

Business Delegation to Italy
14th July to 19th July 2016



The Delegate Members

The Bengal Chamber of Commerce and Industry organized a business delegation to Italy; on invitation from Ambassador Anil Wadhwa, Embassy of India in Rome; from 14th July to 19th July 2016

The delegation visited **Milan and Rome in Italy and also San Marino.**

As informed by Embassy of India in Rome, it was a first of its kind delegation from a region in India to Italy.

Name	Designation	Organization
Dr. Parimal Chandra Biswas	Director, International Affairs	Adamas University
Mr. Partha Mukherjee	Director	Adamas University
Mr. Onkar Banerjee	Managing Director	Birdman Chemeng Pvt. Ltd.
Mr. Rajat Subhra Chatterjee	Chief Executive	Birdman Chemeng Pvt. Ltd.
Mr. Ratiraj Tibrewal	President	Choice Peers International Pvt Ltd.
Mr. Sayantan Sarkar	Director	Cyan Creations

Ms. Sila Singh Ghosh	Vice President- Corporate Relations	JIS Group
Mr. Abhisek Jain	Managing Director	Perfect Washers Fasteners Pvt. Ltd
Ms. Rimi Nayak	CEO	Rimi Nayak India
Mr. Chiranjib Bhattacharya	CEO	Wizertech Informatics Pvt. Ltd
Secretariat		
Mr. Subhodip Ghosh	Director General Designate	The Bengal Chamber of Commerce & Industry
Ms. Angana Guha Roy Chowdhury	Assistant Director	The Bengal Chamber of Commerce & Industry
Mr. Sambit Dasgupta	Sr. Manager	The Bengal Chamber of Commerce & Industry

14th July 2016



Ambassador Anil Wadhwa



Mr. Subhodip Ghosh

The delegation was invited to participate in the Seminar on 'Indian opportunities for Italian Companies' in Melia Hotel, Milan on 14th July 2016, organized by **ANIMA (Federation of the Italian Associations of Mechanical and Engineering Industries)**. The programme was graced by **Ambassador Anil Wadhwa and Mr. Carlo Banfi, Vice President, ANIMA (Italy)**. The other speakers included:

- **Mr. Subhodip Ghosh**, Director General Designate, The Bengal Chamber who addressed 'Opportunities of Italian Companies in West Bengal'
- **Mr. Vivek Abraham**, Assistant Vice President, Invest India who addressed 'The New India Story' and 'Opportunities for Italian companies in various sectors (food technology, water, energy including oil and gas, green technologies, infrastructure, automotive and others)'

- **Mr. Vincenzo Abbate**, International Relations, SACE and **Mr. Marco Rosati**, Italy Desk Responsible, Simest. They spoke on 'Support to export and investment abroad of Italian companies'
- **Mr. Carlo Banfi** also addressed 'Italian Excellence in Manufacturing presenting the technologies and sectors in focus'.



Seminar on 'Indian opportunities for Italian Companies' in progress



Presentation of Mementos to Mr. Carlo Banfi, Vice President, ANIMA (Italy)

The programme was followed by B2B Meetings which was joined by the delegation from West Bengal. There was also a display kiosk of the Indian textiles and fashion products by the two members of the delegation who were fashion designers.



Introduction of Delegate Members



The Bengal Chamber showcased the opportunities in West Bengal focusing on:

