent need for creation of awareness for the public at large and efforts of this level can only be undertaken by government (state and central). Others take holders of healthcare system i.e. the medical technology and the pharmaceutical industry need to complement the efforts of the government by creating awareness at the first reference level. This is especially important as the general physicians, who act as the first reference level, form the backbone of the nation's healthcare infrastructure. Any effort in creating awareness without keeping this section of the clinicians in the loop will be of no help.

Medical technology industry can play a significant role in achieving this objective. This industry has already created a lot of awareness around various mentioned and upcoming innovative therapies, but unfortunately the benefits of that awareness have been centralized in and around super specialists. Centralization of knowledge has resulted in restricted penetration of these therapies, as the first reference level is not sure about the disease condition. We can, therefore, say that acting on the above three mentioned factors may lead to a significant change in the penetration of not only the innovative medical technologies, but also will lead to increased access to healthcare for all leading to Universal Health Coverage.



## A M C H A M E V E N T S

## Bangalore

Pre-event to the AMCHAM-TIMKEN  
Invitational Golf Tournament 2013

The Karnataka Chapter hosted Bangalore city's prominent corporate leaders to a cocktail dinner at the newly opened J.W. Marriott, Hotel, as a pre-event to the AMCHAM-TIMKEN Invitational Golf Tournament on September 27, 2013. Among the attendees were Mr. Vikram Kirloskar and Mrs. Gitanjali Kirloskar; Mr. Avinash Vashistha, Chairman and Managing Director, Accenture Services Pvt. Ltd.; Mr. Naresh Shah, Dr. Narindra Bachlaus, CEO, Exxonmobil India; Mr. Inderjit Sial, President and MD, Textron India; Mr. Atul Ujagar, Country Director, Nike Sourcing India; Mr. Indraneel Chaudhury, Executive Director, PwC; Mr. Naresh Shah, President, Hewlett Packard India Software Operations, R&D; Dr. Pradip Dutta, MD, Synopsys India; and others.

Mr. Christopher Rose, Non-Immigrant Visa Chief, US Consulate Chennai and his team of visa officers were special guests. Several bureaucrats from the Government of Karnataka – Mr. Maheshwar Rao, Chief Commissioner of Industries; Mr. R. B. Tiwari, Chief Commissioner, Service Tax; Mr. S. K. Sahai, Chief Commissioner, Income Tax; among others – were also present.





## AMCHAM EVENTS

### AMCHAM-TIMKEN Invitational Golf Tournament 2013

The AMCHAM-TIMKEN Invitational Golf Tournament 2013 was held at the Karnataka Golf Association on September 28, 2013. Among the golfers were top CEOs of American and Indian companies, bureaucrats from the Government of Karnataka, and other corporate leaders. The event was co-hosted by Timken India. The RMZ group and EMC were platinum sponsors. Textron, Saggezza India, Northern Trust, Crown Relocations, Amway India, Ingersoll Rand, Ascendas, Hinduja Global

Solutions, Big Banyan Wines, Kodiak Networks, Decathlon, Evergreen, Jacobson, Viv Johns and Kingfisher were the other sponsors.

Vijay Menon emerged champion garnering 37 stableford points to pip the second placed Prashant Paul by two points in the top category, with Adit Morzaria placed third. NP Thimmaiah bagged the honors in the 16-24 handicap category with a total of 41 stableford points followed by Gaurav Sahgal and Joey Khoo.





## AMCHAM EVENTS





## AMCHAM EVENTS



### Delhi

#### Meeting with (Department of Homeland Security) DHS Attache, Jim Andrus

Amcham organized a meeting with (Department of Homeland Security) DHS Attache, Jim Andrus, Mr. John McCaslin, Minister Counselor for Commercial Affairs, US Embassy, Greg O Conner, Commercial Officer; US Embassy on August 17, 2013, to discuss Amcham's partnership at the upcoming MHA led DHS Police Chief's Conference in December at New Delhi.

