

**mccia**<sup>®</sup>

**PUNE**  
INTERNATIONAL  
BUSINESS  
SUMMIT  
2024

5<sup>th</sup> Edition

# Powering Innovation, Unleashing Global Potential

Summit Report



February  
26 & 27, 2024



S.L Kirloskar International Convention Centre,  
JW Marriott, Senapati Bapat Road, Pune,  
Maharashtra, India



**mccia**<sup>®</sup>

**PUNE**  
INTERNATIONAL  
**BUSINESS**  
**SUMMIT**  
2024

5<sup>th</sup> Edition

# Index

● <b>Welcome Address</b> .....	6
● <b>Inaugural Address</b> .....	7
● <b>Opening Remarks</b> .....	8
● Fireside Chat 1: <b>Baba Kalyani</b> .....	9
● Fireside Chat 2: <b>Dr. Naushad Forbes</b> .....	11
● Panel Discussion 1 .....	13
● Panel Discussion 2 .....	15
● New Initiative .....	17
● Panel Discussion 3 .....	19
● Special Session .....	21
● Panel Discussion 4 .....	22
● Panel Discussion 5 .....	24
● Panel Discussion 6 .....	26
● Insights 1 .....	28
● Panel Discussion 7 .....	29
● Panel Discussion 8 .....	31
● Insights 2 .....	35
● Insights 3 .....	36
● Panel Discussion 9 .....	37
● Panel Discussion 10 .....	39
● B2B Meetings .....	40
● Strategic Engagements .....	42
● Snippets .....	44
● Sponsors / Exhibitors .....	45
● Media Coverage .....	46



**PUNE**  
INTERNATIONAL  
BUSINESS  
SUMMIT  
2024

5<sup>th</sup> Edition

# The Summit

**398**

Participants/attendees registered for the summit

**12**

Countries

**25**

Sessions

**56**

Speakers

## Countries Participated

- United States of America
- Indonesia
- South Africa
- Belgium (Flanders)
- Israel
- Finland
- Angola
- Germany
- Zambia
- Peru
- Netherlands
- Singapore



**February**  
**26 & 27, 2024**



**S.L Kirloskar International  
Convention Centre,**  
JW Marriot,  
Senapati Bapat Road, Pune,  
Maharashtra, India

## Welcome Address



**Deepak  
Karandikar**

President,  
Maharatta Chamber of  
Commerce, Industries  
and Agriculture (MCCIA)

# Shaping Global Trade Relations

As the President of the Maharashtra Chamber of Commerce, Industries and Agriculture (MCCIA), it is my honour to report the successful convening of the fifth edition of the Pune International Business Summit (PIBS). MCCIA remains dedicated to forging international alliances that bolster the industry and trade within Pune and beyond.

At MCCIA, our mission transcends mere networking; we aim to shape the very fabric of global trade relations. The chamber has proudly welcomed a multitude of diplomats and trade commissioners from various countries. Likewise, we have extended our presence abroad, with our delegates embarking on international missions to the United Kingdom, Germany, the United Arab Emirates, and other nations, fostering dialogues that span from local to global echelons of government.

We have vigorously advocated for an ecosystem conducive to seamless business operations and future growth. Our efforts include advising exporters and importers, spearheading initiatives for MSMEs to access worldwide markets, and establishing the nation's inaugural export facilitation center with NABARD's (National Bank for Agriculture and Rural Development) assistance.

## We aim to shape the very fabric of global trade relations.

By guiding potential exporters through the intricate array of procedures, quality norms, and regulatory frameworks, and through our knowledge-sharing ethos, we strive to elevate the standards of international trade. The MCCIA's active participation in enhancing Pune's infrastructure—roads, railways, industry clusters, IT parks, and international airport—remains an indication to our commitment to growth.

This edition of Pune International Business Summit (PIBS 2024) is centered around five pivotal themes: deciphering emerging trends in international trade and investment, fortifying and diversifying global supply chains, fostering business partnerships, amplifying the global prospects for SMEs, startups, and women-led enterprises and identifying the role of technology as an enabler of international business expansion.



Inaugural  
Address

# Charting Progress and Prosperity

The PIBS 2024 affirms MCCIA's dedication to enriching the business environment in Pune. MCCIA has stood as an inspiration of economic advancement in Pune for nearly eight decades. By empowering 1,000+ women through the newly established Center of Excellence for Women Entrepreneurs, MCCIA has undertaken laudable work aligned with Prime Minister Narendra Modi's vision. Influenced by the legacy of Chhatrapati Shri Shivaji Maharaj, Pune has emerged as a pivotal center for cultural heritage, education, and innovation. Beginning as a major manufacturing hub with a robust supply chain ecosystem, the city has evolved into a significant player in the global industry.

**By empowering 1,000+ women through the newly established Center of Excellence for Women Entrepreneurs, MCCIA has undertaken laudable work aligned with Prime Minister Narendra Modi's vision.**

Pune's solid IT foundation, together with its dynamic culture of entrepreneurship, has fostered a thriving startup ecosystem. In our quest for an equitable, inclusive, and sustainable New India, Pune has played a crucial role, particularly in manufacturing the indigenous vaccine during the pandemic. India's achievements in the digital sector have positioned it as a frontrunner in the digital world, exemplified by the widespread adoption of UPI. Government initiatives—from the ease of doing business to the Jan Vishwas Bill, which aims to decriminalize several laws, to a national single-window system, and an open network for digital commerce—collectively enhance India's appeal as an investment destination, especially in manufacturing.

Furthermore, the PM Gati Shakti National Logistics Policy and schemes like production-linked incentives are carving paths for a Developed India, with substantial investments in infrastructure and manufacturing. A wealth of opportunities awaits in emerging sectors such as semiconductors, electric vehicles, renewable energy, biofuels, and others, all open for investment, with the global community keen to engage in trade with us. As we stride toward our goal of a Viksit Bharat (Developed India) by 2047, marking 100 years of independence, I am confident that MCCIA, along with our esteemed partners at this summit, will elevate Pune to unprecedented heights.

(The inaugural address by Hon. Minister Piyush Goyal was pre-recorded)



**Piyush  
Goyal**

Minister of Commerce  
and Industry, Consumer  
Affairs and Food, Public  
Distribution and Textiles,  
Government of India





## Opening Remarks



### Prashant Girbane

Director General,  
Maharashtra Chamber of  
Commerce, Industries  
and Agriculture (MCCA)

# Pune: A Global Trade Hub

**M**aharashtra, thanks to the highest Foreign Direct Investment (FDI) in India, leads in economic and industrial growth, with Pune being the epicenter of these investments. This prominence extends to merchandise exports, where Pune ranks among the top five districts nationwide. Specifically, in engineering goods, Pune stands unparalleled numero uno. This distinction positions our region as an optimal hub for global trade and investment.

In our journey to making Maharashtra a leading state and Pune a leading district in industrial activities across the nation, MCCA has played a pivotal role. By fostering a conducive environment for business and investment, we have been instrumental in driving the economic engine of the region. Our proactive strategies and initiatives have not only attracted significant FDI but also encouraged homegrown enterprises to scale up and compete on the global stage. This concerted effort has positioned Pune as a powerhouse of industrial innovation and growth, reflecting our commitment to excellence and sustainable development in the business ecosystem.

**When we look at investment in India, the highest FDI is in Maharashtra, and Pune receives the highest investments, making it a linchpin in the state's economy.**

Over the past year, MCCA has orchestrated 171 business programs, engaging over 8,000 participants. We interacted with a diverse group of 12 consul generals and ambassadors, alongside 101 ministers and officials from central and various state governments. Our interactions have provided deep insights into Pune's vibrant business sector. Additionally, our efforts to localize content through interviews in local language for entrepreneurs reflect our commitment to nurturing Pune's business ecosystem.

Understanding the local business community's needs has been pivotal. This insight led us to instate the Pune International Business Summit, which we have successfully held for the past four years. Our continuous endeavour is to bolster the business landscape in Pune, making it an ideal example of opportunity for the global community.





