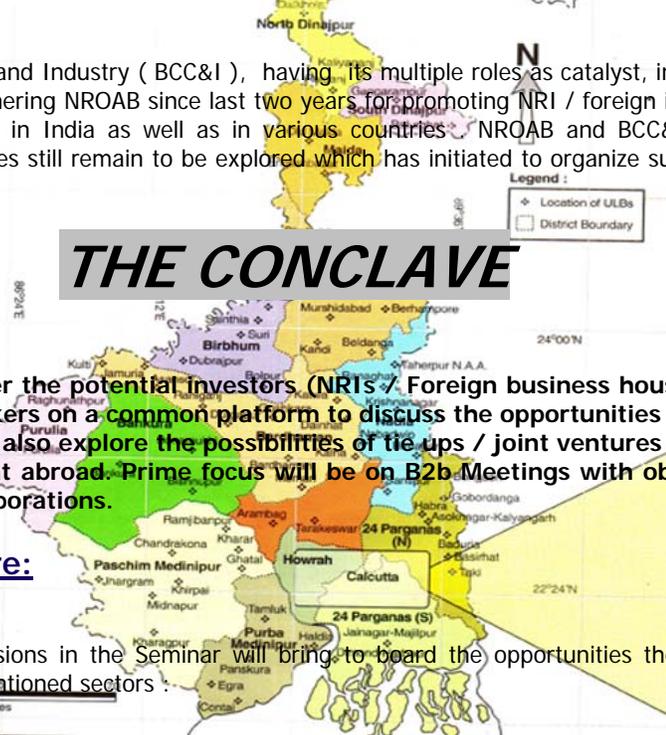




**Non Residents Overseas Association of Bengal (NROAB) and The Bengal Chamber of Commerce and Industry (BCC&I) are organizing the inaugural edition of their annual initiative of promoting bilateral trade and investments with West Bengal – “Business @ Bengal” on 10<sup>th</sup> and 11<sup>th</sup> January 2014 in Kolkata.**

Non Resident Overseas Association of Bengal (NROAB), a global organization of all Non Resident Indians ( NRI ) / Persons of Indian origin ( PIO ) / Overseas Citizens of India ( OCI ) of Bengal residing across the world has been formed with the primary objective for promoting NRIs / foreign investments ventures to West Bengal in various potential sectors for economic growth of the State . NROAB partnering with The Bengal Chamber of Commerce and Industry also organizes various Trade delegations from West Bengal to various countries of interest for exploring the foreign tie ups and joint ventures to promote export of material and services from West Bengal . To substantiate and meet the objective, it organizes 'International Convention of NRIs / PIO / OCIs of Bengal' every year in any country where a large number of potential NRI / PIO / OCIs investors from various countries of Far east , Middle east , Central Asia, New Zealand, Africa, Europe and North America participates.

The Bengal Chamber of Commerce and Industry ( BCC&I ), having its multiple roles as catalyst, initiator, facilitator, business partner and service provider is partnering NROAB since last two years for promoting NRI / foreign investments in west Bengal thru various initiatives being taken in India as well as in various countries . NROAB and BCC&I believe that the State's potentiality in hosting new businesses still remain to be explored which has initiated to organize such Investment Conclave in Kolkata .



**The Conclave will bring together the potential investors (NRIs / Foreign business houses) from abroad, local business leaders and policy makers on a common platform to discuss the opportunities and challenges of doing business in West Bengal. It will also explore the possibilities of tie ups / joint ventures of local companies with the overseas business houses at abroad. Prime focus will be on B2b Meetings with objective of materializing Joint Ventures, MOUs and Collaborations.**

**The Conclave will feature:**

➤ **Seminar**

The addresses and discussions in the Seminar will bring to board the opportunities the State offers with special emphasis on the under mentioned sectors :

- IT
- Food Processing
- Engineering
- Export of materials
- Health

**Speakers will include the Policy Makers and Business Leaders.**

- **B2b Meetings:**  
Dedicated B2b Meetings on the above mentioned sectors will be organized.
- **Site Visits:**  
Visits to business sites and orientation programmes will be organized.
- **Networking:**  
The delegates from West Bengal and abroad will be provided with networking opportunities to discuss way forward of doing business together.

