



American Chamber of Commerce in India

Update

Focus: Intellectual Property Rights (IPR)

Amcham - The Voice of American Business in India

February 2012 • Vol. II • Issue 1

Chairman's Message

Atul Singh

Chairman, Amcham

President and CEO

Coca-Cola India and South West Asia

seen here with Gujarat Chief Minister Sh. Narendra Modi



I wish one and all a very Happy & Prosperous New Year!

We had several activities throughout the year culminating in the Christmas Ball held in December 2011. Large number of our members and their spouses attended the function where U.S. Embassy officials participated. Through these columns, we acknowledge the support of all the sponsors who help us make the event a grand success.

Amcham continued to engage with several stakeholders in the months of December 2011 and January 2012. Amcham hosted high level interactions with senior U.S. Government officials. I led a delegation of top executives of Amcham members to meet Mr. Narendra Modi, the Gujarat Chief Minister, at Gandhinagar. We were very well received and the Chief Minister and Chief Secretary Mr. A.K Joti, held detailed deliberations with our members and invited suggestions and proposals for investments in Gujarat.

Amcham held an interactive meeting with Mr. Jose Fernandez, Assistant Secretary, U.S State Department's Economic, Energy and Business Affairs Bureau and his delegation with Delhi based members. Amcham also organised roundtable breakfast meetings with Senator Mark Warner, Co-Chair India Caucus in the U.S Congress for senior representatives of US companies in the Defense Equipment and Energy sectors.

A select group of Amcham members met with Ms. Holly Vineyard, Deputy Assistant Secretary for Africa, the Middle East, and South Asia U.S. Department of Commerce International Trade Administration for a discussion on Free Trade Agreement between India and Europe and its effects on the industry of Beverages and Alcohol

The Eastern Chapter of Amcham, organized a seminar on "Healthcare - Its Reach, Cost and Quality" on December 16, 2011 at

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Kolkata. The seminar focused on Urban and Rural Healthcare, Emergency Care and the role of Insurance, Innovation and Technology in promoting general healthcare systems.

In keeping with the increased emphasis by the U.S. Government for promoting U.S. exports that help generate employment and also meet developmental aspirations of the receiving country, Mr. Fred P Hochberg, Chairman, Exim Bank met with Amcham members at Hyderabad and presented plans and opportunities for financing that industry could avail under such programs from the EXIM bank.

With a view to highlight direct and indirect tax issues, members of the Tax and Tariff committee had a meeting with Mr. R.S Gujral, Finance Secretary, where amongst other things, Amcham's pre-budget memorandum was presented. A delegation of members of our tax and tariff committee had a meeting with Mr. P.K Chaudhery, Secretary, Department of Industrial Policy and Promotion, (DIPP) in his office. Members' recommendations were presented to Mr. Chaudhery and he welcomed our initiative.

Intellectual Property is the foundation of knowledge-based economy.

Globalization and the rapid proliferation of technology have elevated the importance of intellectual property protection. In the contemporary world, mere possession of land, labour and capital are just not enough for a country to succeed. Creativity and innovation are the key new drivers of the world economy. Thus tapping the trapped intellectual capital is a major area of focus in any countries plan and program. The intellectual property system is a dynamic tool for wealth creation providing an incentive for enterprises and individuals to create and innovate. It pervades all sectors of economy and thus it is increasingly becoming important for ensuring competitiveness of the enterprises. The intangible nature of intellectual property and the worldwide inconsistency of standard practices create challenges for those businesses wishing to protect their inventions, brands, and business methods in foreign markets. Without a strong IPR regime and marketing mechanism, our inventors cannot receive appropriate recognition and compensation for their work. Even with this framework the task will not be easy or foolproof.

