

# EXECUTIVE SUMMARY

## Illustrative Findings from Reports

1. There is need to improve negotiating skills by building technology skills especially in the area of hi-tech products or knowledge based products.
2. The trade delegations, while visiting abroad, should also disseminate the relevant information about India's industrial and technological capabilities, in addition to that about their own industry.
3. The success in the visiting countries depends on linkages with global suppliers, along with other factors, especially in sectors such as automotive and pharma sectors. In this regard one needs to develop strong internal strengths in the area of specialisation.
4. There is a business potential for Indian consultancy services, specially in areas such as financing and marketing, in Russia, particularly with their perspective of Western markets.
5. The US market is very sophisticated in regard to manufactured products and US consumers are more concerned with the work-friendly manufacturing of products. Therefore, exporters should know the requirements of work-friendly products being exported to US market which include Eco-Auditing or environment labels.
6. Knowledge of rules and regulations of importing countries are *sine quanon* for exporters. Therefore, the delegations visiting foreign countries should try to get information about prevalent guidelines or regulations in these countries, specially related to their respective areas of exports.
7. Since the international markets are influenced by the process of globalisation, strategic alliances are important in export of manufactured products. The delegations going abroad should therefore attempt to locate such alliances with major distributors.

## **Suggestions for Delegations**

1. India's export growth will be based on technology-intensive products. It is imperative that there should be more focus on export of technology-intensive products. Sectors like drugs & pharmaceuticals, machinery and instruments, transport equipment, telecom and information technology, engineering products, electronic items, medicinal equipment are to be taken for export promotion.

The export promotion organizations should initiate sectoral trade delegation in the railway technologies and equipment, automobiles and auto components, environment technologies & services, and hospital equipments & supplies.

2. There is need to identify the agencies, which can send delegations for services exports. Already some Chambers of Commerce have done a little work on construction, tourism and consultancy .
3. Joint ventures/wholly owned subsidiary is important for countries of Latin America. Areas that have potential in these countries include pharmaceuticals, auto components, and tannery. As Indian companies have acquired a lot of component technology from global players, which they have absorbed/modified, they are now in a position to make it available at very economic terms through joint ventures. The export promotion agencies should explore such possibilities for JV in these countries.
4. It is important to establish independence in the area of technology and R&D. One must have its own R&D in order to remain in global business. This should be disseminated abroad for better results in operations.

For an original equipment manufacturer (OEM) supplier it is necessary to have the right relationship and to be a part of global supply system. This can be done only through strategic relationship with the MNCs.

There are three-points agenda for survival of the Indian small and medium enterprises (SMEs), viz. invest in skilled people; invest in R&D and profits should be used for investing in R&D; and never give up or sell-off brand. This would facilitate SMEs to negotiate with companies abroad and would be getting better results in technological-intensive products.

5. On the Indian IT industry, strengths of the Indian software with the objective of evolving greater cooperation in the field of IT is focused on: e-commerce/e-business, digital content development, R&D services, enterprise consulting, technology infrastructure management services, telecom software, and IT enabled services. For promoting this area, many concerned associations and companies have taken initiatives for better results.
6. Capabilities of Indian SMEs, which represent a dynamic sourcing base for any firm, viz. range of engineering products they offer are comparable with the best in terms of manufacturing process & standards, quality, prices, and delivery schedules. Many SMEs have been the members of the delegations and they should follow-up further to strengthen business with the visited firms.
7. Some of the Delegation Reports are well structured. However it would be better if reports have uniformity in structure. The following are some of the suggestions which may be included in the delegation report:
  - (i) Preface
  - (ii) Introduction: Objective of the delegation, composition of the delegation, tour programme

- (iii) Background on the visiting country comprising a brief profile of the country; Country's specific industry status or an overview; Bilateral trade and its specific trade in which delegation has to deal with.
- (iv) Highlights of meetings and visits
- (v) Recommendations of the delegation
- (vi) Important addresses