



BUSINESS MISSION TO INDIA

Presented by the Greater Toronto Marketing Alliance
in partnership with the Town of Markham



October 30 – November 10, 2009
Mumbai, Hyderabad, and Pune

You are invited to join the Greater Toronto Marketing Alliance (GTMA), the Town of Markham and our partners on an extra-special Business Mission to India. Benefit from the contacts and experience that the GTMA and its partners have made in its previous visits to India.

Let the GTMA and its partner's open doors for you. Whether you are interested in meeting business leads and prospects or simply wishing to learn where you fit into this ever flattening world, the GTMA's Business Mission is for you.



Testimonial

"I had an absolutely incredible experience last year in India and recommend the GTMA's Business Mission to India to anyone considering entering the market, seeking partners or looking to attract investment to Canada from Indian companies as they globalize. What you hear or read about the world becoming flat is nothing compared to actually seeing it and experiencing it first hand. The GTMA's contacts and program of meetings, site visits and networking opportunities in India are exceptional and certainly worth every rupee you invest in going on this trip!"

**David Ticoll, Strategy Advisor and co-author (with Don Tapscott),
The Naked Corporation: How the Age of Transparency Will Revolutionize Business,**

and co-author (with PricewaterhouseCoopers),
A Fine Balance: The Impact of Offshore Outsourcing on Canada's IT Landscape
as well as a participant in GTMA's India Mission 2006

Join in the unique experiences and highly profitable meetings that are planned:

- Join the GTMA and its partner, the Town of Markham, at India's most prestigious conference: NASSCOM Animation and Gaming Summit 2009, with a global reputation for attracting global thinkers, and industry leaders.
- Actively participate as a team in promoting Canada and the GTA to international audiences and to senior company executives in one-on-one meetings, roundtables and at networking events in Mumbai, Hyderabad, and Pune.
- Make connections with Indian firms looking to invest in Canada and the GTA.
- Explore opportunities with top companies in ICT and ICT-related businesses in:
 - Information Technology,
 - Financial Services
 - Interactive Digital Media and
 - Clean-Technology & Renewable Energy
- Attend high-level receptions, top level meetings and presentations as well as meet senior executives from among the top Indian companies at NASSCOM in Hyderabad as a key part of this initiative, such as Infosys, Polaris, and other Indian animation companies.
- Meet the Canadian High Commissioner and senior trade commissioners.
- Meet the Province of Ontario in-market specialist.
- Meet companies that are seeking partners or who are interested in opening a business in Canada and the GTA.
- Attend briefing sessions and orientation visits to gain a better understanding of the Indian culture, economy and how companies in India will expand globally.

Don't miss this opportunity to make incredible business connections, develop new partnerships and help to attract new investment to the GTA by Indian companies that are going global. Included in the offering is:

- A fully coordinated program with on-site support
- All local transportation including airport transfers in India
- All arrangements regarding NASSCOM registration fees, most meals as identified in the detailed program, and coordination of accommodations, meetings, site visits and networking opportunities. All international flights are the responsibility of each participant.
- Orientation and site visits in Mumbai as part of program. Note a side visit may be organized on your behalf, but is not an official part of the program
- A Delegates Brochure including photograph and corporate/personal bio
- Development of a Power-point presentation promoting the GTA's competitive advantages
- Debriefing session upon return and complete report on the mission, photographs of the delegation activities during the mission and complete contact list of all contacts made during the mission.

INDIA MISSION 2009 Itinerary

Friday October 30th, 2009

Late night departure for Mumbai

Saturday October 31st, 2009

Late night arrival in Mumbai; transfer to hotel in district close to film and media sector (Bandra as an example)

Sunday November 1st, 2009

- Day at leisure
- Evening Welcome Reception

Monday November 2nd, 2009

- Morning orientation and introduction to intermediaries (Ontario International Marketing Centre, Canadian Trade Office and Canadian High Commission)
- Introduction to doing business in India
- Meetings in two streams – Digital Media and Clean Technologies
- GTA presentation – “Why do business with the GTA and the opportunities in Digital Media and Clean Technologies”

Tuesday November 3rd, 2009

- Meetings in two streams – Digital Media and Clean Technologies
- Late night departure for Hyderabad

Wednesday November 4th:

- Participate in NASSCOM Animation and Gaming Summit 2009
- Optionally attend meetings in Hyderabad

Thursday November 5th:

- Participate in NASSCOM Animation and Gaming Summit 2009
- Optionally attend one-on-one meetings in Hyderabad

Friday November 6th:

- Meetings in Hyderabad

Saturday November 7th :

- At leisure in Hyderabad
- Early evening flight to Pune
- Arrive Pune and transfer to hotel

Sunday November 8th:

- At leisure in and around Pune

Monday November 9th:

- Meetings in Pune
- Digital Media Association reception in the evening

Tuesday November 10th:

- Meetings in Pune
- Early evening flight to Mumbai for onward connection back to Canada



NASSCOM Animation & Gaming India, November 5-6, 2009 Hyderabad, India

While India offers a significant cost advantage in animation and game development, a key factor restricting the growth of the industry in that country is the scarcity of skilled professionals. Industry leaders in India have suggested that there needs to be an increasing level of interaction between the industry and existing institutes to help develop a comprehensive training module that can result in bridging the demand-supply gap of skilled professionals. In the GTA we already have a distinct advantage in terms of training and skills availability and routinely produced a surplus of skilled professionals for the broader North American industry. Furthermore, we already know from the experience of the ICT sector that outsourcing to India becomes part of a blended-shore model that includes investment into the GTA.