Stronger Intellectual Property Rights is Good For Indian Economy



Tabrez Ahmad

Chair, Amcham IPR Committee
& Director IP Policy, Microsoft Corporation
(India)

Background:

Asia is going to be the growth engine for the world economic order during the first quarter of the 21st century. We see the developed world in the midst of an economic turmoil today. Statistics reveal

that several Asian countries have registered higher GDP growth year after year in the recent past. The emerging Asian markets led by India and China are going to command the world economy of the future.

The Indian entrepreneurs can vision future, set targets and aspire to achieve successfully the goals set by them both through their adaptations to change and hunger for success. Investment in education, with a growing passion to succeed by an average Indian is unmatched today resulting in the creation of a large and talented pool of workers. But one challenge that continues to be faced by India like by several Asian emerging economies is an imperfect environment for the protection of intellectual property rights including copyright, trademark, design and patent.

It is often believed that the problem is cultural as we in India lack respect for others IP and, therefore, indulge in counterfeiting and piracy. For example, given an option people in general are lured to buy computers with non-genuine software, there by putting themselves at several risks. But this situation is only partially true and is fast changing in India. According to the study of Business Software Alliance (BSA), the value of pirated software has more than doubled during the last five years, from US\$1.27 billion to US\$2.73 billion, but there has been a noticeable drop by 10 percentage points in piracy of software from 74% in 2004 to 64% by 2010, giving clear indication of the change that we are going to see in terms of the usage of genuine software by the current generation.

Loss to Economy and Society:

The phenomenon of counterfeiting and piracy is viewed uniformly world over as one of the most destructive issues facing both domestic and global businesses that is hampering investments, discouraging effort on IP creation, negating the actualization of benefits from public-private R&D funding and risking consumers well-being. Today counterfeiters and pirates are operating skillfully in producing fake goods right from foodstuffs, pharmaceutical products, cosmetics, electronic and electrical products, toys, even software and all forms of imaginable goods. Asia which is doing the balancing act for the world economic growth has emerged as front runner and the largest source for counterfeit and pirated products. Counterfeiting and piracy are not only detrimental to innovation, affecting job

creation, growth of knowledge economy and competitiveness. High profit margins from counterfeiting and piracy have become an invitation to entry of organized crime and terror in businesses which eventually results in revenue loss to the government and serious law and order issue to society.

US States Prohibit Usage of "Illegal IT" in Manufacturing:

IP Infringements are not only a concern for the domestic eco-system but it can have international ramifications as well and there is a paradigm shift towards treating piracy and counterfeiting as creating "unfair competition" in international trade. Interestingly, two US states, Washington and Louisiana recently passed 'Unfair Competition Act' that prohibit any non-compliant manufacturers exporting products to their state for sale, directly or indirectly, if they cannot prove that they use only genuine and licensed software and hardware in business operations. To promote fair competition only impacted manufacturer can "sue" non-compliant manufacturers. IT owners can collect evidence of usage of "illegal IT", serve a legal notice to the non-compliant manufacturers and guide them through corrective measures incl. adoption of the best practices of ISO Standard-Software Asset Management and BSA's CSS(O) SAM Certification (www.bsa.org/csso). What started in two US states is becoming an avalanche as on

4th November, 2011, Attorney Generals of 36 US States and 3 US territories passed a strong resolution through a jointly signed letter advising the Federal Trade Commission (FTC) and Bureau of Competition to consider enforcement of Federal Trade Commission Act to bear on the menace of IT theft at Federal level and have uniform enforceability across all the US States (to view <http://www.naag.org/attorneys-general-advocate-for-stronger-enforcement-of-the-federal-trade-commission-act.php>). The Unfair Competition Act aims to create level playing field, deny market access to non-complaint manufacturers, promote respect for IP, incentivise compliant organizations to focus on innovation and develop competitiveness.

Conclusion:

To make legal instruments like the Copyright Act, 1957, the Trade Marks Act, 1999, etc, more effective, administrative cooperation at all levels is necessary. Inter-industry dialogues through industry associations could be a productive tool for the quality data collection, proper analysis and solution to counter the problems. Public-private cooperation can be a useful method to improve enforcement through public awareness campaigns that highlight the dangers of counterfeit and pirated goods and their harmful effects and the consequently damage to the national economy.

