

## THE CONFERENCE

Executive briefings, success stories, detailed presentations from leading economic experts, seasoned corporate strategists, legal specialists, and top government trade officials.

## PLUS!

Global Forum Candid Industry Panels with senior industry, marketing and technology experts discussing proven successes in offshoring sourcing, export, joint venturing, manufacturing, and provisions of services with an India focus.

The Consuls-General Reception at the end of the event to meet Atlanta's international community.

## LOCATION

Georgia Centers for Advanced Telecommunications Technology (GCATT), 250 14th Street NW, Atlanta, Georgia, 30318

## PARKING

Available in deck next to GCATT for a fee of \$3.

## FOR MORE INFORMATION

Visit [www.dupree.gatech.edu](http://www.dupree.gatech.edu). For registration and directions, contact Mark Ballam, 404.894.4379 or E-mail: [mark.ballam@mgt.gatech.edu](mailto:mark.ballam@mgt.gatech.edu).

*Presented by*  
United Parcel Service

*Organized by*  
The Georgia Tech Center for International Business Education & Research (CIBER)  
The Georgia Indo-American Chamber of Commerce (GIACC)

*Co-sponsored by*  
Arnall Golden Gregory LLP  
Federal Reserve Bank of Atlanta  
The Georgia Department of Industry, Trade, and Tourism  
The Indian Professionals Network, Atlanta  
Metro Atlanta Chamber of Commerce  
The U.S. Export Assistance Center

## India's Emerging Markets: Opportunities and Strategies for U.S. Firms

### OBJECTIVES

This one-day special Forum on India--with the world's second largest population, a rapidly restructuring economy, and a strategic location in Asia-Pacific--is for business decision makers. Growing at a rate of over five percent per year, India has developed several "new economy" sectors closely linked to the U.S. economy. The Forum provides an update and a forecasting outlook on salient economic, business, and strategic developments. It is focused on the telecommunications, information technology, and biotechnology industry sectors as well as offshore sourcing and new business approaches. Major emphases include:

- identifying new market opportunities in India in defined technologies
- where, when, and how to build an India-oriented regional market
- successful entry strategies for India's emerging markets
- overcoming fast changing regulatory and cultural obstacles

### WHO SHOULD ATTEND?

This unique executive forum is designed to be intensive and specific for business decision makers; strategic business planners; export, marketing, offshore sourcing and operations managers; top professionals; corporate counsels; consultants; and academics with a special interest in India. Because pursuing international markets affects the entire company, we suggest sending a team of executives to the Forum.

The Georgia Tech Center for International  
Business Education and Research (CIBER)  
DuPree College of Management  
755 Ferst Drive  
Atlanta GA 30332-0520

## THE NINTH ANNUAL GEORGIA TECH GLOBAL BUSINESS FORUM

# India's Emerging Markets: Opportunities and Strategies for U.S. Firms

*Wednesday, April 9, 2003*  
8:30 AM–6 PM

*Georgia Centers for Advanced  
Telecommunications Technology  
250 14th Street NW ♦ Atlanta, Georgia*

presented by:



organized by:



Preparing  
business leaders  
for changing  
technological  
environments

presented by:



**AGENDA**

April 9, 2003

**7:30 Registration and Continental Breakfast**

**8:20 Welcoming Remarks**

Ms. Christine Owens, Region Manager, United Parcel Service, Atlanta

**8:30 Morning Keynote Address**

Hon. Ajay Malhotra, Minister-Counselor, Commerce, Embassy of India, Washington, D.C.