NASSCOM Animation & Gaming India is a two day event that attracts over 250 delegates, 60 plus speakers - animators, producers, program directors, broadcasters, production units involved in media & entertainment, art & design schools, IT companies, investors, VC's, government officials from Films Division/ Information and Broadcasting Departments, media etc. It also provides an opportunity for Indian animation, gaming, electronic media, mobile and console players to demonstrate their competencies, strengths and capabilities.



MUMBAI

Mumbai, formerly Bombay, is the capital of the Indian state of Maharashtra. The city proper is the most populated city in the world with approximately 14 million people and, along with the neighbouring suburbs of Navi Mumbai and Thane, Mumbai forms the world's 4th largest urban agglomeration with around 19 million people. Mumbai lies on the west coast of India and has a deep natural harbour. Mumbai's port handles over half of India's maritime cargo.

Mumbai is the commercial and entertainment centre of India, generating 5% of India's GDP^[3] and accounting for 25% of industrial output, 40% of maritime trade, and 70% of capital transactions to India's economy. Mumbai is home to important financial institutions such as the Reserve Bank of India, the Bombay Stock Exchange, the National Stock Exchange of India and the corporate headquarters of many Indian companies and numerous multinational corporations. The city also houses India's Hindi film and television industry, known as Bollywood. Mumbai's business opportunities, as well as its potential to offer a better standard of living, attract migrants from all over India and, in turn, make the city a potpourri of many communities and cultures.

HYDERABAD

The city of Hyderabad has an estimated population of about 7 million. The city has thus been classified as an A-1 status city joining the list of other A-1 cities such as Mumbai, Delhi, Kolkata, Chennai and Bangalore.

Hyderabad is known for its rich history, culture and architecture representing its unique character as a meeting point for North and South India, and also its multicultural nature, geographically, culturally and intellectually. Also known as *The City of Nizams* and *The City of Pearls*, Hyderabad is today one of the fast developing cities in the country and a modern hub of Information Technology, ITES and Biotechnology.

Hyderabad has become a preferred conference venue in India, with many conferences and meetings taking place in the city. The city is home to the world's largest film studio, the Ramoji Film City as well as the second largest film industry in the country, the Telugu

Film Industry known popularly as *Tollywood*. The city is also known to be a sporting destination with many national and international games conducted here. The people here are called *Hyderabadis*. The city is regarded as a blend of tradition with modernity.

PUNE

Pune is known as the Oxford of the East. Pune is one of the “Historical Cities of India” with a glorious past, an innovative present & a promising future. From a tiny agricultural settlement in the 8th century, the city has grown into a metropolis accommodating 4 million people. Pune’s metropolitan area is equal to the area of Greater Mumbai. It is located 160 kms (three hours) from Mumbai. Pune is today fast emerging as an InfoTech hub, challenging Bangalore and Mumbai to emerge as one of the top contenders for the 'Silicon Valley of India' slot. Pune is home to well known giants of the Indian software industry like Wipro, Infosys, Satyam, Tata Technologies, TCS, Kanbay, Veritas, Cognizant, PCS and Mahindra British Telecom and upcoming companies like e-Zest Solutions, Cybage, Disha Technologies. Good robust telecom infrastructure provides top class connectivity across any point of the globe is a key reason for the success of the software industry in Pune. Like-wise close proximity to the financial capital and rapidly improving infrastructure have made Pune one of the most sought-after commercial destinations in the country today. Pune is also regarded as India's best source for talented & skilled manpower. Scientific institutions and the substantial presence of IT companies assure a supply of high quality knowledge base.

Pune is a major industrial centre, growing faster every year. It is home to one of the world's largest two-wheeler manufacturers, Bajaj Auto the manufacturing plant of India's largest Passenger car and Commercial vehicle manufacturer, Tata Motors is in a suburb of Pune. DaimlerChrysler also has an assembly line for its Mercedes Benz brand in Pune, among others.

Participation Fees

Participation is by invitation and will be limited on a first-come-first-served basis. Some delegates might wish to conduct additional business independent of the program either before, after or in-between cities. We can work with you within the context of the program to accommodate your interests.

The GTMA is a non-profit organization and requires participation fees to help defray the costs to organize this mission, cover common expenses and to make it as seamless as possible. These include: costs related to ground transportation, hosting receptions, presentations, organizing meetings and introductions to Indian businesses, development of collateral materials and delegates brochure, as well as organizing conference registration fees that the group will be attending, gifting, reporting and long distance communications and couriers, among other coordination and logistic activities aimed at making your visit to India a complete success.