# India's Automotive Industry at a Crossroads



In a fireside chat, Baba Kalyani, Chairman and Managing Director of Bharat Forge Ltd., engaged with Ravi Pandit, Chairman of KPIT Technologies Ltd., discussing the changes in global automotive sector, opportunities for the Indian auto companies, and the challenges of native infrastructure. Baba Kalyani expressed optimism about India's future in the automotive market, indicating a shift from followers to leaders fueled by technological advancements.

In terms of the changes in the automotive industry, it's essential to recognize the shift towards clean energy and the swift integration of intelligent and modern technologies that are transforming the entire ecosystem. The automotive sector is evolving rapidly, necessitating our adaptation to these changes as well. Artificial Intelligence and related technologies are poised to revolutionize the automobile industry, altering our approach to solving technical issues and the speed at which we resolve them. Currently, the primary transformation is in propulsion methods. During this transformative era, India enjoys a considerable advantage in the automotive industry, evidenced by the emerging market for electric vehicles and a growing acceptance of this new form of transportation. Consequently, our energy demand is projected to triple over the next 25 years, offering an expansive scope for renewable energy, with India set to lead in this sector.



**Baba  
Kalyani**

Chairman and Managing  
Director,  
Bharat Forge Ltd.



**Ravi Pandit**

Chairman,  
KPIT Technologies Ltd.



Fortunately, we do not need to overhaul our existing capacities but rather supplement them with eco-friendlier and carbon-neutral alternatives. Presently, India's GDP is robust and expected to increase, which will likely result in the expansion of the Indian automotive manufacturing sector. Projections suggest that India's automotive production could grow six-fold over the next quarter-century, with the sector potentially reaching a valuation of around \$25 billion, up from \$4 billion.

One of the major challenges facing the mobility sector is urban planning, which must cater to the development of livable cities. The increasing traffic over the past two decades, which has quadrupled, highlights the importance of thoughtful urban planning for sustainable growth. Further improvements are needed in infrastructure development and the renewable energy sector. Additionally, manufacturers must stay informed about IoT and AI technologies and maintain confidence in their capabilities.

**India's automotive sector is at the cusp of a revolution, with its transition to clean energy and adoption of AI, poised to lead in the era of electric vehicles and renewable energy.**

A key strength lies in India's skilled manpower, especially in the automotive sector, which is the largest and best-trained technical workforce in the industry, poised to significantly boost the Indian GDP. With technical expertise declining in the West and our market expanding, it's imperative to train more individuals to meet our industry's requirements and enhance our manufacturing capacities. Software-driven distributed manufacturing is set to be a cornerstone for India.

India's role as a consumer in the automotive market is evolving effectively and is due for transformative changes. Where we have been followers, we will become leaders, bolstered by Indian technology and innovation.

In next 10 to 15 years I foresee that about 85% of the automotive industry will be made or designed in India. The country is undergoing rapid changes, and Prime Minister Narendra Modi's vision of 'Amrit Kaal' is now a shared aspiration. We need to foster technological advancements to meet the demand for renewable energy and devise Indian solutions for our unique challenges. Undoubtedly, this is India's decade, and the upcoming years promise to be a defining era for our nation.



# Investing in Resilience for Future Challenges



**Pradeep Bhargava, Past President of MCCA and Chairman of MCCA Electronic Cluster Foundation (MECF), discussed with Dr. Naushad Forbes, Co-Chairperson of Forbes Marshall, the implications of current geopolitical conditions and global trends on India, and vice versa. Dr. Naushad Forbes delved into the critical need for self-adaptability in navigating these changes, highlighting how external global dynamics directly influence India's economic and strategic landscape, emphasizing the importance of agility and resilience to thrive amidst global uncertainties.**

Reflecting on recent times, I muse on the unpredictability of events like the Israel-Palestine tensions and the Russia-Ukraine conflict. Four years ago, none of us foresaw the pandemic that shook the world. These crises have underscored the importance of being prepared for supply chain disruptions and other unexpected challenges. The best way to be prepared, I firmly believe, is to invest in people. Regarding growth, the global rate might hover around 2.5 to 3 percent, but for India, it is projected at 7 percent. With the right approach, we can aspire to an 8 to 9 percent growth rate, which I am confident we can achieve given the vibrancy of our economy and the creativity of our youth.



**Dr. Naushad  
Forbes**

Co-Chairperson, Forbes  
Marshall



**Pradeep  
Bhargava**

Past President, MCCA  
and Chairman, MCCA  
Electronic Cluster  
Foundation (MECF)



Addressing poverty and ensuring quality employment are paramount challenges for the Indian economy. We must turn to sectors like manufacturing to generate more employment. The focus shouldn't just be on the overall GDP but on the per capita income, which is a true measure of prosperity. We need to emulate countries with large manufacturing plants that offer extensive employment opportunities.

**We must invest in our greatest asset – our people – to future-proof our business against the unpredictable tides of global events.**

As I look at our country, I see the availability of talented manpower as a colossal advantage. Unlike the West, where recruiting technical personnel is becoming increasingly challenging, India has a readily available pool of skilled individuals. However, what concerns me is school education, which requires empowerment—an area where the New Education Policy can make a significant impact. As Indian entrepreneurs, we need to expand our networks and enhance trade relations with other countries, leveraging efficiencies of scale driven by data and digital technologies. Advanced infrastructure is vital for improving our standing. There is no need to worry about international markets; we have vast opportunities in global trade. Asia's growing significance suggests that we should intensify our trade with Asian countries. With our talented and trained manpower, which is a massive advantage, we must focus on reducing carbon emissions and altering consumption patterns to work towards a zero-carbon footprint by 2050.





## Panel Discussion 1



### Topic: Exploring Trade Tie-ups with India for Global Business Opportunities

The discussion focused on the potential trade sectors and business opportunities that each participating country has to offer Indian companies. It emphasized the importance of enhancing trade relationships and exploring new ventures in various industries.

#### Participants:

##### **Kobby Shoshani**

Consul General for Israel in Mumbai

##### **Erik Hallstrom**

Consul for Finland in Mumbai

##### **Therry Van Helden**

Deputy Consul General for The Netherlands in Mumbai

##### **Wouter Vanhees**

Trade and Investment Commissioner for Flanders (Belgium) in Mumbai

#### Session Moderator:

##### **Prashant Girbane**

Director General, MCCA

**Kobby Shoshani** highlighted the strong alliance between India and Israel, pointing out multiple sectors for business collaboration, including cyber security, textiles, and agriculture.



**Kobby Shoshani**

Consul General for Israel in Mumbai

The Indian economy is experiencing rapid growth, and between India and Israel, there is a strong alliance. We are already collaborating in multiple sectors including Information Technology, Pharmaceuticals, Defense production, and Infrastructure development. While many leading Indian businesses have established a presence in Israel, there is still a vast array of opportunities for Indian companies to expand further. Israel is looking for contributions in sectors like construction, pharmaceuticals, healthcare, and more. There are also joint venture possibilities in cyber security, textiles, agriculture, and beyond. In the realms of innovation and cybersecurity, we face many challenges, but our relationship with India is not about competition; it is about complementing

each other. There is a significant opportunity for India to send thousands of construction workers to Israel.



**Erik Hallstrom**

Consul for Finland in  
Mumbai

**Erik Hallstrom** emphasized the growing economic collaboration between India and Finland, with opportunities in manufacturing, chemical industries, renewable energy, and digitization.

India and Finland share more than just diplomatic ties; we recognize the potential for significant economic collaboration, leading to increased trade and investment. The bilateral trade between our countries has been steadily growing. Major imports to India from Finland include transport equipment and machinery, yet there is a wealth of opportunities awaiting Indian companies in Finland, especially in the manufacturing and chemical sectors. I am confident that Indian companies will not only explore these opportunities but will also reap substantial benefits from our mutual business engagements. The realms of renewable energy and digitization are seeing increased focus in both countries.