#### Amcham's workshop on "Low Cost Airports and Regional Connectivity"

Amcham organized a half day workshop on "Low Cost Airports and Regional Connectivity" at Ministry of Civil Aviation on August 23, 2013. The workshop was presided by Mr KN Shrivastava, Secretary, Ministry of Civil Aviation, Government of India. The Conference was held to discuss ways of enhancing regional connectivity at Tier 2/3 cities of India by creating more airports and removing associated hurdles. Some of the key challenges and possible enablers were discussed.

#### Meeting with Mr. Sanjit Singh, Director, Department of Commerce, GOI

Mr. Anshuman Neil Basu, Chairman, Amcham's Committee on Supply Chain and Logistics (Regional Executive Director, Council of Supply Chain Management Professionals India Pvt. Ltd.), Mr. Rameesh Kailasam, Senior Director, APCO Worldwide India Pvt. Ltd.; and Mr. Ajay Singha, Executive Director, Amcham, had an excellent meeting with Mr. Sanjit Singh, Director, Department of

Commerce in the Ministry of Commerce and Industry, Government of India, on September 5, 2013. Mr. Sanjit Singh has kindly agreed to address American companies and give a presentation on 'Special Economic Zones (SEZs) – facilities and advantages of operating out of SEZs' and take their complaints and suggestions for improving the eco-system in the existing SEZs.

#### Meeting of Amcham's Supply Chain & Logistics Committee

A meeting of Amcham's Committee on Supply Chain and Logistics was held under the chairmanship of Mr. Anshuman Neil Basu, Regional Executive Director, Council of Supply Chain Management Professionals India Pvt. Ltd., on September 6, 2013 in Gurgaon. The meeting saw a strong & engaging representation of senior representatives from US companies. Members discussed issues on challenges associated with logistics, warehousing, accessibility to the market place etc.

#### Amcham Medical Devices Committee Meeting

The Medical Devices Committee Meeting was held on September 9, 2013, under the Chairmanship of Mr. Prabal Chakraborty and the discussions centered on various issues of concern to the Medical Devices Industry. Action plans were decided and the committee has formed sub-groups to address each of the issues.

#### Amcham Pharmaceuticals Committee Meeting

AMCHAM Pharmaceuticals Committee met on September 13,



## AMCHAM EVENTS

2013 to discuss the way forward for the group for the coming year. The agenda has been finalized and action plans put paper.

### Meeting with Dr. Ashton Carter, Deputy Defense Secretary

Dr. Ashton Carter, Deputy Defense Secretary met select Amcham members and Indian Defense companies on September 18, 2013 at New Delhi. Dr. Carter laid out steps the US government was taking to ease defense trade and technology transfer between the US and India.

### Meeting with Gokul Chandra Pati, Secy DP

As Secretary Pati had recently taken over as the new Secretary Defence Production, Amcham organized a meeting with him and few senior Amcham defence members on September 20, 2013. A brief introduction of Amcham along with successful examples of defense cooperation by the members were shared. Also the possibility of a roundtable on defense co-production (featuring him as the Chief Guest) at a later date was discussed.

Meeting with Director, NSIC (National Small Industries Corporation)

Amcham organized a Meeting with Director, NSIC (National Small Industries Corporation) on September 27, 2013, to seek possible partnership during MSME Defexpo 2013 in December at Bangalore. Amcham plans to conduct a MSME-Supplier Meet on 13th December 2013.

### Meeting of Amcham National Executive Board

A meeting of Amcham's National Executive Board with Chairmen/Co-Chairmen of Sectoral Committees was held on September 24, 2013 in Gurgaon. The meeting was chaired by Mr. Lowell Paddock, Chairman of Amcham. Other than the National Executive Board Members, the Chairmen & Co-Chairmen of Sectoral Committees participated and made presentations on their respective sectoral committees.

### The purpose of this meeting was:

- ? To align the vision of Amcham with the vision of the Sectoral Committees
- ? To discuss and identify common area of interest to U.S. companies which could be taken up with the leadership of both the countries; and
- ? To develop a roadmap for advocacy and representation

The meeting concluded with a Vote of Thanks to the Chair.

### Meeting of Amcham's CSR Committee

As MCA/IICA had approached various industry associations to provide their inputs and comments on the draft CSR rules of the Companies Act 2013, Amcham's CSR Committee had taken the lead in providing a structured response to MCA/IICA on behalf of its member Companies.