Counterfeiting and Piracy- A Global Menace



Sanjit Kaur Batra

Intellectual Property Rights Specialist, U.S.
Embassy

Intellectual Property (IP) is intangible property that is created by the human intellect and it includes patents, trade

marks, copyrights, industrial design, geographical indications and trade secrets. In this era of 'knowledge

economy', the importance of IP is more than that of tangible assets. In 1982, about 62 % of corporate assets in the United States were physical, while 38 % were intangible. By 2000, the intangible assets were 70% of the corporate assets. At the beginning of the 1990s, in Europe, intangible assets including IP accounted for more than a third of total assets.¹

With the growing importance of IP, its infringement has also become rampant. In the last two decades, counterfeiting and piracy has proved to be one of the fastest growing economic crimes. An OECD study on counterfeiting and piracy² concluded that international trade in counterfeit and pirated goods could have accounted for up to USD 250 billion in the year 2007³. The share of counterfeit and pirated goods in world trade is also estimated to have increased from 1.85% in 2000 to 1.95% in 2007. According to the study of Counterfeiting Intelligence Bureau of the International Chamber of Commerce, counterfeit goods make up 5 to 7% of world trade. Furthermore, according to Interpol, trade in counterfeit goods has grown eight times faster than legitimate trade since the early 1990s.⁴

Counterfeit products pose a significant problem not just to the economy but also to the health and safety of the consumers. Traditionally, counterfeiting has been perceived to be a victimless crime and has been seen by criminals as having a low risk of prosecution with light penalties relative to the large profits to be made. However, the face of counterfeiting and piracy is changing and there has been increasing evidence to show that counterfeiting is connected to organized crimes and is

being used for funding terrorist groups. The Rand Report on 'Film Piracy, Organized Crime and Terrorism' states that, "DVD piracy, which has a higher profit margin than narcotics and minimal risks of enforcement, is attractive around the world as an element of criminal portfolios that also include drugs, money laundering, extortion, and human smuggling". Counterfeit goods are no longer limited to luxury goods and high-end brands but include an array of everyday consumer goods resulting in a serious threat to public health and safety. There have been reported instances where fake aircraft parts have resulted in crashes, fake drugs and medical devices have resulted in death of patients, counterfeit cylinders have killed people and fake fertilizer has caused the crops to wither. There have also been instances where counterfeit toys and milk powder have endangered the lives of infants. Law enforcement officials have seized over 600 different categories of infringing goods in the United States⁵. As the world goes digital, no product or corporation is safe from counterfeiters and pirates as it has never been so easy to copy and with such anonymity.

It is therefore critical that the governments, businesses and consumers join hands to fight this growing menace. The governments in United States as well as India have initiated several steps to counter this threat. The U.S. has set up an IPR Center which consists of 17 key U.S. and international agencies involved in intellectual property theft enforcement. It has also set up an Intellectual Property Enforcement Coordinator who helps coordinate the work of the U.S. federal

agencies that are involved with stopping IP Infringement. To counter the challenge of counterfeiters increasingly using the internet for advertising and selling their products, U.S government also launched 'Operation In Our Sites' which specifically targets websites and their operators that distribute counterfeit and pirated items over the internet.

The Indian government has also taken steps to counter this challenge. In the year 2007, it introduced the Customs Recordation system where stakeholders can register their IP with the Indian Customs Department to stop the import of counterfeit and pirated goods into India. The Indian government also plans to come out with a National IPR Strategy that is likely to be the guiding philosophy for IP protection and enforcement in India, both at the Central and the State level.