Participate in an all-inclusive opportunity once you arrive in India. These include domestic flights as well as all airport transfers/ground transportation and hotel accommodations in India:

All-Inclusive Option	Early Bird* (Register Before August 15, 2009)	Regular All-Inclusive Fee*
All –inclusive (Ground Transportation, Hotel Accommodations, Meals, Regional Flights)	\$6,650	\$7,650

* Fee includes Registration to Nasscom

Note 1: Delegates may bring a spouse without additional charge on the mission, however only one NASSCOM conference registration per delegate fee will be covered by the GTMA Partner Fee. Spouses may be invited to the receptions and site visits, but they cannot participate in pre-qualified meetings or where participation may be specifically limited by our hosts. Any additional costs incurred directly to accommodate a spouse, such as fees for airport transits, additional meal expenses, or additional hotel charges for a second person in the room, etc., will be the responsibility of the main delegate.

Note 2: A \$1000 deposit will hold your spot on this mission. Payment in full is required by September 15, 2009. There is no refund on the deposit after September 15, however transfers are possible. We will be producing a Delegates Brochure and guaranteeing hotel rooms, flights and other arrangements for the group that require this deadline. Additional delegates can join after September 15 but there are no guarantees for meetings, inclusion in Delegate Brochure, etc. with late participants.

Note 3: It is recommended that you also consider taking out medical and cancellation insurance, upon securing flight arrangements, if required. GTMA will not be responsible for cancellation of flights or for medical emergencies abroad.

Benefits covered by all participation fees:

- Organized program in India's leading cities coordinated by professional staff in GTA and in India
- Invitation to pre-departure mission briefing session to take place in Mid-October 2009
- Receive regular newsletter updates in September and October with complete information on what to expect, what to wear, who you will meet and other details about the trip and the overall program as it evolves
- Participation in investment attraction meetings, briefings, presentations, seminars and special receptions organized by the GTMA, its Indian partners, the Canadian High Commission and select industry associations and companies
- GTMA will develop power-point presentations, collateral materials, a delegate brochure and will organize all meeting rooms, AV and coordinate all gifting and related requirements on behalf of the participants
- Participation in company site visits in Mumbai, Hyderabad, and Pune
- Local ground transportation in all cities in India when part of the mission program
- Meals when they are part of the mission and/or the conference program including at seminars and receptions (refer to final itinerary)
- Special Welcome Dinner and Concluding Dinner in India organized for the delegation by the GTMA
- Includes registration in NASSCOM 2009

- Corporate and personal profile in GTMA India Exploratory Delegate Brochure
- Access to new collateral material on your sector of interest
- Opportunities for free time and personal business meetings, as required
- Opportunities to explore historic centers and city orientation
- Post-mission debriefing session:
 - Final report on GTMA's Business Mission
 - Contact information on Spreadsheet
 - Photo-journal of delegation, site visits, etc. provided in CD-ROM
 - Recognition of your participation in GTMA Hotnews and Website
 - Membership in GTA India Committee for follow-up
 - Advanced invitation for follow-up programs related to India in GTA and future missions
- Special arrangements can be discussed

NOTE re All-inclusive: Personal expenses, vaccinations, visas, and telephone charges are not included. A full list of restrictions and conditions will be supplied to you upon request.

[Sponsorship Opportunities Available](#)

Platinum \$10,000

- Recognized as a Platinum-level Sponsor on the mission and as a co-chair of this mission
- Sector exclusivity
- Special introductions, seating at the head table during gatherings and meetings
- Acknowledgement via signage, logo on delegate brochure and in joint communiqués
- Opportunities to speak at gatherings on behalf of the group
- Participation in select number of special meetings with India's top firms
- Recognized as a host of pre-departure mission briefing session in the GTA
- Recognized as a host of the debriefing session following the mission
- Fee waived to participate in the NASSCOM 2009 Program (Value \$3,600)
- Includes registration in NASSCOM 2009 (Value over \$600.00US)

Gold: \$5,000

- Recognized as a Gold Sponsor on the mission
- Special introductions, seating at the head table during hosted event
- Acknowledgement via signage, logo on delegate brochure and recognition in joint communiqués
- Participation in select number of special meetings with India's top firms
- 15% discount on any aspect of the Mission program, but does not include All-Inclusive offering.
- Includes registration in NASSCOM 2009, if Mumbai included (Value over \$600.00US)

Silver: \$2,500

- Recognized as the Silver Sponsor on the mission
- Acknowledgement via signage, logo on delegate brochure and recognition in joint communiqué
- 10% discount on any program, but does not include All-Inclusive offering
- Includes registration in NASSCOM 2007, if Mumbai included (Value over \$600.00US)

Other Sponsorship Opportunities:

1. Delegate's Brochure Sponsor: \$5,000

- Exclusive sponsor of the Delegate's Brochure
- Back inside cover advertisement
- Recognized as a host of pre-departure mission briefing session in the GTA
- Recognized as a host of the debriefing session following the mission
- 10% discount on any program, but does not include All-Inclusive offering
- Includes registration in NASSCOM 2007, if Mumbai included (Value over \$600.00US)

2. Welcome Dinner co-sponsor: \$1,000

- Co-sponsor Welcome Dinner

CONTACT

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