Amcham organized a meeting with member companies on Thursday, September 26, 2013 at the Office of United Technologies Corporation India Pvt. Ltd. The meeting was well attended by members and the discussions were instrumental in drafting an exhaustive response.

The clarifications & recommendations will now be uploaded on the MCA website under Amcham's appellation.

### Round Table Discussion on "Industry Engagement in Shaping Government policies: US-India experience"

Amcham organised a round table discussion on October 24, 2013 at New Delhi on "Industry Engagement in Shaping Government policies: US-India experience" where lead speakers included Mr. Dhanendra Kumar, IAS, former Chairman Competition Commission of India & Executive Director World Bank, , Ms Ann Weeks, Vice President Global - Govt. Affairs, Underwriters Laboratories (UL), Mr. Atul Dhawan, Partner, Deloitte Haskins and Sells, Mr. John McCaslin, Commercial Counsellor, US Embassy and Mr. Ajay P Singha, Executive Director of Amcham India. It was an interesting discussion which gave an insight into some of the pertinent issues related to the vast area of industry-government interface with examples from the Indian and US experiences.

### Welcome Reception in honor of Mr. Steve Van Andel, Chairman of the Board of the US Chamber of Commerce, Washington DC

Mr. Steve Van Andel, Chairman of the Board of the US Chamber of Commerce, and Chairman of Amway visited India from 28th to 31st of October 2013.



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Amcham along with the U.S. Commercial Service organized a reception in honor of the visiting dignitary and the delegation on October 28, 2013. In addition to Amcham Members, the reception was attended by representatives of other Chambers of Commerce and business associations and Indian companies actively engaged with U.S. business. Mr. Ajay Singha welcomed the guests and Mr. Michael Pelletier, Deputy Chief of U.S. Mission in India, made opening observations followed by observations by Mr. Steve Van Andel. Since the event coincided with the Indian festival of Diwali, the attendees were also invited to light a candle to usher the Indian festival of Lights.

### Breakfast meeting with Mr. Steve Van Andel, Chairman of the Board of the US Chamber of Commerce, Washington DC



Amcham also organized an interactive session over breakfast on October 30, 2013 in New Delhi where Mr. Van Andel met members of Amcham to enhance his understanding of India and the challenges faced by US companies operating in the country. The meeting was well attended by members, Sectoral Committee Chair/Co-Chair, senior officials of Amway India along with others.

The meeting concluded with a vote of thanks by Mr. Lowell Paddock, Chairman – Amcham India.



## Mumbai

### Interactive Discussion with Mr. John McCaslin, Minister Counselor for Commercial Affairs at the U.S Embassy in New Delhi on 'US India Business Climate'

The interactive breakfast discussion with Mr. John McCaslin, Minister Counselor for Commercial Affairs at the U.S Embassy in New Delhi on 'US India Business Climate' was organised by Amcham India on September 4, 2013 at the Grand Hyatt in Mumbai. The meeting saw representation from a cross section of senior representatives from esteemed US organisations such as Johnson & Johnson, Pfizer, Kpmg, E&Y, Lubrizol and other. Participants shared with Mr. McCaslin issues related to policy, corruption, taxes etc which had a huge impact on their businesses. Mr. McCaslin while encouraging the participants assured them of the Embassy/Consulate's support.





## AMCHAM EVENTS

## Kolkata

## Members Interactive Breakfast on "International Transfer Pricing including Safe Harbour Rules and Advance Pricing Agreement plus New Companies Act, 2013"

Amcham Eastern Chapter organized a breakfast interactive session for its members on **International Transfer Pricing including Safe Harbour Rules and Advance Pricing Agreement plus New Companies Act, 2013** on September 13, 2013.