**Therry Van Helden**

Deputy Consul General  
for The Netherlands in  
Mumbai

**Therry Van Helden** discussed the long-standing diplomatic and trade relations between India and the Netherlands, highlighting opportunities in life sciences, renewable energy, water management, and green hydrogen.

Marking 75 years of diplomatic relations between India and the Netherlands, we have developed a strong bond, extending beyond political ties to encompass trade and commerce. The Netherlands is India's third largest trading partner, while for us, India stands as the fourth largest investment partner. Our business collaborations span horticulture, floriculture, and electric mobility, among others. With hundreds of Dutch companies in India and many Indian companies in the Netherlands, our future looks towards increasing Indian involvement in life sciences, renewable energy, water management, waste management, and green hydrogen. India's significant global trade share and population offer it an added advantage.



**Wouter Vanhees**

Trade and Investment  
Commissioner for  
Flanders (Belgium) in  
Mumbai

**Wouter Vanhees** focused on the strategic location of Flanders within Europe, presenting opportunities for Indian companies in logistics, manufacturing, digital technologies, and SMEs.

Flanders, the Dutch-speaking northern region of Belgium, enjoys a strategic location within Europe's economic heartland, offering seamless connectivity to major regions including the UK, Netherlands, Germany, and France. Our partnership with Pune and India is long-standing, reflecting the significant potential for industry. Our bilateral trade emphasizes diamonds, chemicals, machinery, pharmaceuticals, and equipment. Furthermore, Flanders acts as a crucial logistic support for ocean trade across Europe, positioning itself as an ideal logistic hub for Indian companies. Besides logistics, Indian companies have vast opportunities in manufacturing, digital technologies, vehicles, and more, with SMEs playing a crucial role. India's economic growth continues to attract global attention.

## Panel Discussion 2



### Topic: Technology as an Enabler for International Success

Experts deliberated on the present state of technology and research in India, discussing the necessities for future advancements. The panel emphasized the critical role of technology in various sectors and the importance of research and development (R&D) for achieving international success.

#### Participants:

##### **Dr. Shekhar Mande**

Distinguished Professor, Bioinformatics Centre, Savitribai Phule Pune University

##### **Dr. Shridhar Shukla**

Chairman, KPOINT Technologies

##### **Navin Kabra**

Co-founder and CTO, Reliscore.com

#### Session Moderator:

##### **Dr. Anand Deshpande**

Founder, Chairman and Managing Director, Persistent Systems Ltd.

**Dr. Shekhar Mande** emphasized the critical role of biotechnology in healthcare innovation, advocating for increased R&D investment from both public and private sectors.



##### **Dr. Shekhar Mande**

Distinguished Professor, Bioinformatics Centre, Savitribai Phule Pune University

Biotechnology significantly impacts every individual's life, as highlighted by the recent COVID-19 pandemic, which was a wake-up call for innovation in this field. The evolving role of biotechnology is unveiling a new era of opportunities. However, innovation requires extensive research, which is costly. There is a robust ecosystem for research in public institutions in India, but private institutes and companies should also engage more in research activities. Big Indian companies need to collaborate with academia and invest in R&D to foster more research within the country. Young entrepreneurs should seek technological mentorship from research centers.





**Dr. Shridhar Shukla**  
Chairman, KPOINT  
Technologies

**Dr. Shridhar Shukla** focused on the importance of digital infrastructure and its evolution, urging for a shift from being technology takers to technology givers.

**W**e are living in a digital era where digital infrastructure is crucial. Despite India providing digital infrastructure globally, there is much more we can achieve. Currently, we often find ourselves in the position of technology 'recipients' rather than 'contributors'. However, this is gradually changing, and I foresee a more positive outlook in the future. There is a plethora of research happening, with notable advancements in reducing fuel dependence and benefiting agriculture. Organizations like MCCIA can play a vital role in raising awareness among industry experts, academicians, and the public, fostering long-term collaborations.



**Navin Kabra**  
Co-founder and CTO,  
Reliscore.com

**Navin Kabra** highlighted the unprecedented growth of Artificial Intelligence (AI) and its vast potential, cautioning against premature regulation that could hinder innovation.

**A**I is the fastest-growing technology in history, yet its application remains underexplored, presenting vast opportunities. India, with its substantial technological manpower, is well-positioned to lead in this field. While AI can serve as an excellent advisor in research, there are discussions about regulating this technology. However, considering AI is still in its infancy and its full potential remains untapped, regulating it now could impede future innovations. Technology is an enabler in every sector, and AI can provide solutions to many challenges.

New  
Initiative

# MCCIA Cyber Security Initiative: Strengthening Bilateral IT Ties



The US Consulate, in collaboration with the Mahratta Chamber of Commerce, Industries, and Agriculture (MCCIA), launched the first-ever US-India Cyber Security Initiative at Pune International Business Summit 2024.

A pioneering cyber security initiative has been introduced by the US Consulate in partnership with the Mahratta Chamber of Commerce, Industries, and Agriculture (MCCIA), aimed at reinforcing the technological ties between the United States and India. The initiative, announced at the Pune International Business Summit 2024, seeks to pool global cyber security expertise to bolster job creation and pioneer state-of-the-art solutions.

Mike Hankey, Consul General at the U.S. Consulate General Mumbai, emphasized the initiative's intent to establish Pune as a guiding light in cyber security mentorship and to enhance digital connections between individuals. Acknowledging the unprecedented pace of digital technological progress, he highlighted the urgency of this collaborative effort.

The importance of a secure and resilient cyberspace to support public and private sectors' growth was underscored, with a focus on the global benefits of an open and free information flow online. The US-India cyber security collaboration addresses the urgency to mitigate digital threats and ensure that the digital revolution is synonymous with worldwide prosperity and stability.





Following the launch, Consul General Hankey underscored the remarkable advancements across various tech domains, emphasizing that the initiative is a testament to the robust collaboration between the US and India. The effort promises not only economic and social benefits worldwide but also ensures that cybersecurity remains a priority in the burgeoning digital landscape.

Prashant Girbane, Director General, MCCA echoed these sentiments, stressing the strategic significance of this US-India Cyber Security Initiative for citizens, businesses, and governments alike, aligning with the summit's vision of transformative global progress in AI, telecommunications, and energy.



**The US-India Cyber Security Initiative will engage with academia, industry leaders, and civil society to fortify cyber defenses, safeguard infrastructures, and protect sensitive data. We envision a secure and prosperous IT partnership that mirrors our collective dedication to an open and prospering global community.**

**- Mike Hankey,**

Consul General at the U.S. Consulate General Mumbai



**The longer term aspiration is to build the city of Pune as the centre of excellence for Cybersecurity. To enable that we have shaped up this highly collaborative and inclusive initiative with diverse set stakeholders with clear focus on skill development**

**-Dinanath Kholkar**

Chairperson, IT Committee, MCCA



## Panel Discussion 3



### Topic: Enhancing Cyber Security in the Digital Age

The panelists emphasized the critical importance of cyber security across all domains, especially in light of the rapid digitization. They discussed the necessity for systematic and structured efforts to manage cyber threats, the demand for trained manpower, and the role of digital identity protection.

#### Participants:

#### **Dr. Swati Mujumdar**

Pro Chancellor, Symbiosis Skills and Professional University, Pune

#### **Rajendra Pillai**

President and CEO, AIPL Tech Pvt. Ltd.

#### **Rohan Vaidya**

Head (India and SAARC), CyberArk Software, Inc.

#### **Rohit Srivastwa**

Founder, KAS Cyber Ventures

#### **Sumedh Thakar**

President and CEO, Qualys

#### Session Moderator:

#### **Dinanath Kholkar**

Chairperson, IT Committee, MCCIA

**Dr. Swati Mujumdar** stressed the overarching need for cyber security to safeguard digital growth and the demand for trained cybersecurity professionals.



#### **Dr. Swati Mujumdar**

Pro Chancellor,  
Symbiosis Skills and  
Professional University,  
Pune

In every domain today, there is an undeniable need for cyber security. As we advance further into the digital world, ensuring safe cyber spaces is essential not just for security but also for future digital growth. With systematic and structured efforts, we can effectively manage cyber security challenges. Moreover, there is a significant demand for trained manpower in this sector, highlighting the urgent need for specialized education and training in cyber security.