Appropriate foreign technology and investment are welcomed in West Bengal on mutually advantageous terms.

The Government recognizes the importance and key role of Private, Public & Joint sectors in providing accelerated growth and in improvement and upgradation of industrial and social infrastructures.

## ***ABOUT WEST BENGAL***

### Policy of Government of West Bengal:

The Government of West Bengal has come up with the **Investment and Industrial Policy of West Bengal** which focuses to act as the enabler of industrial growth. The State wants to partner with the private sector to tap its financial and technical prowess. Industry, in turn, could benefit from Bengal's rich natural resource base, suitable agro-climatic conditions, strategic location and an exceptional human capital.

At present, manufacturing contributes to about **10% of the State GDP**; the aim of the policy is to double this share in five years. With its power surplus status and rapidly expanding infrastructure and connectivity, this is a realistic target

Given the high population density of the state, **Micro Small Scale and Medium Enterprise (MSME)** stay on high priority. However, to promote the Large Scale Industries, the aim would be to facilitate investment in the infrastructure of roads, highways, bridges and ports for maximizing the benefits of the rich mineral base and surplus power position of the state.

To build a business friendly environment, as a preliminary step, the number of pages of documentation for starting a new business reduced from 99 pages to 7 pages. For better management of the affairs, the state has undertaken the largest Information Technology (IT) driven reform process. This includes major steps in simplification of Tax structure, and thereby creating a Tax friendly regime. More of such business friendly measures are on the anvil.

### Strategic Advantage of West Bengal:

West Bengal, with a total geographical area of 88,752 sq km, is located at the centre of the eastern region of India. It is bordered by Bihar and Jharkhand on the west; Orissa on the south; and Sikkim on the north. It is strategically positioned with three international frontiers, such as, Bangladesh in the east; Nepal in the west; and Bhutan in the north-east side. **West Bengal is the gateway to North East India and port entry to land locked states of Central India and to the land locked countries of Nepal and Bhutan. It has been a major hub on the important trade route to the South East Asia and ASEAN countries. The state is keen to make the best use of this strategic advantage in its approach towards growth and revival of industry.**

It is the sixth most industrialized state in the country and offers a host of investment opportunities for both domestic and foreign investors. West Bengal, being an agrarian State, **offers tremendous potential for agri-business, with fertile soil, excellent agro-climatic zones and aggressive land reform programmes.** The economic drivers of the state lie predominantly in a number of industrial thrust areas, both in the **services and manufacturing sectors.** The state is making an effort to regain its position as a critical hub for multifarious industries, notably **iron & steel, petroleum sector, agro based industries, cutting edge technology and the services sector.** Based upon the available opportunities and the potential of this region, the State Govt, has identified certain segments of industries as thrust areas for special attention viz.

- Petro-chemicals & Downstream Industries
- Electronics & Information Technology
- Iron & Steel, Metallurgical and Engineering
- Textiles
- Leather and Leather Products
- Food Processing, Edible Oil, Vegetable
- Processing and Aquaculture
- Development of Medicinal plants, Rubber, Palm oil and Tea
- Manufacture of basic drugs, chemicals and pharmaceuticals
- Optimal utilization of minerals and development of mine based industries
- Gems and Jewellery
- Promotion of Tourism and Tourism related activities

West Bengal is the **fourth most populous state and fourth largest economy in India.** It is the second most densely populated state. With the highest population density and high per capita income of about \$848 in eastern India, West Bengal is the fourth largest growing state in terms of economic growth. West Bengal is one of the most culturally and ethnically diverse States of India. **It has a large pool of talented and skilled human resources, with forward-looking academic and technology learning centres.**

**Land:**

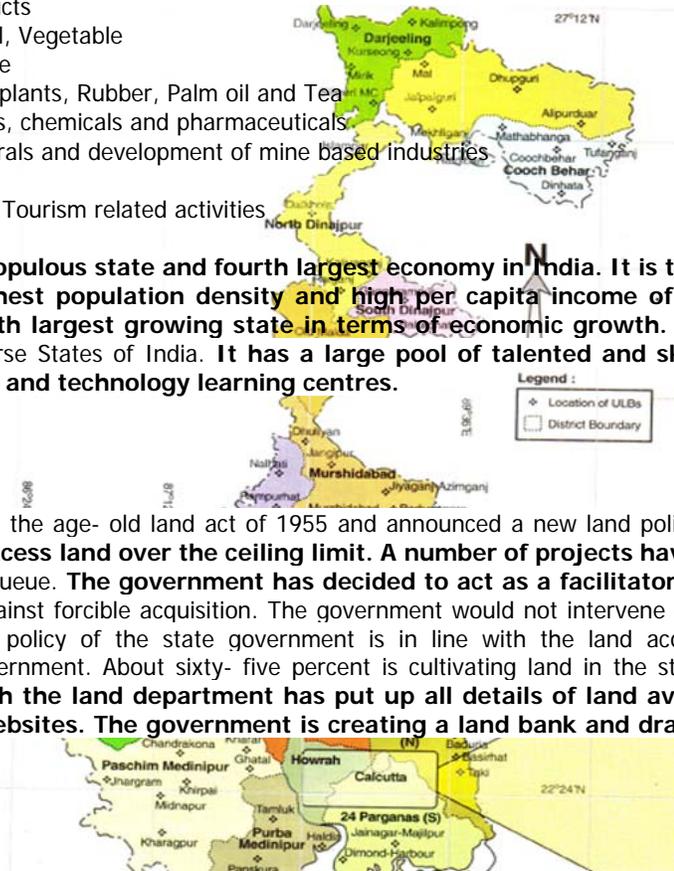
Recently the government amended the age- old land act of 1955 and announced a new land policy. **The new land policy has allowed industry to hold excess land over the ceiling limit. A number of projects have already taken benefit of this new policy.** More are in queue. **The government has decided to act as a facilitator for taking over land by industry.** It, however, decided against forcible acquisition. The government would not intervene directly between the buyer and the seller of land. The land policy of the state government is in line with the land acquisition rehabilitation and resettlement act of the Union government. About sixty- five percent is cultivating land in the state. **The commerce and industry department along with the land department has put up all details of land availability in the state in their respective department websites. The government is creating a land bank and drawing up a land map for the industry.**

**Infrastructure:**

The State has achieved **significant improvements in the urban infrastructure scenario** with reference to **water supply, sanitation, education, health, restructuring connectivity, real estate, etc.** It has proper **transportation system; efficient and high quality power at competitive rates; and sound telecom network.**

**Incentives:**

The government has announced an updated and new West Bengal State Support Industries Scheme (WBSSIS) 2013 for the industry. In the new scheme, the state industrial map is, divided into four specific zones – A, B, C & D with large incentives in terms of its topography, location, population spread, utility and industry utility. A huge number of incentives offered in the scheme are in terms of stamp duty, registration, VAT relief & refunds, electricity duty waiver, lease and land rents. The government has opened its coffers to attract industry and investment to the maximum possible extent. The government had declared West Bengal as a `No Strike' state. Trade union activity in the state will be tolerated to the extent that there are no industrial disputes and closure of factory gates because of worker unrest. The government claimed that man- days lost between 2009 and 2012 had come down from 65000 to 5000. The target



is to achieve a zero level. Recently the government took a firm decision to hive off its 39.9 percent stake in the loss making Haldia Petrochemicals Limited (HPL) to the Maharatna PSU Indian Oil Corporation (IOC) through an open auction. The company had been suffering losses for the past few years and had almost eroded its net-worth. By selling off the HPL stake, the government showed its firm commitment in placing industrial units within the state in correct hands.

## Consumer Market:

There are 909 towns and 25 urban agglomerations in the state. Kolkata UA is the third largest among the megacities in India in terms of population. A vast rural captive market is also available in West Bengal. **West Bengal is home to one of the largest consumer markets in the nation. The recent rise of the service sector, which amounts for more than 51% of the state GDP, is fast transforming the state's economic fundamentals**

**An airport city project at Burdwan's Andal has been developed. With work on the airport nearing completion, the focus will soon shift to the city in the making that will develop as a satellite township to both Durgapur and Asansol. The 650-acre airport is the nucleus of the airport city project that will also house an integrated township and an industrial and logistics hub. The township will contain residential blocks, hospitals, schools, markets, hotels, sporting venues, shops, offices and retail centers.**

**The Aerotropolis project is expected to draw investment of Rs 12,000 crore and provide 40,000 direct and indirect employment opportunities. When complete, it will be home to nearly 15,000 people.**

## New industrialization:

- Be it central public sector or private sector projects, are all progressing at a decent clip.

**The Rs 5,000-crore 1,000 mw greenfield thermal power plant of Damodar Valley Corporation (DVC) at Andal has already commenced commercial generation and secured the energy needs of this rapidly industrializing belt.**

- **The Rs 17,000-crore greenfield 2.5 million tonne integrated IISCO Steel Plant of SAIL is set to start commercial production in months.**

- **Essar Oil & Gas Ltd is setting up the Rs 3,000-crore coal bed methane gas extraction project in Durgapur that will open new vistas in alternative fuel and green energy in the region.**

- **Construction of the Rs 5,000-crore Matix Fertiliser Plant of the Essar Group at Panagarh is progressing steadily. The NHDP of the Centre has sanctioned the six-lane conversion of NH-2 connecting New Delhi with Kolkata, expanding what is already the lifeline of the area.**

- **P&H Joy Mining, the Indian subsidiary of US based Joy Global Inc, has purchased 25 acres in Andal to set up a manufacturing unit. Ardex Endura and Shyam Agro Foods have also taken land at Airport city.**

With industries pouring in, real estate sector is also abuzz with activity as some of the leading groups in the realty sector line up projects. Consumer goods firms and auto companies are also making a beeline to tap customers.

## Growth Centres:

The government has encouraged the development of Growth Centres through the West Bengal Industrial Infrastructure Development Corporation (WBIIDC). The infrastructure facilities provided in these Growth Centres include developed land, industrial shed, water supply, power supply, street lighting, internal drainage & sewerage system. Other facilities such as telephone, banks, post offices, fire stations, police outposts, shopping centers, centre for recreational facilities are also being contemplated for the new Growth Centres. Till date WBIIDC has established 15 Growth centers in different locations of the state such as Kalyani (Phase I, II, III), Falta (Phase I, II), Uluberia, Bishnupur, Raninagar, Coochbehar, Malda (Phase I, II), Dabgram, Haldia, Kharagpur and Bolpur. WBIIDC is also keen to develop industrial parks through the PPP model involving

collaboration with industry. 2 industrial parks are at present being developed under PPP model – Integrated Industrial hub at Jalpaiguri and industrial auto park at Jhargram.

**Intelligent Parks:**

There are a number of Intelligent Parks being set up in the State which is now the centre of action for IT and ITeS companies. With more and more software companies moving into Kolkata for software development & BPO operations to drive down costs, several private entrepreneurs & realtors have entered the fray. They are setting up the state-of-the-art intelligent buildings & IT Parks to provide ‘intelligent space’ to IT & ITeS companies. As the Salt Lake Electronics Complex is almost saturated, IT facilities in and around Salt Lake or at New Town, Rajarhat are being set up.

**New Policies:**

Textile, MSME, Mineral, Power, Land, Information Technology (IT), Thrust Areas, Focus Areas and Mission and Vision Statement. The state expects to achieve a massive growth rate within the next few years. The government claimed to have received over one lakh crore of investments and the figure is rising.

***THE ORGANIZERS***

**NROAB:**

Non Resident Overseas Association of Bengal (NROAB), a global organization of all Non Resident Indians ( NRI ) / Persons of Indian origin ( PIO ) /Overseas Citizens of India ( OCI ) of Bengal residing across the world , has been formed with the primary objective of venturing NRIs / foreign investments to West Bengal in various potential sectors for economic growth of the State . NROAB works as overseas liasioning body between the NRIs across the world and the West Bengal Govt. and other semi government companies for providing suitable opportunity of Commercial and Industrial ventures by NRIs in West Bengal . Also it organizes various Trade delegations from West Bengal to various countries of interest for exploring the foreign tie ups and possibility of joint venture with various West Bengal based companies in order to promote the export of material and services from West Bengal .

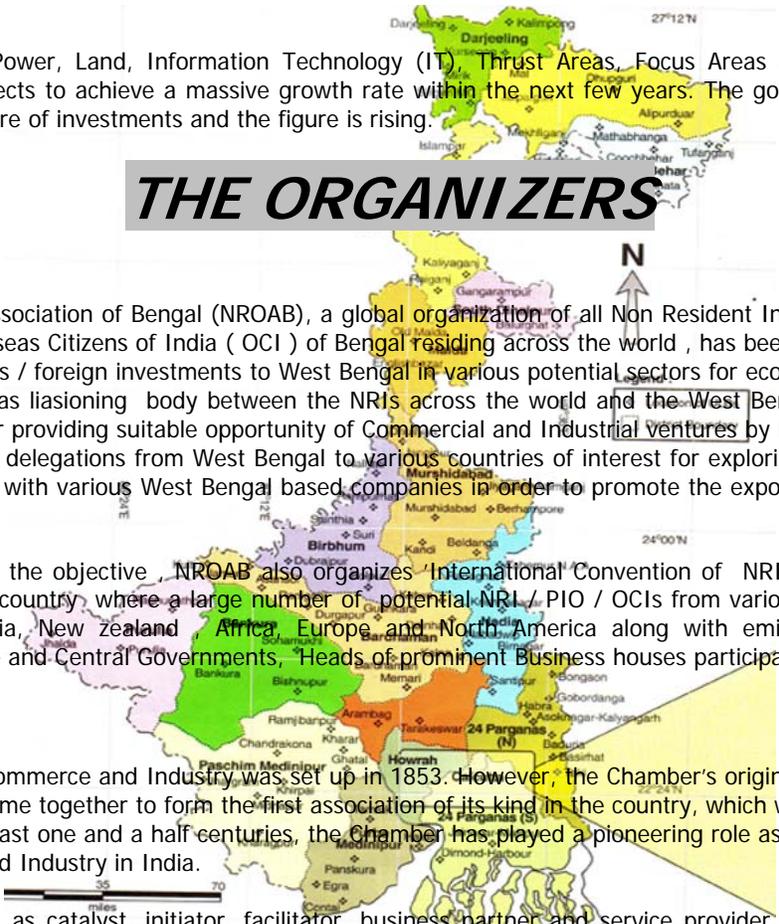
To substantiate and meet the objective , NROAB also organizes International Convention of NRIs / PIO / OCIs of Bengal' every year in any foreign country where a large number of potential NRI / PIO / OCIs from various countries of Far east , Middle east , Central Asia, New Zealand , Africa, Europe and North America along with eminent overseas Bengalis , representatives from State and Central Governments, Heads of prominent Business houses participates.

**BCC&I:**

The Bengal Chamber of Commerce and Industry was set up in 1853. However, the Chamber's origins date back to 1833 when its founding forefathers came together to form the first association of its kind in the country, which was later formalized as the Bengal Chamber. For the last one and a half centuries, the Chamber has played a pioneering role as a helmsman, steering the evolution of Commerce and Industry in India.

Donning its multiple roles as catalyst, initiator, facilitator, business partner and service provider, the Chamber has helped Governments, both at the Centre and State in crafting pioneering and significant legislations.

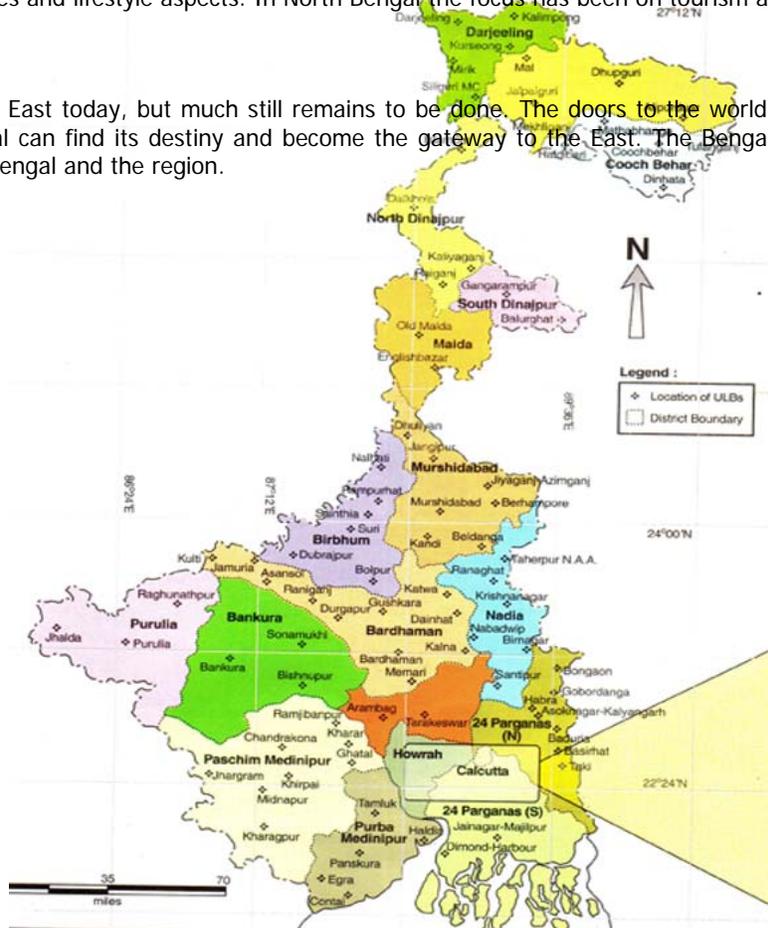
The legislations that the Chamber reviewed and commented upon before their passage through the Parliament and Assembly are too numerous to be commented upon separately. Just to mention a few, the Chamber was associated with the framing of the Customs Act; played a major role in the framing of tariff policy and shipping laws; helped draft the first Life Assurance Legislation (1910) and played a critical role in framing the country's first Income Tax legislation. These apart, the Chamber has also suggested modifications in the Indian Companies Act and the Indian Insurance Act and examined and suggested changes in the first Indian Electricity Bill (1902). The Bengal Chamber was involved in the conceptualization of the airport at Dum Dum and the Howrah Bridge and had lobbied for the creation of overland trade routes with China through Tibet. These are only a few of the quintessential feathers that adorn the Chamber's cap.



Today, the Chamber has over 300 members from industry, trade and commerce. The Chamber's interest and operations range from organizing mega seminars and relevant events on the 'brick' industry to the new-age 'click' organizations. From financial services, insurance, banking and taxation to focusing on the environment and energy sectors, the Chamber's range of operations is diverse and evolving over time. The Chamber today is deeply involved in areas like Healthcare, Education, Energy and Environment, Information Technology, Finance and Banking, Corporate Governance, MSME Development, Manufacturing – to name a few and has now assumed a multi-faceted role.

The Chamber is also firm in its commitment to catalyze growth all over West Bengal and therefore, is continuing with its initiatives in Taratolla, Durgapur and North Bengal. While the focus in Taratolla is infrastructure development and also developing the area as a manufacturing hub, the endeavour in Durgapur is to facilitate green development, clean technology and discuss environmental aspects of industrial production apart from focusing on Industrial Relations for harmonious growth, education and career issues and lifestyle aspects. In North Bengal the focus has been on tourism and farming issues.

Much is happening in the East today, but much still remains to be done. The doors to the world are now open. In this new environment, West Bengal can find its destiny and become the gateway to the East. The Bengal Chamber shares this truth with the people of West Bengal and the region.



**Advertisement Opportunities in the Souvenir of the Conclave:**

Category	Amount (INR)	Features
Platinum	100,000	Back/ Inside front / Back cover Page advertisement
Gold	50,000	Inside Full Page Advertisement
Silver	25,000	Inside Half Page Advertisement

**Bank details of The Bengal Chamber of Commerce and Industry:**

Name	THE BENGAL CHAMBER OF COMMERCE & INDUSTRY
Bank Name	SYNDICATE BANK
Branch Name	NETAJI SUBHAS ROAD
Address	6, NETAJI SUBHAS ROAD, KOLKATA - 700 001
Account No.	95001010000017
IFSC No.	SYNB0009500



For any assistance please contact:  
**Ms. Angana Guha Roy Chowdhury**  
*Assistant Director, The Bengal Chamber of Commerce and Industry*  
**"Royal Exchange", 6, Netaji Subhas Road, Kolkata-700 001**  
**Tel:- +91 33 2213 1445(D) / 9830251019 (M)**  
**Fax: +91-33-2230 1289; E-mail: [angana@bengalchamber.com](mailto:angana@bengalchamber.com)**