**Mr. Aditya Hans, Senior Manager, PWC** discussed International Transfer Pricing including Safe Harbour Rules. His view on how to reduce the number of transfer pricing audits and protracted disputes in matters relating to comparability analysis under transfer pricing, the Finance (No.2) Act, 2009 inserted section 92CB of the Income-tax Act, 1961 for notifying Safe Harbour Rules (SHR). The Central Board of Direct Taxes (CBDT) issued Draft Safe Harbour Rules on 14 August 2013. He said the release of the much awaited (proposed) safe harbour rules is a welcome move by the CBDT, however, there are mixed views of the industry and taxpayers on the different categories of safe harbours proposed. The SHR would apply to information technology, ITeS services, contract research & development in IT and pharmaceutical, financial transactions - outbound loans and corporate guarantees and automobile manufacturers of core and non-core auto components.

The Safe Harbour rates are too high for the **insignificant risks** borne by the taxpayers and also for the outbound financing transactions, hence, may not be very popular with many MNCs. The benefit of safe harbour selection may be nullified by adjustment made in foreign jurisdictions. Mr HANS also felt there is a potential risk of double taxation for MNCs due to high margins in India with no option to apply for Mutual Agreed

Procedure under the Indian Double Taxation avoidance agreement. The taxpayer were also looking towards avoiding the efforts required on documentation while opting for the SHR however, which they still have to prepare and maintain documentation and certificate in Form 3CEG, despite adoption of Safe Harbour rules.

**Mr Achin Bhattacharyya, Manager, KPMG** addressed the technical session on **"Advance Pricing agreement plus New Companies Act, 2013"**. The objective was to enlighten the members on the recently introduced APA program, which is a welcome initiative by the Govt. of India, so as to reduce the ever increasing transfer pricing litigation in respect of cross-border transactions between associated enterprises. Further, it also covered the aspects on the recently introduced provisions in the Companies Act, 2013 from a transfer pricing perspective, basically related to "arm's length transaction" related party dealings and the increased reporting requirements for the Board of Directors as per the new law.

Mr. Surajit Banerjee, Chairman Amcham Eastern Chapter gave the welcome address. The session was chaired and moderated by Mr. Dinesh Agarwal, Chairman Amcham Economic Affairs committee and Partner E&Y and the introductions were done by Amada Kidwai, Regional Director Amcham Eastern Chapter.

## East Kolkata Wetlands Walk

"Hope doesn't come from calculating whether the good news is winning out over the bad. It's simply a choice to take action."

- Anna Lappé (2003)

... and action they took, more than two decades ago. A group of environmentally concerned citizens of Calcutta united to form an NGO called People United for Better Living In Calcutta (PUBLIC) to fight for the protection of a natural wealth of the city. The results are there for all to see in the serene environs of the East Kolkata Wetlands.

On October 5, AMCHAM (Eastern Chapter) teamed up with the brave crusaders of PUBLIC, Bonnani and Pradeep Kakkar, leading its members and their families on a walk of the East Kolkata



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Wetlands. The objective was to give them a glimpse of what natural treasures our Kolkata has been blessed with, in the form of a natural ecosystem of salt marshes and meadows, which together form the largest sewage fed aquaculture in the world. The journey that led to this walk of discovery started several months ago in May 2013, when AMCHAM (Eastern Chapter) hosted a breakfast panel discussion on "Saving Our Wetlands". After this event, members wanted to get a first-hand experience of his natural, but endangered heritage of Kolkata.

Hyatt, a member of AMCHAM (Eastern Chapter) had graciously arranged a bus-ride from their hotel to the meeting point on Eastern Bypass, and on to the wetlands thereafter. The tour started with Bonnani providing an informational narrative of the wetlands, and the history of the fight to protect them. It was followed by a leisurely walk through the marvelous tracks lining the edges of the multitude of lakes that and marshes that make up the wetlands. The walk was punctuated by encounters with the occasional litter of pigs, water-snake, or exotic birds taking a break from their morning routine. The educational morning experience culminated with a sumptuous outdoors breakfast that was also arranged by Hyatt, under the light morning sun.

## Hyderabad

### Amcham Healthcare Conference

Amcham Hyderabad held its first ever Conference for the Healthcare Sector at Trident Hotel on September 21, 2013.