A multi-dimensional threat requires a multi-pronged approach. It is therefore important that there should be increased co-operation and intelligence sharing between governments including law enforcement officials and businesses. Domestically, governments should consider improving legal and regulatory frameworks, enhancing enforcement mechanisms and building public awareness to deter counterfeiters and pirates. After all, counterfeiting and piracy can no longer be termed as 'victimless' crimes. They have assumed gigantic proportions that not only challenge the world's economy but also the life and safety of living beings across the globe.

¹ http://www.wipo.int/about-wipo/en/dgo/wipo_pub_888/pdf/wipo_pub_888_chapter_3.pdf

² OECD (2008), The Economic Impact of Counterfeiting and Piracy, OECD, Paris

³ These figures do not include domestically produced and consumed products, or non-tangible pirated digital products.

⁴ Interpol, "The Impact and Scale of Counterfeiting." [<http://www.interpol.com/Public/News/Factsheet51pr21.asp>].

⁵ "Intellectual Property Rights Violations: A Report on Threats to United States Interests at Home and Abroad" by National Intellectual Property Rights Coordination Center, 2011



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Amcham welcomes new members

Mr. Vidya Ranya Jwala, Senior Director - GS India Hub Lead from **WM Global Sourcing India**

WM Global Sourcing India provides product sourcing services, quality control of products, and factory inspections and certifications services.

Mr. George Ignatius, Director, SI from **Deloitte Consulting**

Deloitte Consulting offers professional services in audit, tax and financial advisory services.

Mr. C. P Cariappa, General Manager - South India from **Honeywell Automation**

Honeywell Automation & Control Solutions (ACS), are into building and process solutions, environmental controls, life safety, security, sensing, scanning and mobility products in hundreds of public and private utilities worldwide.

Mr. Viswanath Sivaswamy, Head - Global Practices; Mr. Richard Steven Garnick, Chairman & Chief Executive Officer; Mr. Laxman Kumar Badiga, Chief Operating Officer from **Anthelio Business Technologies**

Anthelio is the largest independent provider of information technology and business process services to hospitals, physician practice groups and other healthcare providers. Anthelio is the only healthcare services company that has "end-to-end" services expertise, including admission/registration, IT, medical records, EMR implementations, clinical transformation, coding, ICD-10, transcription and revenue cycle services.

Mr. Rajesh Mehta, Director – Marketing from **Western Union Services India**

Present since 1993, Western Union Services India provides consumers a fast, reliable and convenient way to receive money from around the world thanks to its nationwide agent network.

Mr. Alok Kumar, CEO from **Sears IT and Management Services India**

Sears IT and Management Services India Private Limited is the IT offshore Center for Sears Holdings Corporation (SHC) based out of a world class facility located in the Kharadi Knowledge Park (EON) in Pune, India.

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

Delhi

Meeting with USTR Delegation

Ms Mara M. Burr, Deputy Assistant USTR – South and Central Asian Affairs, and Mr. ArunVenkataraman, Director for India, Office of South and Central Asia, from the Office of the USTR, accompanied by Mr. Sam Chernawsky, Second Secretary, Economic Section, U.S. Embassy, met with a few members of Amcham, on 6th December 2011 to get feedback on trade policy issues.

Interaction over cocktail with Mr. Jose Fernandez, Assistant Secretary, U.S. State Department's Economic, Energy and Business Affairs Bureau

Amcham hosted an interaction with Mr. Jose Fernandez, Assistant Secretary, U.S. State Department's Economic, Energy and Business Affairs Bureau, followed by cocktails on 8th December 2011 at ACSA, U.S. Embassy, New Delhi. He met Amcham members for their inputs on investment climate in India. He was accompanied by Ms. Mara M. Burr, Deputy Assistant U.S. Trade Representative and Mr. ArunVenkataraman, Director for India, Office of U.S. Trade Representative. They addressed the audience and spoke about the U.S.-India Trade policy forum that was scheduled for January in New Delhi.

Roundtable discussion with U.S. Embassy and visiting USG officials on Indian Manufacturing Policies

Amcham organized a Roundtable discussion with U.S. Embassy and visiting U.S. Government officials on 8th December 2011 at ACSA, U.S. Embassy, New Delhi.