**Rajendra Pillai**

President and CEO, AIPL  
Tech Pvt. Ltd.

**Rajendra Pillai** compared cyber issues to the COVID-19 pandemic, emphasizing the need for structured training and certification in cyber security.

The challenges posed by cyber issues today surpass even those of the COVID-19 pandemic. In our era of rapid digitization, everyone is susceptible to cyber threats. To address these, structured training programmes in cyber space, faculty development, and hands-on certification have become critical. Developing a structured curriculum, establishing labs, and enhancing faculty expertise are essential steps to overcoming cyber security challenges.



**Rohan Vaidya**

Head (India and SAARC),  
CyberArk Software, Inc

**Rohan Vaidya** highlighted the importance of digital identity and the development of privileged identities to protect it, along with the role of collaboration in enhancing cyber security.

The COVID-19 pandemic pushed most of us online, making digital identity incredibly important. To protect these identities, we have initiated privileged identities. Building resilience in the cyber world is crucial, and we are collaborating with various platforms and organizations to advance cyber security. At MCCA, we are establishing mechanisms to benefit SMEs and MSMEs by enhancing their cyber security posture.



**Rohit Srivastwa**

Founder, KAS Cyber  
Ventures

**Rohit Srivastwa** affirmed that focusing on cyber security is crucial for maintaining a safe digital space and mentioned working on multiple initiatives.

Cyber security is the need of the hour. It is encouraging to see us moving forward with measures to enhance cyber security. This area is pivotal for ensuring a safe digital space for all. We are actively working on multiple initiatives to address and mitigate cyber security threats, focusing on both immediate and long-term solutions.



**Sumedh Thakar**

President and CEO,  
Qualys

**Sumedh Thakar** reflected on India's progress in digital technologies and the global use of cyber security solutions developed by Indian companies in Pune.

Reflecting on our journey with digital technologies, it is clear that cyber security has become crucial. The gap between India and Western countries was significant 25 years ago, but today, India is at the forefront of digital transformation. The cyber security solutions developed by Indian companies, particularly in Pune, are now utilized globally, showcasing our progress and leadership in this essential field.

# Addressing Cyber Threats and Misinformation in the Digital Age

**During the insightful session led by Dr. Tehilla Altshuler, Senior Fellow at the Israel Democracy Institute, the focus was on the growing challenge of cyber threats and the rampant spread of misinformation in the age of social media. Dr. Altshuler emphasized the ease with which misinformation can now be generated and disseminated by virtually anyone, equipped with simple tools, leading to widespread propaganda and narrative manipulation.**

In our digitally interconnected world, we are constantly navigating a sea of cyber threats, which necessitates a more responsible approach to our online activities. Misinformation has become a pervasive global issue, undermining economies and influencing public opinion. Today, the creation of misinformation isn't limited to experts; it is alarmingly easy for anyone armed with the right tools to craft and propagate false narratives.

Propaganda and narrative manipulation have become common tools for spreading misinformation. We have witnessed numerous instances where social media has been exploited to disseminate falsehoods, affecting not just economies but also influential personalities, often for political gain. A vast, diverse group is emerging as propagators of misinformation, with some even outsourcing this activity, making it harder to trace and address.

**In the digital sphere, where anyone can author a narrative, the truth becomes a mosaic pieced together by a number of fragments, making the task of discerning fact from fiction not just a challenge, but a necessity for the integrity of global economies and democratic societies.**

The content is often so credible and persuasive, framed in subtle ways that make propaganda less detectable, and people are more likely to be deceived. As technology advances, the challenge of preventing misinformation only grows. This is not just an abstract concern; it has tangible impacts on economies and the administration of societies. To counter this, we urgently need to standardize our processes for identifying and mitigating misinformation and foster robust internal collaboration in the digital space.



**Dr. Tehilla  
Altshuler**

Senior Fellow, Israel  
Democracy Institute

*Dr. Altshuler is an esteemed authority on cyber threats and digital policy. Her research focuses on the intersection of technology and society, particularly concerning the spread of misinformation.*



## Panel Discussion 4



### **Topic:** Facilitating Trade and Investment for Investors in India and Abroad

The discussion highlighted the various facilities provided by India to support investors in trade and investment both domestically and internationally. Panelists elaborated on the governmental policies, digital initiatives, and support systems designed to facilitate trade and ensure the ease of doing business.

#### **Participants:**

##### **Varun Singh (ITS)**

Joint Director General of Foreign Trade (Pune), Ministry of Commerce and Industry, Government of India

##### **Sirsendu Mukherjee**

Branch Manager (Pune), ECGC Ltd. (A Government of India Enterprise) (Formerly Export Credit Guarantee Corporation of India Ltd.)

##### **Gurleen Kaur**

Under Secretary, Economic Diplomacy Division, Ministry of External Affairs, Government of India

#### **Session Moderator:**

##### **P. C. Nambiar**

Director Group Exim, Serum Institute of India Pvt. Ltd. and Chairman, Foreign Trade Committee, MCCA

**Varun Singh** focused on the reduction of trade barriers through digital documentation processes and the importance of outreach programmes for trader confidence.



##### **Varun Singh (ITS)**

Joint Director General of Foreign Trade (Pune), Ministry of Commerce and Industry, Government of India

There are several initiatives currently facilitating trade within the country. A major hurdle for trade growth has been documentation. Thanks to digital services, documentation processes are now automated, providing immense support for traders. We have conducted various outreach programs to raise awareness among traders and boost their confidence, which is essential for the growth of trade.





**Sirsendu Mukherjee**

Branch Manager (Pune),  
ECGC Ltd.

**Sirsendu Mukherjee** emphasized the crucial role of traders in global business, detailing support for exporters in competitive global markets and ensuring financial recovery for exported goods.

**T**raders play a pivotal role in trade and commerce, as a significant portion of the world's business is conducted by them. In today's globalized market, exporters face competition from global businesses. Our policies are designed to provide confidence to exporters, establishing a proper bridge between buyers and sellers. We assist sellers in recovering their full monetary value associated with exported goods, ensuring a supportive environment for trading activities.



**Gurleen Kaur**

Under Secretary,  
Economic Diplomacy  
Division, Ministry  
of External Affairs,  
Government of India

**Gurleen Kaur** addressed navigating complexities in global trade, outlining open policies and initiatives for boosting Indian trade and manufacturing on an international scale.

**R**ecently, we have navigated through complexities such as the COVID-19 pandemic. While crises pose challenges, they also present opportunities, and multiple crises have reshaped the global economy. India, with its comprehensive growth story, has become a key player in the global economy. We have opened up trade and business with the open policies of the Ministry of Commerce and Industry. To protect our citizens' interests, we are negotiating social security agreements for employees working overseas. Additionally, to boost trade, we are facilitating transactions in Indian rupees, enabling our traders to settle trade in local currencies. Initiatives like Bharat Mart, launched in Dubai, encourage Indian businesses. With the growth of the defense industry, we are positioning India as a hub for aircraft manufacturing. We are committed to assisting our exporters and simplifying trade procedures to enhance trading activities.

## Panel Discussion 5



## Topic: Navigating Trends in the Indian Auto, EV, and Alternative Fuel Industries

The panel discussed the current state and future prospects of the Indian automotive, electric vehicle (EV), and alternative fuel sectors. Panelists emphasized the industry's growth, government support, technological innovation, and the evolving consumer demand towards cleaner and greener mobility solutions.

### Participants:

#### **Eric Vas**

President (Urbanite), Bajaj Auto Ltd.

#### **Rajeev Panse**

Managing Director, Autocomp Corporation  
Panse Pvt. Ltd. (Online)

#### **Shrikant Badve**

Managing Director, Belrise Industries Ltd.

#### **Hiren Divgi**

Executive Director, Divgi Torq Transfer Systems  
Pvt. Ltd.