To give a bit of a background, Kaustav Banerjee, Country Manager, St. Jude Medical, in one of the Executive Committee meetings said that AMCHAM needs to do something to cater even to the Healthcare Sector. All the Excom members said that





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since they were from the IT industry, he could initiate it and they would support it. On March 15, 2013, we had our first meeting at the office of Anthelio Healthcare to lay the platform for this Conference and subsequent meetings were held in the offices of Anthelio Healthcare and St. Jude Medical. The Organizing Committee comprised of:

- Mr. Kaustav Banerjee, Country Manager, St. Jude Medical
- Mr. Satya Gottumukkala, Country Manager, Anthelio Healthcare
- Mr. Bipin Pendyala, Past Chairman, AMCHAM Hyderabad
- Mr. Kalyan Chakravarthy, Sr. Director, Parexel
- Dr. Balaji Utlal, CEO, HMRI

After a lot of deliberations, a unanimous decision was taken, that the theme for the Conference should be "Healthcare for all – Accessibility & Affordability" which was divided into four segments namely

- Healthcare Financing
- Healthcare Delivery
- Innovation
- Wellness & Prevention

The Conference began with a welcome note by the AMCHAM Hyderabad Chairman, Mr. Madhu Poomalil. He spoke about how healthcare impacts the common man and the concerns faced. The Consul General, US Consulate Hyderabad, Mr. Michael Mullins, made his first public appearance after taking over office and gave the inaugural address. He spoke about Healthcare being the key Industry of the future. He said that it is a universal need crossing all barriers. He spoke of three areas where U.S. and India can be Industry leaders in the area of healthcare

1. As Providers seek new methods to deliver care in a more efficient, cost effective manner
2. Medical Tourism
3. Research Development collaboration

Mr. J Hari Narayan, Ex IRDA Chief was the Morning Keynote speaker. A highly learned person who held many offices in his tenure with the Government had also been the Chief Secretary with the Govt. of Andhra Pradesh. He spoke on the importance of Universal Healthcare. He said Healthcare for All has been a dream in India for many years and was first enunciated in India in 1930. We should make a happy marriage between private sector driven model and one solely driven by Public sector and we should not confuse hospital care with health. He said that we should keep our focus on Health outcomes. He also spoke on bulk Insurance in terms of Healthcare Financing.

Mr. Bipin Pendyala thanked Mr. Hari Narayan for his thought provoking address. He also spoke on the accessibility and affordability, we can afford but it may not be accessible. He also gave an overview of the morning sessions viz – Healthcare Financing and Healthcare Delivery.

We had very good keynote speakers, moderators and panelists, thanks to the hard work put in by the Organizing Committee.

The Healthcare Financing Session was moderated by Mr Nimish Parekh, CEO of United Healthcare along with his team of panelists – Dr. Ajoy Roy of Parexel, Dr. Rajesh Subramaniam of Cognizant, Dr. Mehnaz Ansari of USTDA and Dr. Dhananjaya Reddy (IAS) of Aarogyasri.

The next session was Healthcare Delivery which was moderated by Amit Mookim, Head –Healthcare, KPMG along with his eminent team of panelists – viz Dr. Evita Fernandez, Fernandez Hospital, Dr. Guru N Reddy, Continental Hospitals and Emmanuel Patras of Mylan Laboratories.

The afternoon session began with Mr. Laxmikanth of Broadridge, an Excom Member giving an overview of the Sessions to come and the importance of Wellness and Innovation.

This was followed by the keynote address given by Dr. Balaji Utlal. An amazing person with a wealth of knowledge and experience, his message was interlaced with humor. He is currently the CEO of HMRI which is doing yeomen service to the citizens via the 108 Ambulance services.

Dr. Kiranmai Pendyala spoke on the importance of Accessibility, Affordability, Availability (which was mentioned by Dr. Balaji Utlal in his speech) and also the need for Awareness.