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The meeting was held to discuss U.S. industry concerns about existing and proposed Indian Government manufacturing policies and to recommend policy approaches the GOI could take to incentivize rather than mandate domestic manufacturing, taking into account global best practices.

Mr. Michael Boneham, Former Chairman, Amcham's committee on Manufacturing, and President & Managing Director, Ford India, and Ms. Mary Tarnowka, Deputy Economic Minister-Counselor, U.S. Embassy, led the discussions.

Meeting of Homeland Security committee

A meeting of Amcham's committee on Homeland Security was held at ACSA, U.S. Embassy, New Delhi on 9th December 2011. This was followed by a meeting of U.S. companies with Wg. Cdr. M.D. Singh, Joint Director, Defense Exhibition Organisation, at his office in Pragati Maidan, New Delhi, regarding Def Expo 2012.

Meeting with Mr. Narendra Modi, Chief Minister of Gujarat and senior officials of Gujarat Government

A 30-member high-level CEO's delegation of Amcham held a meeting with Chief Minister, Mr. Narendra Modi and the senior officials of the Gujarat Government including Chief Secretary, Mr. A.K. Joti and Principle Secretary, Mr. D.J. Pandian on 12th December 2011 at Gandhinagar.

The delegation was led by Mr. Atul Singh, Chairman of Amcham. The meet discussed the possibilities of investments and setting up of projects by the American companies in Gujarat. A detailed discussion was held on the State's policy on infrastructure development; solar and renewable energy; agro-food processing; cold supply chain network; defense security equipments; value-added organized retail; education; 'rurban' project; rain water harvesting and water treatment management.



Gujarat Chief Secretary Mr. A.K Joti with Chairman Mr. Atul Singh and Amcham's delegation.

Meeting of National Executive Board

A meeting of Amcham's National Executive Board was held on 12th December 2011 in Gandhinagar. The meeting discussed preparation of a compendium on contribution of U.S. companies towards CSR activities, doorknock meetings in the U.S., Amcham portal, membership etc.

Annual Christmas Ball

Amcham's Annual Christmas Ball was held on Saturday, December 17, 2011 at Kamal Mahal, ITC Maurya, New Delhi. The ball was attended by over 250 invitees which included US Embassy officials and Amcham members with their spouses. Mr. Atul Singh, Chairman, Amcham India and President & CEO of Coca Cola India welcomed the members and wished them a Merry Christmas and Happy New Year.

The festivities & celebrations included dance and live music by ROCK & RAGA Band. In addition, the invitees enjoyed receiving gifts and vouchers which were generously donated by Amcham members and other well-wishers.

Meeting with Mr. R.S. Gujral, Finance Secretary

The Tax, Tariff and Regulatory Affairs Committee of Amcham, led by Mr. Ajay Kumar, Executive Director, PricewaterhouseCoopers Pvt. Ltd., prepared a Pre-Budget Memorandum based on the inputs received from Amcham members.

A few members of the committee met with Mr. R.S. Gujral, Finance Secretary, Government of India, and his team on 23rd December 2011 to present Amcham's Pre-Budget Memorandum. A power point presentation covering the salient points was made to the Finance Secretary.

Roundtable discussion with Senator Mark Warner, Co-Chair India Caucus



Senator Mark Warner with his delegation at Amcham roundtable

AMCHAM EVENTS

Amcham hosted two breakfast roundtables for Senator Mark R. Warner, Co-Chair, India Caucus and his delegation for an interaction withour Defense equipment committee members and with the U.S. India Energy Cooperation Program (ECP) members. These programmes were held on January 9th and 10th at The Oberoi, New Delhi.