### Session Moderator:



#### **Arvind Goel**

Chairman, Tata Autocomp Systems Pvt. Ltd.

**Eric Vas** highlighted the automobile industry's growth, government support for EVs, and the critical need for infrastructure development.



#### **Eric Vas**

President (Urbanite),  
Bajaj Auto Ltd.

The automobile sector stands as the largest employer in the manufacturing industry, poised to grow alongside our economy. The rising demand for automobile components signifies immense growth potential for the Indian industry. Governmental support has been pivotal in encouraging e-mobility, evident through incentives like reduced GST for EVs, state government subsidies, and the FAME policy, which significantly lowers EV prices. However, infrastructure development beyond charging stations—such as stable electricity supply and separate mega transformers—is crucial for the EV market to thrive.



**Rajeev Panse**

Managing Director,  
Autocomp Corporation  
Panse Pvt. Ltd. (Online)

**Rajeev Panse** emphasized the importance of battery innovation and customer perception in the adoption of EVs.

**O**ur focus is on battery innovation, a critical area for the EV sector's growth. The adoption of EV technology hinges on customer acceptance and perception, driving the need for technological advancements. The principle that 'necessity is the mother of invention' rings true here, as evolving customer needs will dictate the pace and direction of innovation.

---



**Shrikant Badve**

Managing Director,  
Belrise Industries Ltd.

**Shrikant Badve** spoke on India's economic growth, the young population's commitment to a clean environment, and the potential in EV manufacturing.

**W**ith India on track to become the world's third-largest economy, our young and committed population is driving the demand for a cleaner environment. The desire for green and clean energy solutions, such as EVs and biofuels, aligns with government visions for cleaner mobility. This creates a significant opportunity for EV manufacturing, given our large and expanding market.

---



**Hiren Divgi**

Executive Director, Divgi  
Torq Transfer Systems  
Pvt. Ltd.

**Hiren Divgi** discussed India's demographic advantage, the growth of the middle class, and the transformation of the automobile industry towards sustainable energy.

**I**ndia boasts the second-largest road network globally and a demographic advantage that positions us to capitalize on transformative opportunities. As the world's largest two-wheeler manufacturer, with rising GDP per capita and a growing middle class, India presents a vast market for vehicles. Sustainable options like solar energy will become increasingly vital, signaling the automobile industry's ongoing transformation towards cleaner energy solutions.

## Panel Discussion 6



### **Topic: Exploring Investment Opportunities in Pune Region and Enhancements through the RAMP Scheme for MSMEs**

The discussion centered on the initiatives to enhance the investment appeal of Pune region, especially Pimpri-Chinchwad, and the supportive measures for MSMEs through the RAMP scheme, highlighting the government's efforts to foster industrial growth and improve urban livability.

#### **Participants:**

#### **Shekhar Singh (IAS)**

Commissioner, Pimpri Chinchwad Municipal Corporation

#### **Rajendra Nimbalkar (IAS)**

Managing Director, Maharashtra State Small Industries Development Corporation

#### **Session Moderator:**

#### **Prashant Girbane**

Director General, MCCA

**Shekhar Singh** discussed efforts to enhance Pimpri-Chinchwad's livability and industrial appeal, focusing on infrastructure and urban development projects.



#### **Shekhar Singh (IAS)**

Commissioner, Pimpri Chinchwad Municipal Corporation

Pimpri-Chinchwad, the neighbouring town of Pune, is renowned for its industrial areas, yet many choose to reside in Pune. We aim to transform this perception by making Pimpri-Chinchwad India's most livable city. Our efforts include enhancing connectivity, addressing traffic congestion, and initiating major infrastructure projects such as the Pune-Nashik highway improvement, Pune-Bengaluru highway lane expansion, and metro rail expansion. We are also focusing on urban development projects like city centers and stadiums, encouraging IT and service sector growth, and

advocating for an 'Auto Cluster 2.0' to adapt to future mobility. With government support for ease of doing business and urban living, I believe Pimpri-Chinchwad will soon rank among India's top cities for livability.



**Rajendra  
Nimbalkar (IAS)**

Managing Director,  
Maharashtra State Small  
Industries Development  
Corporation

**Rajendra Nimbalkar** highlighted the significance of MSMEs in India's economy and detailed the RAMP scheme's objectives to bolster MSME productivity and resilience.

**M**SMEs play a pivotal role in India's economy, contributing to 30% of exports, 30% of GDP, and employing over 13 million people, with Maharashtra and Pune being significant contributors. Recognizing their importance, the Indian government, through the Ministry of MSME, has launched the 'Raising and Accelerating MSME Productivity' (RAMP) scheme. This initiative aims to enhance MSMEs' access to markets and credit, improve institutional governance, foster Centre-State partnerships, address payment delays, and promote sustainable practices. The COVID-19 pandemic has significantly impacted MSMEs, prompting the Maharashtra government to allocate a substantial budget to support the sector through the RAMP programme, demonstrating a strong commitment to bolstering MSME resilience and growth.



## Insights 1



### Topic: Unveiling India's Food Processing Potential

#### Anand Chordia,

Director, Praveen Masalewale;  
Member of the Board and Chairman, Food Processing Committee, MCCA

### Key Insight

*Food technology institutes play a crucial role in aiding businesses with packaging, research, and indigenization, providing vital solutions for labeling and food ingredients.*

## Cultivating Prosperity through India's Expanding Food Processing Ecosystem

India presents a fertile ground for international agri-food businesses looking to establish their brands. Emphasizing sustainable and circular economies within a robust ecosystem for food processing and agribusinesses is crucial. The growth from a mere 2-3 agro exhibitions a decade ago to numerous food and beverage exhibitions of international caliber today highlights the burgeoning sector. There is a pronounced need for more such exhibitions to help businesses explore new avenues and expand.

Food institutes play a pivotal role in supporting the industry through packaging, research, and indigenization of food, offering solutions for labeling and food ingredients. Collaboration between these institutes and industry platforms like MCCA is essential for the sector's growth. MCCA, in particular, has been instrumental in providing opportunities by facilitating delegations to explore business prospects abroad and representing the industry's interests to government authorities. The potential for India's food industry is immense, and MCCA encourages more companies to join and leverage the available opportunities.



## Panel Discussion 7



## Topic: Intellectual Property Rights, Legal Aspects, Mergers and Acquisitions, Investments in International Business

The panel addressed the complexities of intellectual property rights, legalities of international business, and strategic considerations in mergers and acquisitions. The discussion shed light on how businesses can navigate and leverage these areas for global expansion.

### Participants:

#### **Dr. Mohan Dewan**

Principal, R. K. Dewan & Co.

#### **Radhika Iyer**

Partner, Khaitan & Co.

#### **Hormazd Charna**

Founder, MergerDomo Services Pvt. Ltd.

### Session Moderator:

#### **Raman Nanda**

CEO, STEP Transformations

**Dr. Mohan Dewan** stressed the importance of understanding and capitalizing on intellectual property rights (IPR) for businesses to succeed internationally.



#### **Dr. Mohan Dewan**

Principal,  
R. K. Dewan & Co.  
and Intellectual Property  
Rights Expert.

I have seen that despite global connectivity, IPR still suffers from territorial limitations. Indian businesses often encounter challenges when protecting trademarks internationally. It is common to deal with disputes involving former traders and distributors. Trademark and branding should be among the first considerations for a business, not an afterthought. It is crucial to secure your trademarks in both your home country and those where you wish to operate. Unfortunately, many Indian companies overlook the capitalization of IPR, a critical aspect of international mergers and acquisitions. This mindset must evolve.





**Radhika Iyer**

Partner,  
Khaitan & Co.

**Radhika Iyer** highlighted the need for being up-to-date with international regulations and the importance of reciprocity in international mergers and acquisitions.

**S**taying abreast of regulatory updates is imperative for business expansion. In international mergers and acquisitions, the reciprocity offered by a foreign entity is vital. India's market strength lies in the financial guarantees provided by businesses, especially during acquisitions. While MSMEs enjoy numerous benefits domestically, it is equally important for global jurisdictions to recognize and offer similar initial advantages. Therefore, understanding the legal environment of the international markets is crucial for Indian businesses aiming to scale globally.