**"Indo-U.S. Economic and Commercial Relations in the Twenty First Century"**

Introduced by Mr. S. P. Reddy, President, Georgia Indo-American Chamber of Commerce (GIACC)

**9:00 India's Macroeconomy: Reforms and Growth Prospects**

Moderator: Dr. John E. Endicott, Director, Center for International Strategy, Policy, and Technology, Georgia Tech

Dr. John Dunning, Emeritus Professor of International Business, Reading University, UK and Rutgers University, New Jersey; past President, Academy of International Business

Dr. Arvind V. Pathak, Carnell Professor of Strategic Management, and Associate Dean, International Business Programs, Fox School of Business, Temple University, Philadelphia, PA

Dr. Abraham M. George, Managing Trustee, The George Foundation; and Chairman, eMedexOnline LLC, New Jersey

**10:30 Break**

**10:45 Penetrating India's Markets: Legal, Marketing, and Strategic Approaches**

Moderator: Mr. Sam Troy, Director, U.S. Export Assistance Center, Atlanta, Georgia

Hon. S. R. Tayal, Consul General of India, Houston, Texas

Ms. Linda S. Droker, Director, Office of South Asia and Oceania, U.S. Department of Commerce, Washington, D.C.

Mr. Vinod Keni, CPA, President and CEO, Aquarian Group LLC, Atlanta

John L. Gornall, Jr., Attorney, Arnall Golden Gregory LLP, Atlanta

**12:10 Luncheon Keynote Address**

Dr. Sam Pitroda, Chairman, WorldTel Communication, London; past Chairman of India's Telecom Commission; former Minister for Information Technology, India

**"Emerging India Into the Twenty First Century: Technological Challenges and Opportunities"**

Introduced by Dean Terry Blum, DuPree College of Management, Georgia Tech

**2:00 Industry Sectors Panel**

Moderator: Mr. Ani Agnihotri, Chair, Georgia Indo-American Chamber of Commerce; President and CEO, IIIrd Millennium, Inc.

The Biotech Sector in India: Mr. Ani Agnihotri, President and CEO, IIIrd Millennium, Inc.

IT Offshore Sourcing in India: Dr. Saby Mitra, Professor of Information Technology Management, DuPree College of Management, Georgia Tech

Franchising in India: Dr. Ilan Alon, Crummer Graduate Business School, Orlando, Florida

Wholesale Buying & Selling of Indian Consumer Goods: Mr. George Lancaster, Managing Director, International Business Development, AmericasMart

**3:15 Break**

**3:30 Corporate Experience: Success Stories in the Making**

Moderator: Dr. Narsi Narasimhan, President, Indian Professionals Network, Atlanta

Ms. Vanita Bali, Vice President Corporate Strategy, The Coca-Cola Company, Atlanta

Mr. Shankar Subramonian, President, American Megatrend Inc., Norcross, GA

Mr. C. N. Madhusudan, President, NIIT-USA, Atlanta

Mr. Ramesh Srinivasan, Senior Vice President, Manhattan Associates, Inc. India (Offshore Development Center), Atlanta

**5:00 Consuls General Reception**

Guests of Honor: Hon. S. R. Tayal, Consul General of India, Houston, Texas and Hon. Ajay Malhotra, Minister, Embassy of India, Washington, D.C.

Special thanks to



**THE NINTH ANNUAL GEORGIA TECH GLOBAL BUSINESS FORUM**

April 9, 2003

**REGISTRATION**

Yes, I'll attend the conference and reception.

Yes, I'll attend the luncheon only.

name \_\_\_\_\_

title \_\_\_\_\_

company \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_

state \_\_\_\_\_ zip \_\_\_\_\_

phone number \_\_\_\_\_

fax number \_\_\_\_\_

e-mail address \_\_\_\_\_

Please enclose a check payable to:  
**Georgia Economic Development Foundation**

**Forum registration is \$89.00.**

(includes continental breakfast, lunch, Consuls General Reception, and conference materials)

Number of attendees \_\_\_\_\_ for a total of \$ \_\_\_\_\_.

**Lunch only is \$45.00.**

Number of attendees \_\_\_\_\_ for a total of \$ \_\_\_\_\_.

Total check amount is \$ \_\_\_\_\_.

**Mail or fax this registration form to:**  
Georgia Economic Development Foundation  
Attn: Mark J. Ballam  
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