Interactive discussions with USTR officials

A meeting was held with Ms. Holly Vineyard, Deputy Assistant Secretary, Mr. Amrit Kiran Singh and a select group of members on issues pertaining to Beverages and Agriculture industry and to discuss the Free Trade Agreement between India and Europe and its effects on the industry of Beverages and Alcohol. This was followed by a business lunch with Amcham Medical Devices committee members on January 12th 2012.

Meeting with Mr. P.K Chaudhery, Secretary DIPP

Amcham met with Mr. P. K. Chaudhery, Secretary, Department of Industrial Policy and Promotion, on January 17th, in his office. The meeting was to apprise Mr. Chaudhery about the challenges American investors were facing in India. In his response, Mr. Chaudhery talked about DIPP's plan to establish an e-program initiative which would help investors gather all relevant information from a single window. The e-governance program would be launched sometime in 2012. He also mentioned programs initiated by PM's office for skill development in terms of technical quality and standards of education.

Amcham submitted a document to Mr. Chaudhery which contained suggestions from the industry. Mr. Chaudhery welcomed the initiative of Amcham and suggested regular dialogue between Amcham and DIPP.



AMCHAM ANNUAL CHRISTMAS BALL



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AMCHAM ANNUAL CHRISTMAS BALL



AMCHAM EVENTS

Bangalore

Breakfast meeting with Deputy Assistant Secretary United States Trade Representative (USTR) Mara Burr

A breakfast meeting with Deputy Assistant Secretary United States Trade Representative (USTR) Mara Burr along with India Office Director Arun Venkatraman, Maxwell Hamilton, Political Economic Advisor, US Consulate, Chennai and George Mathew, Economic Specialist, US Consulate, Chennai, was held on December 5th, 2011, at Taj West End. The Consulate and USTR were keen to be acquainted with issues affecting American business operations in India.

Tax, Tariff and Regulatory Affairs committee meeting

Amcham's Tax, Tariff and Regulatory Affairs committee meeting was held at the Taj Vivanta, Bangalore, and chaired by Mr. Ajay Kumar, chairman of the committee and Executive Director, PwC, Delhi. The main focus of discussion was Major Transfer Pricing Challenges and Budget 2012 recommendations.

Make Chai not war

The American Consulate in association with the Amcham brought to Bangalore an Indian American Standup Comedy Showcase titled "Make Chai not war" on January 6th, at the Taj Vivanta.

Hyderabad

Meeting with Chairman, Exim Bank US

Amcham Hyderabad chapter along with TiE and IACC organized a luncheon meeting on January 6th with its members, with Mr. Fred P Hochberg, Chairman, Exim Bank US. Mr. Hochberg spoke on EXIM banks' forays into various countries to enable export and import, and which could help generate employment in the US while ensuring the financial needs of the receiving country is met.

Session on Global Mobility

A session on Global Mobility for Amcham members was held at the Deloitte Learning Centre in Mindspace on January 16th. Mr. Scott Flicker, gave an Overview of Deloitte's Global Employer Services; Global Mobility program evolution and High performing Global Mobility Program which included Global Enablers.

Kolkata

Seminar on Healthcare - Its Reach, Cost and Quality

Amcham Eastern Chapter, organized a seminar on "Healthcare - Its Reach, Cost and Quality" on December 16, 2011 at the Hyatt Regency, Kolkata. The seminar, supported by major companies,



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AMCHAM EVENTS

focused on Urban and Rural Healthcare, Emergency Care and the roles of Insurance, Innovation and Technology in promoting general healthcare systems with the Chief Guest, Shri Bratya Basu, Minister of State for Higher Education, West Bengal.