**Hormazd Charna**

Founder,  
MergerDomo Services  
Pvt. Ltd.

**Hormazd Charna** focused on the four key aspects of mergers, acquisitions, and international business investments: strategic planning, operational excellence, supply chain, and finance.

**T**he rise of private credit in India is noteworthy; it is not a new concept but is now being structured in ways that offer greater flexibility. Despite higher interest rates, the availability of funds has facilitated easier acquisitions. Companies can raise capital through various avenues, including debt, equity, and the Qualified Institutional Placement (QIP) route, among others.

## Panel Discussion 8



### Topic: Exploring Trade Opportunities in Peru, Zambia, South Africa, Indonesia, and Angola

The panel discussion illuminated the avenues for Indian businesses to venture into and expand their reach within the dynamic markets of Peru, Zambia, South Africa, Indonesia, and Angola, focusing on enhancing bilateral trade relationships.

#### Participants:

##### **H.E. Javier Paulinich**

Ambassador of Peru to India

##### **H.E. Percy Chanda**

High Commissioner of Zambia

##### **Monita Carolissen**

Chargé d'Affaires for the South Africa Consulate General in Mumbai

##### **Eddy Wardoyo**

Consul General of the Republic of Indonesia in Mumbai

##### **Nsimba Lutumba Simoa**

Consultant, Embassy of the Republic of Angola

#### Session Moderator:

##### **Prashant Girbane**

Director General, MCCIA

**H.E. Javier Paulinich** presented Peru as a stable, resource-rich economy with burgeoning opportunities for Indian businesses in mining, pharmaceuticals, and digital payment systems.



**H.E. Javier Paulinich**

Ambassador of Peru to India

Like India, Peru boasts an ancient heritage and robust economy. Our consistent exchange rate and lack of external debt create a welcoming climate for investment. As a leading mining nation, we are ripe with opportunities for Indian enterprises, particularly in sectors like IT and pharmaceuticals. I invite Indian companies to seize these prospects, and I am eager to see UPI in Peru to further financial inclusion. Our commitment to mutual prosperity with India, especially with a city like Pune, remains solid.



**H.E. Percy Chanda**  
High Commissioner of  
Zambia

**H.E. Percy Chanda** highlighted Zambia's wealth of natural resources, favorable business regulations, and the safety and opportunities for investment, particularly in agriculture, tourism, and electric vehicles.

**Z**ambia, rich in untapped natural resources and strategically located, acts as a gateway to eight other African countries, amplifying the potential for business. We are fostering a nurturing environment for SMEs and promise swift business approvals. Our peaceful, investment-friendly stance, coupled with a wealth of raw materials, ensures that your investments, especially in emerging sectors like agriculture and electric vehicles, are secure with us.

---



**Monita Carolissen**  
Chargé d'Affaires for the  
South Africa Consulate  
General in Mumbai

**Monita Carolissen** described South Africa's strategic position as an economic powerhouse in Africa with potential growth areas in trade, including agriculture, pharmaceuticals, and automotive industries.

**S**outh Africa, a leading country of the African continent, offers a flourishing market for Indian companies. Our infrastructure, banking, and the thriving presence of MNCs position us as an ideal partner for economic ventures. There is ample room to grow bilateral trade, which will not only fuel economic progress but also strengthen our bonds. With lucrative and secure opportunities, especially in sectors like agriculture, I look forward to expanding our trade relationships.

---



**Eddy Wardoyo**  
Consul General of the  
Republic of Indonesia in  
Mumbai

**Eddy Wardoyo** emphasized the cultural ties and economic cooperation between India and Indonesia, outlining the scope for Indian investment in infrastructure, energy, and technology sectors.

**T**he historical and cultural bonds between India and Indonesia lay the foundation for our strong trade and economic relations. With significant participation from India in our business expos, notably from MCCIA, it is essential to maintain this mutual understanding. The impending MoU on the use of local currencies will ease economic cooperation. Sectors like infrastructure and technology beckon Indian investment, and our strategic positions promise a bright future for our bilateral trade.



**Nsimba Lutumba  
Simoa**

Consultant, Embassy of  
the Republic of Angola

**Nsimba Lutumba Simoa** shared insights on Angola's trade and investment landscape, underlining the country's strong ties with India and the ease of doing business.

Angola, a significant economy among Africa's 54 countries, offers immense business potential, particularly in food processing and agro-products. Our longstanding and robust relationship with India positions us favorably for bilateral cooperation. A noteworthy advantage for Indian enterprises considering Angola is the visa exemption, facilitating smoother business engagements. Currently, India's IT services find a market in Angola, while we, in turn, provide a variety of sea products to India. Angola's landscape is ripe for Indian businesses looking to explore new frontiers.



**Preeti Raskar**

Founder, Ryka  
Engineering Solutions

**Preeti Raskar** shared her transition from an employee to an entrepreneur, highlighting the role of mentorship and skills development in her journey.

**M**y background wasn't rooted in business, but encouragement from my former employer sparked the idea to start my own venture. The journey began without a business background or funds, yet conversations with clients and vendors, and support from MCCIA, guided my path. Now, after six years, my business has grown significantly. MCCIA's skill development programmes, especially those teaching the use of social media for lead generation, were invaluable. To upcoming women entrepreneurs, I say: acquire new skills beyond your comfort zone and forge ahead.

---



**Reshma Mulla**

Director, Mahek  
Industries

**Reshma Mulla** narrated her experience of breaking stereotypes in her community and the role of family support and self-confidence in establishing her business.

**I**t was my father's passion and encouragement that propelled me to enter the business world. Starting in 2006, the early days were challenging, yet they fortified my resolve. Confidence and a willingness to learn are crucial, not just in business but in all life's pursuits. I owe my success to the unwavering support of my parents, husband, family, friends, and team. My advice to the youth is to work hard with dedication and commitment to whatever you undertake.

## Insights 2



### Topic: Exploring the Dynamics of India's Imported Food Landscape

#### Shabbir Poonawala

Member of Forum for Indian Food Importers

## Global Tastes Meet Local Plates in the Surge of India's Imported Food Market

The demand for healthier and vegan food options is soaring in India, with convenience foods also gaining traction in the urban lifestyle. E-commerce platforms have significantly contributed to this trend, with specific products like Korean noodles seeing a dramatic increase in demand. The imported food segment in India is experiencing rapid growth, with staples like pasta, Korean noodles, and olive oil witnessing substantial market expansion.

The Forum for Indian Food Importers (FIFI) plays a critical role in introducing foreign foods to the Indian market, with members from 67 countries. The current trends include a growing demand for healthier options, convenience foods, ethnic and exotic foods, and premiumization. Government facilitation and comparatively lower logistics costs are significant advantages for the sector. While there are challenges such as regulatory requirements and the perishable nature of food items, the prospects for the food processing and imported food sectors in India remain highly promising.

### Key Insight

*Growing demand for healthier options, convenience food, ethnic and exotic foods, and premiumization emerge as key market trends.*





## Insights 3



### Highlights

*Karlsruhe stands as a central hub in Europe, boasting exceptional connectivity and a rich tapestry of industry clusters mirroring Pune's strengths in IT, digitization, automobile, and energy sectors. The city's strategic relationships, particularly with Pune and Maharashtra, are nurtured through various platforms and initiatives, promoting a deep-rooted bilateral trade rapport.*



### Topic: Trade and Investment Opportunities in Karlsruhe, Germany

Dive into the vibrant city of Karlsruhe, Germany, positioned uniquely at the heart of Europe, offering unparalleled access to the continent's markets. Discover how Karlsruhe's robust connectivity, industry clusters, and bilateral ties with India create a fertile ground for businesses looking to expand into European markets.