The third session for the day was Innovation which was moderated by Kaustav Banerjee along with team of panelists – Kunal Sinha, Healthcare Magic, Prabal Chakraborty, Boston Scientific, Dr. Santanu Chattopadhyay, Nationwide Family Doctors and Dr. A K Rao of HMRI

The final session for the day was Wellness & Prevention which was moderated by Satya Gottumukkala along with his team of panelists viz – Suresh Maloor of United Healthcare India, Dr. Ramesh Babu Byrapaneni, noted Cardiologist and MD of Medwin Hospitals, Siddharth Rastogi of MetaWellness and Anuj Sharma of Sarvajal (water sanitation)

Amit Mookim of KPMG wrapped up the session with his closing remarks and KPMG is also our Knowledge Partner for this event and is preparing a position paper which would also have the recommendations that came out of this Conference. The same would be submitted to the Government.

We thank our Sponsors – Parexel (Gold Sponsors), St. Jude Medical (Healthcare Delivery Session Sponsor), Anthelio Healthcare (Healthcare Financing Session Sponsor) and KPMG for being our Knowledge Partner.

Hopefully we could do this again but spread it across two days so that we could go in-depth into Healthcare for all.

The participants included representation from Healthcare Corporate Companies, from Healthcare Institutions – AIHM, ISB, UOH, ASCI etc.



## Amcham Welcomes New Members



**Ms. Lizum Mishra**  
Director Public Policy  
Amazon



**Mr. Sarveshwar Shrivastava**  
Managing Director  
Encyclopaedia Britannica India Pvt. Ltd.



**Mr. Sanjay Thirumalai**  
Managing Director  
GT US Shared Service Center India Pvt. Ltd.



**Mr. Thimmaiah NP**  
Managing Director & CEO, India  
Meritor CVS India Pvt. Ltd.



**Mr. Neeraj Jain**  
Managing Director  
Scholastic India Pvt. Ltd.



## AMERICAN CHAMBER OF COMMERCE IN INDIA

Established in 1992, the American Chamber of Commerce in India (Amcham India) is an association of American business organizations operating in the country.

Amcham India has around 500 members, spread across the nation. The Chamber enjoys a close relationship with the U.S. Embassy, which supports its objectives and helps in fulfilling them. The incumbent U.S. Ambassador to India is the Honorary President of Amcham.

### Mission

Amcham's principle objectives are to:

- Promote activities that encourage and stimulate investment by U.S. companies in the country.

- Support the business operations of its members.
- Encourage bilateral trade between India and the U.S.

These primary objectives are fulfilled by:

- Providing a forum for U.S. – based business organizations to discuss and identify common issues, economic and commercial interests in India and/or the U.S.
- Instituting Sectoral Committees which implement the primary objectives in their respective sectors.
- Reviewing policies and procedures in various sectors that affect the members as well as growth of foreign direct investment.

members as well as growth of foreign direct investment.

### Affiliations

Amcham is affiliated to the following Chambers in the U.S.:

- Chamber of Commerce of U.S.A in Washington, D.C.
- Asia Pacific Council of American Chambers of Commerce (APCAC)
- Amcham's in other countries.

### Regional Chapters

Amcham's National Secretariat is based in New Delhi with six Regional Chapters in Bangalore, Chennai, Delhi, Hyderabad, Kolkata and Mumbai.

### American Chamber of Commerce in India

PHD House, 4th Floor, 4/2, Siri Institutional Area, August Kranti Marg, New Delhi - 110016, INDIA

Tel : 91-11-2652 5201, Fax : 91-11-2652 5203, Email : [amcham@amchamindia.com](mailto:amcham@amchamindia.com)

Website : [www.amchamindia.com](http://www.amchamindia.com)

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### Published by

Ajay Singha, Executive Director, Amcham India  
Shivani Raina, Deputy Editor, Amcham India; [shivani@amchamindia.com](mailto:shivani@amchamindia.com)  
Anisha Kapoor, Program Coordinator, Amcham India, [anisha@amchamindia.com](mailto:anisha@amchamindia.com)

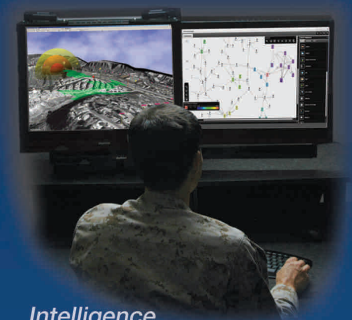
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