Amcham participation in "The Bengal Leads" Summit

Amcham Kolkata and its member organizations participated in "The Bengal Leads" Summit (January 9-16, 2012) organised by



the Government of West Bengal. Among the visitors to the Amcham Stall were the Chief Minister Smt. Mamta Banerjee;

Mumbai

A Workshop on Currency Risk Management

A workshop on 'Currency Risk Management' was organized in Mumbai on December 20th, 2011. On the occasion Mr. Rohit Bammi, Partner, Financial Risk Management, KPMG India and Mr. Rahul Namjoshi, Managing Director - Global Markets Group Sales, India, Bank of America Merrill Lynch and senior representatives of Bank of America were the Keynote speakers. They shared their views on the historical perspective of the USD-INR movements, the specific factors that have led to the recent depreciation of the Rupee and more. The meeting was well attended by senior representatives from industry and the US Consulate.



FORTHCOMING EVENT



Amcham and India Energy Forum's Conference on U.S India Energy Partnership – Emerging trends and business prospects

The American Chamber of Commerce in India (Amcham) and India Energy Forum (IEF) will organize a conference on : "U.S India Energy Partnership– Emerging trends and business prospects" on Tuesday, March 6th, 2012 at Hotel Le Meridien, New Delhi. The U.S India Energy Cooperation Program (ECP), formed under the US Trade and Development Agency (USTDA) and the Planning Commission of India supports the event. United Technologies, Ingersoll Rand, Honeywell and GE (India) the leading energy majors from US are the main sponsors

and other US organizations are expected to confirm their support shortly.

You are cordially invited to join the conference and confirm your acceptance. The Conference seeks to build on the strong foundations laid by the ongoing U.S. India Energy dialogue that focuses on achieving a sustainable energy framework for India. The continuing emphasis by the two countries on alternate energy sources and advancement of clean energy technologies will also be discussed.

The conference will primarily focus on:

- Opportunities for U.S. companies to interact with Indian public sector undertakings, Central and State Government agencies and select private sector organizations engaged in energy businesses;
- To assess the technological requirements on the Indian side and open up commercial opportunities for US Companies;
- Financing solutions for energy infrastructure projects.
- Introduction and exposure to the innovative emerging green technologies Power generation and distribution, Solar, Oil & Gas, and Energy Efficiency technologies.
- Addressing regulatory concerns of technology providers and end-users.

The one-day Conference structure is broadly planned as under-

- Working lunch and Plenary Session featuring a prominent Indian (energy related) VIP.

- Five sector specific panel discussions on :
 - o Power Generation-Distribution and Transmission
 - o Solar Power/Renewables
 - o Oil& Gas sectors
 - o Energy Efficiency & Building Design
 - o Energy Financing in India
- Networking over cocktails

The panel discussions will be an intersection of Policy, Technology and Financing aspects; featuring high ranking speakers from US energy companies, Indian Public Sector Undertakings (PSUs) and Indian Government organizations to take up the above subjects. Amcham members are invited to participate in the conference to be held on March 6, 2012 at New Delhi.

For details please contact:

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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.