#### Ralf Eichhorn,

Head of Innovation and International Affairs Unit, Economic Development Department, City of Karlsruhe

## Karlsruhe: Gateway to European Innovation and Trade

Karlsruhe, with its prime location in Europe, offers direct access to major markets and is well-connected through a comprehensive network of rail, road, air, and waterways, including high-speed trains to Paris. Our city witnesses steady growth in collaborations with India and Maharashtra since 2013, sharing numerous similarities with Pune in sectors like IT, automobile, and energy. We take pride in our bilateral trade relationship with India, facilitated by platforms like [www.india-karlsruhe.com](http://www.india-karlsruhe.com), which keep our communities interconnected.

Karlsruhe is not just a business hub but also a city of education and research excellence, providing a quality lifestyle and opportunities in emerging sectors such as manufacturing. We invite Indian companies to explore Karlsruhe as a gateway to innovation and success in Europe. Our ongoing cooperation with MCCI since 2012 underlines our commitment to supporting MSMEs in navigating the European business landscape. We are eager to welcome Indian businesses to collaborate with us and leverage the myriad opportunities Karlsruhe has to offer.



## Panel Discussion 9



### Topic: Trade and Investment Opportunities with Thuringia, Germany

The panel discussion provided a comprehensive overview of Thuringia, Germany, revealing the trade and investment opportunities within the region. Participants discussed the advantages that Thuringia offers to Indian businesses and the collaborative potential that exists.

#### Participants:

##### **Anita Spiegler**

Project Manager (Asia), Thuringia International

##### **Lena Lüneburger**

General Manager, Werkzeugbau Ruhla

##### **Victoria Messe**

Sales Engineer, Maximator

##### **J. V. Ingale**

Managing Director, GBN Techexpert Nano Coating Surface Pvt. Ltd.

**Mike Batra** and **Karl Freedman** illuminated Thuringia's commitment to innovation and its invitation to Indian enterprises to partake in its growth, reinforcing the theme of global cooperation for mutual advancement.

Thuringia, heralded as the Free State of central Germany, covers an area of 16,171 square kilometers and prides itself on its deep industrial roots and strategic European location. With its rich history and innovation in automotive, IT, energy, and creative industries, Thuringia mirrors the vibrant industrial ecosystem of Pune, fostering a strong bilateral trade relationship with India and Maharashtra.

The state's infrastructure, including its rail, road, air, and waterway networks, ensures all major German cities are within a five-hour reach. This logistical advantage, coupled with Thuringia's skilled workforce and the presence of leading global companies like Daimler and Bosch, sets an ideal stage for Indian businesses looking to enter the European market.

Thuringia houses over 40 R&D facilities and 13 universities that collaborate closely with the industry. We would like to highlight Thuringia's identity as the 'Green Heart of Germany,' where economic opportunities are interwoven with an outstanding quality of life, illustrated by its natural beauty and commitment to sustainability. We invite Indian businesses and individuals to discover the abundant opportunities our state presents.



##### **Mike Batra**

Managing Director,  
Wamser + Batra



##### **Karl Freedman**

Director, Wamser + Batra



**Anita Spiegler**  
Project Manager (Asia),  
Thuringia International

**Anita Spiegler** (attending online) showcased Thuringia as a central European hub for optics, photonics, and sensor technology, inviting Indian investment.

Representing Thuringia International, I have shared that our region, with its central location in Germany, is ideal for businesses seeking access to the European market. We are proud of our cultural heritage and strong industry sectors, and we are actively seeking the first investment from India.

---



**Lena Lüneburger**  
General Manager,  
Werkzeugbau Ruhla

**Lena Lüneburger** (attending online) highlighted Werkzeugbau Ruhla's focus on medical molds and the company's openness to Indian partnerships.

At Werkzeugbau Ruhla, we specialize in medical molds used globally, including for syringes. We are eager to expand our partnerships, particularly with Indian firms looking to venture into the German market.

---



**Victoria Messe**  
Sales Engineer,  
Maximator

**Victoria Messe** (attending online) spoke of Maximator's leadership in high-pressure technology and the firm's expansion into hydrogen refueling stations.

Maximator is at the forefront of high-pressure technology and is developing our network in the hydrogen industry. We are also present in India, reflecting our commitment to fostering international industry ties.

---

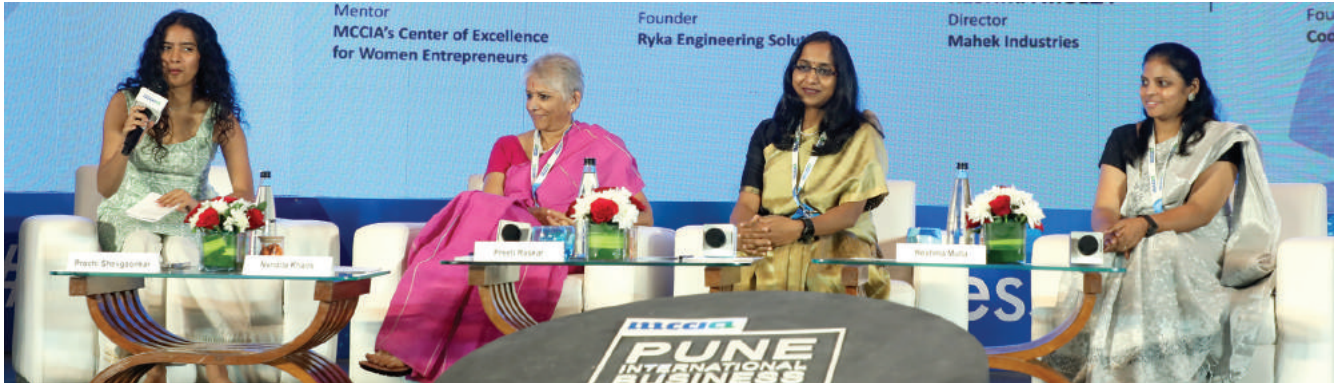


**J. V. Ingale**  
Managing Director,  
GBN Techexpert Nano  
Coating Surface Pvt. Ltd.

**J. V. Ingale** (attending online) detailed GBN Techexpert's Indo-German joint venture and its expertise in high-end functional coatings.

As a joint Indo-German venture, GBN Techexpert is at the cutting edge of functional coatings. We offer a range of solutions and are looking to collaborate with companies seeking specialized surface finishing technologies.

## Panel Discussion 10



### Topic: Empowerment and Success Stories of Women Entrepreneurs

Highlighting MCCA's commitment to promoting women in business, this panel featured influential women entrepreneurs sharing their personal journeys, business scaling strategies, leadership qualities, and insights on embracing entrepreneurship.

#### Participants: **Nandita Khaire**

Mentor, MCCA's Center of Excellence for Women Entrepreneurs

#### **Preeti Raskar**

Founder, Ryka Engineering Solutions

#### **Reshma Mulla**

Director, Mahek Industries

#### Session Moderator: **Prachi Shevgaonkar**

Founder and CEO, Cool The Globe

**Nandita Khaire** discussed the growth of nano-entrepreneurs and emphasized the importance of marketing, mentorship, and wellbeing in entrepreneurship.



#### **Nandita Khaire**

Mentor, MCCA's Center of Excellence for Women Entrepreneurs

I have witnessed many nano-entrepreneurs transform their passions into successful businesses. For me, scaling up means nurturing your business from a home-grown venture to broader horizons, with the right spirit being paramount. Marketing and branding are key, but often misunderstood—it is not about the budget but about smart strategies and effective communication. With support from organizations like MCCA, women entrepreneurs can find the education and mentoring they need. It is vital for women to maintain their health while pursuing success and to approach marketing with confidence and expert assistance.



## B2B Meetings

# Bridging Business Horizons

The B2B meetings were a central highlight of this year's Pune International Business Summit (PIBS). In this dynamic session, representatives from a variety of Indian business sectors had the opportunity to engage with trade representatives from foreign countries. This unique facet of the summit provided a direct platform for Indian businesses to seek and expand their horizons in international markets. MCCIA took a significant step forward by organizing this special session, offering ample opportunities for Indian companies to position themselves within the global marketplace.