- ❖ **Strategic location:** The State's advantage of having a strategic location connecting with the neighbouring countries like Bhutan, Bangladesh, Nepal, Myanmar and even Thailand and Malaysia. Hence the State is well positioned to be utilized as a business hub.
- ❖ **Infrastructure:** West Bengal's Infrastructure of :
 - Airport – Kolkata, Siliguri and Durgapur
 - Roadways
 - Railways
 - Port – Kolkata Port, Haldia Port and upcoming Sagar Port. It was also mentioned that on completion of Sitwe Port in Rakhine District of Myanmar, it will be only 537 km from Kolkata airport.
- ❖ **Industrial Parks in West Bengal: Upcoming Industrial parks are:**
 - Goaltore (Multi-product)
 - Haldia (Multi-product)
 - Haringhata (Multi-product)
 - Budge Budge (Garment)
- ❖ **Industrial Zoning like:**
 - **Bardhaman**
 - Engineering & multi product (1)
 - Aerotropolis project (1)
 - **Bankura**
 - Steel & Plastic (3)
 - **West Medinipur**
 - Multiproduct manufacturing (1)
 - Cement (1)
 - Engineering and multi product (1)
 - Steel, power & cement (1)
 - Steel and allied (2)
 - **East Medinipur**
 - Multiproduct manufacturing (1)
 - **Nadia**
 - Multi product (1)
 - **North 24 Pgs**
 - Multi product (1)
 - **South 24 Pgs**
 - Garment (1)
 - **Howrah**
 - Food processing (3)
 - Plastic (1)
 - Gems & Jewellery (1)
 - Zari Hub (1)
 - Multi product (1)
 - **Kolkata**
 - Garment (2)
 - Gems & Jewellery (1)
 - Light Engineering (1)
- ❖ **Social Infrastructure in West Bengal:** West Bengal has traditionally offered high level of education in science, engineering, medicine, humanities and other subjects. The education is provided both by government and private institutions.

❖ **The focus sectors of West Bengal are:**

- Manufacturing
- Urban Infrastructure and Housing
- Transport
- Food Processing, Horticulture and Floriculture
- MSME and Textiles
- IT Software and Hardware
- Healthcare, Education and Skills
- Energy and Infrastructure
- Hospitality, Tourism and Business of Entertainment
- Financial Services

❖ **The Upcoming Theme Cities of West Bengal:**

- Industrial Township (Agnibina) in Asansol
- Sports City in Dumurjala
- Health and Education City (Teesta) in Dabgram
- Geriatric and Wellness Township (Uttam City) in Baruipur
- Culture Hub (Gitabitan) in Bolpur
- Analytics City (Samriddhi) in Kalyani

❖ **Policy Initiatives in West Bengal:**

- West Bengal Investment & Industrial Policy 2013 and West Bengal State Support for Industries Scheme, 2013
- Policy on Information & Communication Technology, 2012 and ICT Incentive Scheme 2012
- State Policy on Public Private partnership (PPP) 2012
- Food Processing Policy 2011
- Policy on Co-generation and Generation of Electricity from Renewable Sources of Energy, 2012
- MSME Policy 2013-18
- Textile Policy 2013-18
- West Bengal Incentive Scheme, 2015 for Tourism Units
- Township Policy

❖ **Incentives available in West Bengal:**

➤ **For Large Scale Industries-**

- State Capital Investment Subsidy (SCIS)
- Interest Subsidy (IS)
- Industrial Promotion Assistance (IPA)
- Employment Generation Subsidy (EGS)
- Coal Gas Subsidy (CGS)
- Remission/Refund of Stamp Duty & Registration Fee (SDRF)
- Power Subsidy
- Anchor Unit Subsidy
- Financial Assistance for Patent Registration
- Waiver of Land Conversion Fee

➤ **For MSME and Textiles**

- State Capital Investment Subsidy (SCIS)
- Interest Subsidy on Term Loan
- Waiver of Electricity Duty
- Power Subsidy
- Subsidy for Energy Efficiency
- Subsidy on Stamp Duty and Registration Fee
- Refund of Entry Tax

- Refund of Value-Added Tax (VAT)
- Refund of Central Sales Tax (CST)
- Subsidy for Water Conservation/Environment Compliance
- Subsidy for Standard Quality Compliance
- Workforce Welfare Assistance
- Subsidy for Patent Registration

❖ **E-Governance Initiatives of West Bengal:**

- Electronic delivery of various G2B and G2C services like e-tendering, commercial tax payments, land records, e-District
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- Core infrastructure :
 - - State Data Centre, SWAN and CSC
 - - All offices up to Panchayat level to be connected through National Fibre Optical Network
- Mobile-based delivery of information and services to citizens
- Promoting efficiency in Governance using ICT based platforms
- Digitization and Data preservation of Government documents and records
- Capacity building of government employees in IT domain
- Increased e-Literacy and provision of multiple e-services

❖ **Ease of Doing Business:**

- Time-bound Delivery of Services
- Streamlined Processes
- Single Window Services
- Deemed Approval
- De-Linking of Various Licenses



B2B in progress

15th July 2016

The delegation visited San Marino. The Bengal Chamber took the first initiative of taking a business delegation from India to San Marino.



Seated (L-R): Mr. Vivek Abraham, Assistant Vice President, Invest India; Dr. Madan Mohan Sethi, First Secretary (Commercial), Embassy of India in Rome; Mr. Marco Arzilli, Minister of Industry, San Marino; Ms. Antonella Mularni, Minister of Economy and International Cooperation, San Marino; Mr. Massimo Ghiotti, General Manager, San Marino Chamber of Commerce; Mr. Subhodip Ghosh, Director General Designate, The Bengal Chamber



Mr. Massimo Ghiotti & Mr. Subhodip Ghosh

San Marino is perhaps the world's oldest surviving republic. It is an enclave in Italy, on the border between the region of Emilia Romagna and Marche and about 10 km (6.21 mi) from the Adriatic coast at Rimini. It is part of the Apennine mountain range. It has a population of 32000 with GDP being \$ 1.365 billion (PPP 2012 est.) and GDP per capita is \$36,200 (PPP, 2012 est.). The main industries are tourism, banking, textiles, electronics, ceramics, cement, wine, paints, furniture and others. It has the lowest unemployment rate in Europe with a State Budget surplus and no National Debt.

The delegation attended a **Meeting organized by San Marino Chamber of Commerce**. The Meeting was attended by **Ms. Antonella Mularni**, Minister of Economy and International Cooperation and **Mr. Marco Arzilli**, Minister of Industry, San Marino. **Mr. Massimo Ghiotti**, General Manager, San Marino Chamber of Commerce was also present. **Dr. Madan Mohan Sethi**, First Secretary, Embassy of India in Rome was present in San Marino with the Chamber's delegation.

The Bengal Chamber extended invitation to San Marino Chamber of Commerce to bring a business delegation to West Bengal. The delegation is expected within a year.

Ministries of San Marino present in the meeting and Embassy of India both confirmed that India and San Marino share an excellent diplomatic relationship. Both the countries are keen to enhance the business relationship.

The Meeting included presentation from The Bengal Chamber on 'Opportunities in West Bengal' and addresses by the above mentioned Ministries of San Marino and the Embassy of India in Rome. It was then followed by B2B Meetings.

The B2B Meetings revealed that there was a great interest of the business community in San Marino to explore West Bengal/India. The sectors of interest are architecture, furniture, healthcare, architecture, food processing and others.



B2B in progress

The delegation travelled to Rome the following day on 15th July 2016. The next meeting was held in Rome on 18th July 2016.

18th July 2016

The Delegation attended the Trade and Business Meeting at Embassy of India in Rome. The programme opened with **welcome remark by the Ambassador**. **Mr. Subhodip Ghosh presented the Opportunities in West Bengal** to the business community in Rome present in the said Meeting. **Mr. Maurizio Miranda, President, Indo-Italian Institute for Trade and Technology presented '30 years of Trade, Technology, Innovation, Investments and Culture – Now the new revolution'**. **Mr. Maurizio Accinni, Senior International Development manager, Corporate Division, BNL BNP Paribas Group presented 'BNL and BNP Paribas Group support to bilateral trade and investments'**.



Ambassador Anil Wadhwa



Mr. Subhodip Ghosh



Presentation of Chamber's Memento and Publication – 'Discover Bengal' to Mr. Maurizio Miranda, President, Indo-Italian Institute for Trade and Technology



Presentation of Chamber's Memento and Publication –' Mr. Maurizio Accinni, Senior International Development manager, Corporate Division, BNL BNP Paribas Group



Dr Madan Mohan Sethi, First Secretary (Commercial), Embassy of India in Rome

This was followed by B2b Interactions.

Indo-Italian Institute for Trade and Technology

The Institute was founded with the aim to promote and facilitate trade and technological exchanges between India and Italy. The Institute also promotes cultural exchanges between the two countries, organizing or participating in specific events and initiatives, in the belief that the reciproca knowledge of customs, traditions, history and traditions are a powerful facilitator

of trade and friendship between peoples. It was promoted June 3, 1985 by the following 7 Indian state organizations:

- Air India
- Department of Tourism - Ministry of Tourism & Civil Aviation
- Indian Investment Centre - IIC
- Indian Trade Centre to the European Union - ITC
- Trade Development Authority - TDA (now Indian Trade Promotion Organization - ITPO)
- State Bank of India - SBI
- State Trading Corporation of India - STCI

The Initiative was made by initiative of the then Indian Ambassador to Italy and Representative to the FAO, SE Homi JH Taleyarkhan, assisted by the then Commercial Counsellor Rajiv Dogra, then Indian Ambassador to Italy.

The Main activities of the Institute are:

The main activities of the Institute are:

- Investigate, research and market studies
- Deliver Advanced Training activities for India
- Organize missions in India and host Indian missions in Italy
- Promote joint commercial ventures, industrial and bilateral investments in the two countries
- Promote relations of bilateral import-export
- Facilitate financing in India by Indian banks
- Promote technical and industrial cooperation and technology
- Promote the exchange of know-how, licenses, patents
- Promote the "Economics of tangible and intangible assets"
- Promote the creation of specialized centers in line with the bilateral agreements EU-Indian Union

The Institute uses an established network of international specialists able to guide the micro, small, medium and large enterprises of the two countries, and to assist in all areas of economic, technical and scientific, with personalized interventions.



B2B in progress



B2B in progress

19th July 2016

The concluding day, 19th July 2016, was utilized for follow up and additional B2b Meetings.

Way Forward for the Delegation Members

❖ **Adamas University**

Adamas University had the following discussions:

- ✓ Partnership in training projects (technology)
- ✓ Investments for Start Up Village.
- ✓ Tie Ups with Universities
- ✓ Exploring joint knowledge sharing forum. Students and faculty members may be nominated for training.
- ✓ Nomination of students for internship
- ✓ Partnership to start International Relationship Course in the University
- ✓ Student Exchange Programme

❖ **Choice Peers International Pvt. Ltd.**

Choice Peers discussed about opening market in India and also South East Asia, Africa and Middle East providing consultancy in:

- Market entry
- Legal
- Business Set Up
- Taxation
- Trade Finance
- Audit
- IPO
- and others

❖ **Cyan Creations and Rimi Nayak India:**

As per the feedback received from Cyan Creations and Rimi nayak India, though they have not met many significant people from their industry, yet they have met a few people from allied industries who have promised to help with their contacts to get into the Italian Fashion Market.

First Secretary (Commercial, Embassy of India in Rome has shown interest in connecting them with boutique stores and key industry people from his data base and also has assured us that if they can send him references from their end he will try to contact them from the Embassy

❖ **JIS Group:**

JIS Group experienced that there is a great interest in the business community of Italy to expand in India. JIS is interested in creating business opportunities in their traditional sectors like food processing, textiles (fashion, etc. Designing includes more than apparels like furniture, home decors, jewelries, etc. JIS is exploring the possibility of skill development of their students by collaborating with Italian counterparts to impart training in the said fields. This apart, English Language Training also has opportunities. JIS has initiated discussions of collaborating with local institutes to

provide English language training by experts from India. Choice Peers (India) and Polytechnic University of Milan have expressed interest to join this project

❖ **Wizertech Informatics Pvt. Ltd**

Wizertech Informatics Pvt. Ltd. has discussed the possibilities of doing business in IT and consultancy. The following discussions have taken place:

- ✓ Product Marketing of Italian Technology in India
- ✓ Implementation of solutions in India
- ✓ Business Opportunities in Italy – the concerned partner will develop business in Italy and outsource to Wizertech in India

The Bengal Chamber has also in discussions with the following organizations to work together in various sectors:

- MILANO Trading Co. Ltd will connect with Chamber of Commerce of Varese
- Giancarlo Stohr – Technology collaboration in the realm of Architecture