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

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Published by

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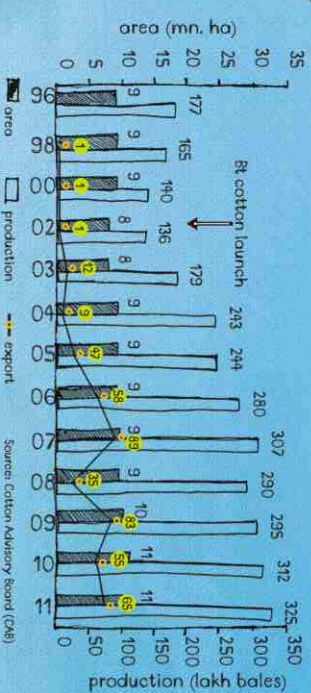
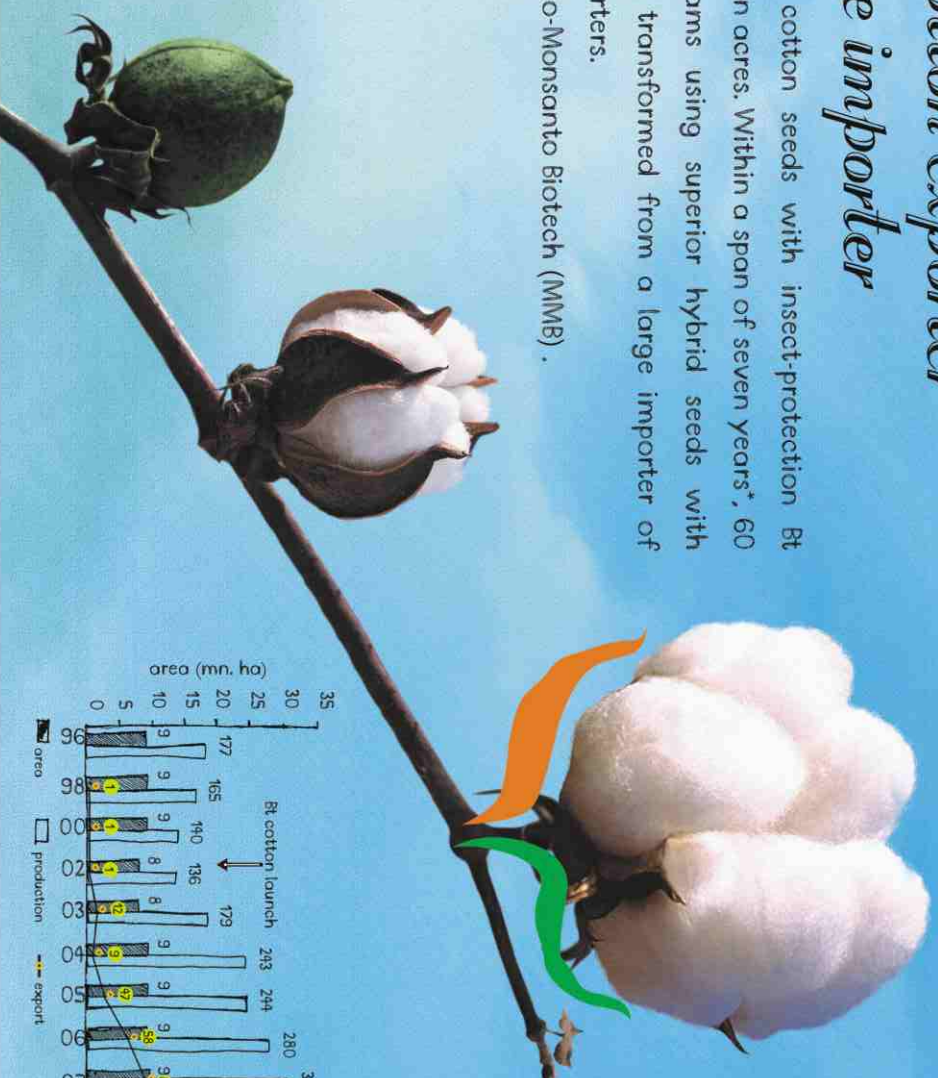
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India emerges as the world's leading cotton exporter ...from being a large importer

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Partnering India's cotton revolution - Mahyco-Monsanto Biotech (MMB).



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* Bollgard® and Bollgard II® in-the-seed trait technologies provide cotton plants in-built insect protection against bollworms infestation leading to lower insecticide use, better boll retention and higher yields. • Bt cotton is widely planted around the world as an environmentally friendly way of controlling bollworms, which are known to cause maximum yield loss and economic damage to the cotton crop. • Mahyco-Monsanto Biotech India Ltd. (MMB), a joint venture between Maharashtra Hybrid Seeds Co. Ltd. (Mahyco) and Monsanto Holdings Pvt. Ltd. (MHPV) has broadly licensed in-the-seed cotton trait technologies to several Indian companies so farmers can access technologies in the preferred hybrid seeds of their choice. • Bollgard II and Bollgard logo designs are registered trademarks and under the license from Monsanto Company. For information/career opportunities, contact www.mahyco.com or www.monsanto.com.

*2002-08