On the inaugural day of the summit, the B2B meetings saw business delegations from countries including Singapore, Israel, and Belgium engage in one-on-one discussions with Indian company representatives. A notable number of individuals participated in these meetings, which spanned diverse sectors such as manufacturing, automotive, cybersecurity, technology, branding and marketing, legal advisory services, and many more. In these encounters, overseas delegates and Indian participants delved into a multitude of business opportunities.

On the second day, representatives from sectors including manufacturing, agro-food processing, investment, and technology solutions interacted with international delegates from the USA and Singapore, among others, continuing the productive discourse initiated the previous day.

### **Rohit Dhangal,**

Proprietor, Swati Group, Pune, India:

“This was my maiden attendance at the PIBS conference, and I am immensely pleased with the expansive arrangements. The summit, orchestrated meticulously by MCCIA, promises to benefit a multitude of sectors, including agriculture, engineering, and many others, and will undoubtedly be advantageous for both us and the visiting delegates.”

### **Tomer Panker,**

CTO, Link-Shield (Cyber Security Startup), Israel:

“Engaging with various Indian companies has opened discussions on potential collaborations and distribution strategies for our cyber phishing solutions in India. We also proposed joint ventures to enhance our technology in both cybersecurity and AI. Being part of this summit has facilitated personal connections, allowing us to understand specific needs and explore collaborative potential. I eagerly anticipate a joint venture with an Indian partner.”

### **Chinmay Khedkar,**

Circle 360 Brand Solutions, Pune, India:

“The platform provided by the summit was exceptional. It enabled us to meet international stakeholders, understand their expectations, and tailor our services to their requirements. Engaging with delegates from Israel and Singapore has marked a promising start, despite the understanding that convergence takes time.”

### **Adv. Sayali Ganu-Dabake,**

Founder Partner, Lexonomix, Pune, India:

“Participating in PIBS for the second consecutive year, the introduction of B2B meetings has been a notable addition. These sessions proved valuable in connecting with government and department representatives from various countries, aiding in establishing introductions to companies and exploring service opportunities. My interactions with officials and business representatives from Singapore, Belgium, and Israel have been particularly fruitful.”





# Board Room Meetings

The Pune International Business Summit 2024 facilitated a series of board room meetings, marking a cornerstone for fostering international trade relations and exploring investment opportunities. These high-level discussions provided a unique platform for direct engagement between Indian corporate leaders and international dignitaries, aiming to expand business horizons and strengthen global partnerships.



## Flanders, Belgium:

Chaired by:

**Wouter Vanhees,**

Trade and Investment Commissioner

In a focused dialogue on expanding trade between India and Flanders, Wouter Vanhees outlined the myriad opportunities within the Dutch-speaking region of Belgium. Renowned for its diamond trade via Antwerp and a longstanding partnership with India, Flanders presents vast potential across various sectors. Vanhees committed to addressing Indian companies' inquiries, highlighting the strategic benefits of engaging with Flanders for mutual growth.



## South Africa:

Chaired by:

**Monita Carolissen,**

Charge de Affaires, South Africa Consulate General in Mumbai

Monita Carolissen emphasized the longstanding business and trade ties between India and South Africa, identifying sectors like biofuels, renewable energy, and green technology as areas ripe for Indian investment. Highlighting South Africa's role as a gateway to the African continent, she encouraged Indian companies to leverage this opportunity, especially in mining and green energy sectors.



## Indonesia:

Chaired by:

**Eddy Wardoyo,**

Consul General of The Republic of Indonesia in Mumbai

**E**ddy Wardoyo discussed the flourishing trade dynamics between India and Indonesia, underpinned by the India-ASEAN free trade agreement. With bilateral trade reaching approximately \$38 billion in FY 2022-23, he underscored the importance of focusing on textiles, medicine, green energy, and digital innovations to strengthen economic diplomacy and explore new avenues of collaboration.



## Zambia:

Chaired by:

**H.E. Percy Chanda,**

High Commissioner to Zambia

**H**ighlighting Zambia's abundant natural resources, H.E. Percy Chanda outlined the country as a gateway to business opportunities across the South African region. With a focus on PPP models, Zambia invites Indian companies to explore sectors like textiles, leather, and technology, aiming to bolster the bilateral trade relationship and become potential long-term partners.



## Peru:

Chaired by:

**H.E. Javier Paulinich,**

Ambassador for Peru to India

**A**mbassador Paulinich detailed Peru's geographic advantage and its pivotal role in Pacific trade routes. With an emphasis on sectors such as transport, digital technology, and pharmaceuticals, he presented Peru as a lucrative market for Indian businesses, especially in mining and agro machinery. The session highlighted Indo-Pacific collaboration opportunities, inviting Indian companies to explore the vast potential within Peru and beyond.



## Snippets

### Inaugural Session



The Pune International Business Summit's fifth edition commenced with a promise to bolster the global business potential of Indian enterprises. Esteemed international delegates graced the event, creating a dynamic forum for trade and investment opportunities.

### Report Unveiling



The summit witnessed the release of 'Changing Tides of the Pune Automotive Industry,' a comprehensive report by MCCI in association with KPMG. The study provides an in-depth look at the sector's evolution and its workforce and recognizing the importance of comprehending the emerging trends of 'new mobility' and their implications.

### Brand Engagement



Rajesh Rane of Marrquee Events Pvt. Ltd. delivered insights on the rising influence of experiential marketing. He illustrated its success in creating memorable brand interactions that build loyalty and recognition, highlighting Marrquee's award-winning execution at major events, including the ICC Cricket World Cup 2023. With experiential marketing's proven impact, evidenced by the latest industry data, Rane advocates for brands to adopt this innovative strategy for effective audience engagement.





**We Express our sincere gratitude to Deepak Karandikar, President, MCCA, sponsors, partners and to all those who have directly or indirectly helped in making the 5th edition of Pune International Business Summit (PIBS) 2024 a great success.**

#### **Title Sponsor**

- Serum Institute of India Pvt Ltd.

#### **Platinum Sponsors**

- Persistent Systems Ltd.
- Khaitan & Co.
- Marrquee Events Pvt. Ltd.

#### **Gold Sponsors**

- Suhana (Pravin Masalewale)
- Dewan Institute of Intellectual Property Rights (DIIPR) / (R.K. Dewan & Co.)
- Flanders Investment & Trade
- MergerDomo Services Pvt. Ltd.
- Thuringia International
- City of Karlsruhe
- Institute of Management Development and Research (IMDR)
- Marcraft and Alliance
- CyberArk Software, Inc.

#### **Silver Sponsors**

- Fidel Softech Ltd.
- Axis Bank Ltd.

#### **List of Exhibitors**

- Serum Institute of India Pvt Ltd.
- Persistent Systems Ltd.
- Khaitan & Co.
- Marquee Events Pvt. Ltd.
- Suhana (Pravin Masalewale)
- Dewan Institute of Intellectual Property Rights (DIIPR) / (R.K. Dewan & Co.)
- Flanders Investment & Trade
- MergerDomo Services Pvt. Ltd.
- Thuringia International
- Economic Development Department of the City of Karlsruhe
- Institute of Management Development and Research (IMDR)
- Marcraft and Alliance
- CyberArk Software, Inc.
- Fidel Softech Ltd.
- Axis Bank Ltd.

### **Announcement**

The 6<sup>th</sup> edition of the Pune International Business Summit (PIBS) 2025 will convene on the 24<sup>th</sup> and 25<sup>th</sup> of February 2025.









**mccia**<sup>®</sup>

**PUNE**  
INTERNATIONAL  
BUSINESS  
SUMMIT  
2024

5<sup>th</sup> Edition

- This report is published by Mahratta Chamber of Commerce, Industries & Agriculture (MCCIA), 505, A-Wing, MCCIA Trade Tower, ICC Complex, 403, Senapati Bapat Road, Pune-411016
- The views expressed in this publication are those of the authors. The publisher may not subscribe to the same.
- Content development and design: MediaNext Infoprocessors Pvt. Ltd.
- Printed at: