

EXTRAORDINARY AND PLENIPOTENTIARY **diplomatist** *Special Supplement*

INDIA ARGENTINA

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Foreword

INDIA-ARGENTINA BILATERAL RELATIONS

India and Argentina have traditionally enjoyed warm and cordial relations, encompassing political, economic, scientific and technological cooperation including Antarctic research and cultural cooperation. The visit of External Affairs Minister Mr Salman Khurshid in February 2013 to Argentina has provided a great momentum to the deepening of bilateral relations. The visit of the Argentinean President Ms Cristina Fernandez de Kirchner to India in October 2009, coinciding with the sixtieth anniversary of establishment of bilateral diplomatic relations galvanised the relations whereby both sides agreed to work together to enhance their multi faceted relationship to one shared on common values and interests including democratic ideals, respect for human rights and mutual understanding and cooperation.

Both sides have since had successful visits including that of Union Minister for Agriculture Mr Sharad Pawar, who visited Argentina in September 2010, and Minister of State for Commerce Mr Jyotiraditya Scindia in May 2011. From the Argentinian side, Mr Mauricio Macri, Chief Minister of Buenos Aires, visited India in April 2010 and Mr Julian Dominguez, Agriculture Minister of Argentina in August 2010.

Trade and economic relations form an important component of our bilateral relations and there exists tremendous possibilities of expansion of trade relations. Indo-Argentine trade turnover stands at \$1.75 billion and for the year 2012 (up to November) and represents an increase of six percent year-on-year. The main items of Indian exports to Argentina are Organic Chemicals, Vehicles and Auto parts, Lubricants, Machinery, Sound and Image Devices and Garments, among others. The main items of India's imports from Argentina are Soybean oil, Sunflower oil, Leather, Wool, Ferroalloys among others.

Argentina is an Agricultural powerhouse and has abundant freshwater resources. It has large arable and fertile land area. It is one of the world's largest producers of soy oil, sunflower oil, corn, beef and soybeans and has a large and famous wine industry. It is self-sufficient in energy and has surplus petroleum for exports. Total oil reserves are about two billion barrels. The Argentine manufacturing industry is relatively large and diversified. It is strong in food processing, automobiles, steel, metallurgy, auto parts, consumer goods, pharmaceuticals, paper, cosmetics and textiles. Argentine companies have started producing bio-diesel from soy. Most of the biodiesel is exported.

So far a number of Indian companies have established their presence in Argentina in the fields of IT, BPO, KPO, Chemicals and Cosmetics etc., providing employment to about 7000+ Argentines. Indian investment in Argentina exceeds \$800 million. Argentina is considered an attractive near shoring destination by IT firms with clients in the Americas and availability of bilingual skilled human resources provides attractive opportunities for business.

Argentina's potential in food and energy sectors holds tremendous potential for India in terms of diversifying and developing new sources, in our quest for food and energy security.

A unique Regional Action Plan, started in August 2012 by our Mission in Buenos Aires, aims to foster deeper trade relations with the Provinces of Argentina, looking for commercial and economic opportunities. In addition a number of market promotion activities including organising of Buyer-Seller Meets with participation of export promotion councils in engineering, pharma, chemicals, apparels, prospect of farmers' mission to exploring possibility of acquire land on lease or purchase for production of crops for export to India and third countries etc are on the anvil for the year 2013.

India and Argentina also have tremendous potential for cultural cooperation. Indian classical arts, yoga, meditation and Ayurveda are very well appreciated in this country and in India we respect the culture of Argentina and their prowess in Sports.

I take this opportunity to thank the Diplomatist magazine for bringing out this timely compilation highlighting the development of our countries' bilateral relations. I hope that readers will benefit from the information provided therein and contribute further to augment ties between the two nations.

Amarendra Khatua
Ambassador of India to Argentina, Uruguay and Paraguay

It was in those years after India became a free sovereign nation, that its foreign policy took birth and shaped many a bilateral relationship across the Americas. Built on this premise, today India-Argentina relations are cordial and encompass political, economic, scientific and technological cooperation including Antarctic research and cultural cooperation. India opened a Trade Commission in Buenos Aires in 1943 and later converted it into an embassy in 1949. Argentina had established a consulate in Calcutta in the 1920s which was transferred to Delhi as an embassy in 1950. Argentina opened a Consulate General office in Mumbai in 2009.

Since the establishment of formal bilateral relations with each other, India and Argentina have made significant strides in cementing their ties by agreeing to several diplomatic engagements and relevant MoUs to that effect. With the 1961 visit of Argentine President Arturo Frondizi, the list of dignitaries visiting India has grown. In 1985, President Raúl Alfonsín was the Chief Guest at the Republic Day parade. Before him President Reynaldo Bignone attended the NAM Summit held in India in 1983.

Amongst the latest visits Argentine Minister of Agriculture Julian Dominguez and Chief Minister of Buenos Aires Mauricio Macri visited India in 2010. The Indian

External Affairs Minister Salman Khurshid embarked on a recent tour to Argentina and Chile. He was to meet Hector Timerman, Argentinean Minister of Foreign Relations. While looking ahead to several points of engagement with the Argentine Government, Khurshid hopes to evaluate potential joint ventures in sectors like agro-industries, oil & hydrocarbons, mining ICT, infrastructure industries, chemicals and auto industries.

Growing bonhomie between India & Argentina

A number of MoUs and agreements were inked between the two nations in 2009, during Argentine President Dr Cristina Fernandez de Kirchner's state visit. During her formal meeting former Indian President Pratibha Patil, both leaders recognised that trade and economic relations underpin bilateral relations. In recognition of the need for fully realising the untapped potential of bilateral trade and economic cooperation between India and Argentina, both countries have agreed, through exchange of formal communication between the Foreign Ministers of the two countries, to facilitate on reciprocity basis, five

years multiple entry gratis visas for businessmen of each other's country. The

India-Argentina Bilateral Relations



Indian side welcomed the fact that the Argentine Consulate General and Trade Promotion Centre in Mumbai is already fully operational reflecting Argentina's decision to increase its presence in the Indian market and opening up new opportunities for entrepreneurs from both nations.

A number of MoUs and agreements were inked. Some of these are:

- MoU on Cooperation in the field of Trade Promotion and Technology Transfer in International Trade between the Government of the Republic of India and the Government of Argentine Republic
- MoU between INTI, Republic of Argentina and National Research Development Council Corporation, New Delhi.
- Institutional Cooperation Agreement between the Argentine Council on Scientific and Technical Research [CONICET] and the Council for Scientific and Industrial Research.
- Exchange of letter for five year multiple entry gratis business visas.
- Agreement between the Government of Argentina and the Government of the

Republic of India for cooperation in the Peaceful Uses of Nuclear Energy

Other Agreements were cooperation in customs matters; MoU on gainful employment of family members of a diplomatic Mission or Consular Post; MoU for cooperation in Agriculture and Allied Sectors.

India-Argentina Food Security Strategy

Over the past decade, since India's economy liberalised trade with Argentina has grown in volume and in the number of sectors. In 2012 trade touched \$1.75 billion and today the nation is a new and important destination for Indian companies. Indian investments are estimated at over \$1 billion in Argentina.

Yet the largest collaboration or association that the two nations are charting is Food Security. According to an UNDP study - GM Crops for Food Security in Africa - The Path Not Yet Taken - released in 2012, the leading producers of genetically modified (GM) foods are the US and Brazil, followed by Argentina, India, Canada, and China.

For India, Argentina has been considered a significant partner in the country's long term food security strategy.

The Embassy Of India, Buenos Aires' "Guide for Business with Argentina, Uruguay & Paraguay" notes Argentina's potential for contributing to India's food security in future. It says, "At present, Argentina is a major source of edible oils for India. According to the Solvent Extractors Association of India (SEA), the requirement of edible oils in 2006 was 12 million tonnes of which seven million were produced domestically and five million was imported. Imports shot up to over seven million tonnes in 2009. The requirement of edible oils is expected to increase to 15 million tonnes and more in the years to come. But the production of oilseeds in India cannot match the demand and India will continue to be a long term importer of edible oils. In this respect, India can count on Argentina as a reliable source." The study says that Argentina is the world's largest exporter of soya oil and sunflower oil. Argentina has the third largest capacity for edible oil processing after China and USA.)

Going by the importance and significance food security to India, she has imported

wheat from Argentina from time to time, including purchase of \$44 million in 2008. Besides edible oil and wheat, Argentina can be a new source of pulses, says the study. "India imports about three million tonnes of pulses from countries such as Myanmar, Australia, Turkey and Canada. Although, India does not import any pulses from Argentina at present, the Argentine soil is suitable for cultivation of pulses of interest to India. The Argentine agribusiness companies are willing to grow these, attracted by the large and growing market in India." The pivot Khurshid's visit is food security and days ahead will say, how India and Argentina cement this strategy.

Argentina's Energy Contribution

Argentina can also contribute, to a small extent, to India's energy security. Argentine oil resources are under-explored. They have two billion barrels of discovered reserves and are currently producing 800,000 bpd. The sector is just starting off-shore exploration and the land area has not been fully explored. Here is where Indian oil companies in public and private sector could make an entry. Reliance has formed a joint venture with an

Argentine private company Pluspetrol (along with an Australian company Woodside) and their consortium has won concessions in Peru and Bolivia for oil and gas exploration. They are also exploring opportunities in Argentina and in other countries of the region. ONGC Videsh Ltd. (OVL) has signed an MoU with their Argentine counterpart ENARSA and jointly seek opportunities in Argentina and in this region. Indian companies have shown interest in investment in the shale gas resources of Argentina. Argentina is the third largest exporter of bio-diesel in the world. They exported over 1.5 million tonnes in 2011 and increased production capacity to 3.5 million tonnes in 2012. India can also consider imports from Argentina.

Source: Joint Statement by India and Argentina on the Visit of President of the Argentine Republic to India (14/10/2009) CII; http://www.icwa.in/pdfs/Argentina_new.pdf; <http://www.indembarg.org.ar/en/GUIDE%20for%20business%202012%20revised.pdf>; <http://web.undp.org/africa/knowledge/WP-2012-018-sakiko-GM%20Crops%20Food%20Sec%20Africa.pdf>

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Argentina is an agricultural power. It produces 100 million tonnes of food products and exports more than 50 million tonnes. Argentina is the second largest producer of agricultural commodities and livestock after USA. It is a large exporter of wheat, soya and meat. It is the world's largest exporter of soy oil and sunflower oil, the second largest exporter of corn, third largest producer of beef, soybeans and bio-diesel and fourth largest of wheat. Argentina is the fifth largest producer of wine in the world.

Argentine Agribusiness is modern, large-scale and globally competitive. While in USA and EU, agro-exports are subsidised, the Argentine government imposes an export tax for some commodities and still the exports are competitive.

Argentina is using at present only 34 million hectares for agriculture. They can easily double the area of cultivation and volume of production. Argentina has a large area - almost equal to that of India - with a variety of fertile soils and climates. There are abundant water resources. Most of the agriculture is rain-fed. There are no irrigation canals and ground water pumps as in India. The climate is congenial without extremes. It ranges from the warm northern parts to the cold Patagonia in the south lending itself for growing different crops. The famous Pampa region of Argentina, the vast fertile plains, is one of the most productive regions in the world. Most of the farming is done in a commercial scale by large landowners holding thousands of hectares. Most of the farms are managed by professionals who have studied agronomy. They are supported by an excellent network of research and development laboratories.

Argentina has developed an efficient infrastructure, logistics and network for transportation and shipping. The river ports around Rosario connect to the grain silos and agro processing plants. The food processing industries of Argentina are one of the most advanced in the world and globally competitive. For example, the oil crushing capacity of Argentina is the third highest in the world- even ahead of Brazil- with the latest technology and plants. The commercialisation of agribusiness is done by well established Commodity Exchanges specialising in cereals and other agro products in Buenos Aires and Rosario.

Thus it is evident that Argentina is well-placed to become a global agricultural power in the coming decades in which food shortage is going to be one of the main concerns of the world.

Argentina is self-sufficient in energy and a net exporter of oil and gas. It produces 850,000 barrels per day of crude oil of which

Advantage Argentina

Indian Companies in Argentina



300,000 are exported. It has two billion barrels of reserves. Off-shore exploration has only now been started and the land area is under-explored. Argentina is the second largest gas producer (50 billion cubic metres) in Latin America and exports to Chile.

The Argentine manufacturing industry is relatively large and diversified. It is strong in food processing, automobiles, auto parts, engineering, metallurgy, pharmaceuticals and biotechnology. Argentina is a pioneer in the world in the development and use of CNG technology. Some Argentine companies are globally competitive in pharmaceuticals, biotechnology, CNG technology, hydroelectric power machinery and niche engineering fields.

Argentina has significant reserves of gold, silver, zinc, uranium, copper, phosphate and iron. The mineral resources have not yet been fully explored yet.

Investment and Joint Ventures

There are fourteen Indian Companies which have established operations in Argentina. They provide employment to 7000 Argentines; eight of them are in IT,

India's Exports to Argentina

Organic Chemicals, Vehicles and Auto parts, Lubricants, Machinery, Sound and Image Devices, Synthetic Fibers, Garments, Plastic Products, Dyes, Iron and Steel

India's Imports from Argentina

Soybean Oil, Sunflower Oil, Leather, Wool, Ferro-alloys, Valves, Air pumps and Compressors, Cosmetics, Precision Instruments, Corn

two in agro-chemicals one in pharma, one in cosmetics and one in mining.

- TCS has a unit employing 200 Argentines in Buenos Aires and has plans to increase the staff strength to over 1000 by 2012
- ICICI's BPO wing "First Source" has a BPO in Buenos Aires with 320 staff.
- Cognizant has IT and BPO operations employing 150 staff
- CRISIL's IREVNA has set up a KPO (Knowledge Process Outsourcing) unit in Buenos Aires for financial and investment



research services employing 70 Argentine staff and has plans to expand. This is the first third-party KPO in Argentina

- Copal Partners, an Indian Financial Research company has established an office in Buenos Aires in the second half of 2010. This is the sixth global office of Copal which has centres in US, UK, Dubai, India, and Mauritius. Copal has 1200 employees in these six centres and serves 40 clients
- HCL has opened a Centre in Buenos Aires in June 2009
- Global Sourcing Solutions has opened a Centre in Buenos Aires since January 2010. It has started off with 250 staff and has plans to expand
- Cellent, a Mumbai-based IT company, has bought an Argentine start-up company "Net People" which specialises in software for mobile phones
- Aaliptha Software Company of Mysore has got a seven million dollar sub-contract in 2008 to provide banking solutions to Argentine Credit Cooperative Bank
- Flatworld Solutions has opened a Centre in Buenos Aires in January 2010. It has started off with 100 staff and has plans to expand
- Aegis, a part of Essar group acquired Argentine BPO company Actionline in October 2010
- United Phosphorus Ltd (UPL) of Mumbai has acquired two Argentine agrochemical companies and a seed company and operates four manufacturing units and a R&D unit employing 200 Argentines. UPL exports agrochemicals from its

plants in Argentina. The turnover of UPL Argentina is about \$70 million and is expected to increase

- Punjab Chemicals and Crop Protection Ltd (PCCPL) has acquired two Argentine company "Síntesis química" and operates two factories in Argentina producing and exporting agro chemicals. Their turnover is about \$25 million
- Glenmark has acquired an Argentine pharma company "Servycal SA" which specialises in oncological products. They are setting up a new plant (to be inaugurated in end 2009) which will become the global centre of oncological products for the company. They are already exporting to about 30 countries
- Godrej has acquired two Argentine companies: Issue Group which is a leader in hair colour and Argencos a cosmetics business in Argentina. The combined turnover of \$45 million. The Group has a manufacturing plant in Buenos Aires
- Indian mining company, Indo Borax Chemicals Ltd has acquired small Borax mine in Argentina in 2009
- Reliance has formed a joint venture with an Argentine oil company Pluspetrol (The consortium includes Woodside of Australia) and they have won a concession in Peru for oil and gas exploration
- Srishti Group of Kolkota has signed (in 2009) a MoU with the provincial government of Misiones to build a "Vedic Hotel" in the tourist resort of Iguazu
- Ashok Leyland has signed a MoU with Plaza Group of Argentina for joint venture in production of buses and trucks

- Tata Motors is exploring possibilities of joint ventures in vehicle production in Argentina
- Sonalika Tractors has signed a MoU with an Argentine company for tractors and agricultural machinery
- ONGC (OVL) has signed a MoU with ENARSA, their Argentine counterpart for possible joint ventures in Argentina for oil exploration
- IFFCO is exploring the possibility of setting up a Urea plant in La pampa region of Argentina

Non-Resident Indian Companies in Argentina

- ArcelorMittal has acquired the Argentine steel company Acindar and steel distribution company Majadalani for over \$600 million
- Sterling Group of India (owned by NRI Sivasankaran) has acquired a 1700 hectare olive farm in Catamarca Province of Argentina
- "Olam", a NRI company with headquarters in Singapore has started farming in Argentina growing peanuts. They are diversifying into other crops such as soya and wheat. They have leased 17,000 hectares of land and acquired two peanut processing plants
- There are some Indians who are in textiles business (imports, wholesale and retail) in Buenos Aires

Argentinean companies in India

- IMPSA, the Argentine engineering company, specialising in hydroelectric projects and energy, has opened an office in Gurgaon. They are exploring opportunities for projects as well as supply of power generation equipments such as turbines. They source wind energy parts from India and outsource engineering designs to Indian Companies
- Biosidus, an Argentine pharma company has a proposal to invest \$20 million in a new plant in India for production of biotech pharmaceuticals for Indian and Asian markets. They are already exporting over \$3 million a year to India
- BAGO, the leading Argentine pharma company has an office in Hyderabad. They have a joint venture operation with Ranbaxy to market their products in Thailand. Some Argentine companies have shown interest in investment and joint ventures in India in food processing and auto parts

Sources: Business.gov.in; Ministry of External Affairs, Government of India; Embassy of India in Argentina;

Business Opportunities in India

India's unique and vast geography, endowed with diverse topography, has made it one of the most attractive investment destinations in the world. It is the world's largest democracy with stable policy environment, law and order as well as responsive administrative set-up. It has become a global resource for various manufacturing and services industry. It is a land of abundant natural resources like coal, iron ore, manganese ore, mica, bauxite, petroleum, titanium ore, chromite, natural gas, limestone, dolomite, kaolin, gypsum, apatite, phosphorite, steatite, fluorite, etc. Its large area is covered by lush green forests producing wide variety of products of high quality like timber. It is a home to rich and varied vegetations endowed with different climatic conditions. It is rich in flora and fauna.

The diverse economy of India encompasses traditional village farming, modern agriculture, handicrafts, a wide range of modern industries and a multitude of services. With the largest area of arable

land, India is one of the world's biggest food producers. It is the largest producer of milk, sugarcane and tea as well as the second largest producer of rice, fruit and vegetables. India's pool of technical manpower base with an increasing disposable income and its burgeoning market have all combined to enable India emerge as a viable partner to global industry. It is the preferred hotspot for organisations keen to outsource their R&D activities, software development work, customer contact centres or IT enabled business processes. The top sectors attracting highest Foreign Direct Investment (FDI) inflows into the country are: electrical equipments, services sector (financial and non financial), telecommunications, transportation industry, fuels, chemicals, construction activities, drugs and pharmaceuticals, food processing, cement and gypsum products. Huge investment potential exists in the upcoming Knowledge Process Outsourcing (KPO) sector and the real estate industry.

The Government of India is making all efforts to supplement all such advantages

of the country. It has made infrastructure development as one of the key area of focus. Sound and effective connectivity via rail, road, ports and air, between the Indian States and with the rest of the world, is a necessity. Along with this, efficient power supply and excellent telecommunication network plays a very important role in the country's development. Accordingly, the government has undertaken several policy measures and incentives to attract investors into the country and provide a good quality of life to the people.

Thus, India is one of the few markets in the world which offers high prospects for growth and earning potential in practically all areas of business, particularly in tourism, information technology (IT) and agricultural sector. There exists immense investment opportunities both at the national level and the State level.

Opportunities for Argentine Investors in India

Automotive Sector

- The country offers several advantages to international manufacturers who wish to make the country their production hub. It offers expertise, low production costs and millions of potential customers
- The scale, quality and diversity of growing talent pool in India offers significant opportunities to a global enterprise which knows how to leverage this talent to global advantage
- Government initiatives in the form of tax reductions on the development and production of hybrid vehicles are likely to provide more opportunities to the global players to foray the Indian automotive market
- Steady growth is expected in the rural market, which provides an opportunity for players to increase their penetration levels

Biotechnology

- Biosimilars: The use of biologics in various therapeutic areas such as cancer and auto-immune diseases is increasing and their genericisation is expected to bring a number of opportunities for Indian players in this space
- Stem cell therapy: Stem cell therapy holds potential for the treatment of diseases such as Parkinson's disease, Alzheimer's disease, etc. The government and a number





of institutions e.g. National Centre for Biological Sciences, are focussing on basic and applied research in stem cell technology to gauge its efficacy and benefits. India is the second country after the US to allow human clinical trials for drugs using stem cell research

- Clinical research: India is emerging as a major clinical trials destination on account of its high skills and low cost. The Indian players are moving beyond participation in phase II and phase III trials and are signing contracts for research in drug discovery and pre-clinical stages

Chemical

- There are significant opportunities to increase chemical consumption in India owing to low (relative to global consumption) per capita chemical consumption in India
- Development of the Petroleum, Chemicals and Petrochemicals Investment Region policy would likely to boost investment in the sector. The Ministry of Chemicals and Fertilisers has approved investments of around \$35 billion for three regions under this policy
- India has significant opportunities in specialty chemicals. The specialty chemicals market is expected to grow from \$18 billion in 2006 to \$40 billion by 2013
- Research & Development in the chemical sector has opportunities with government promoting these efforts. The Centre has planned to lend \$3.12 Million in 2009–2010 to the Central Institute of Plastic Engineering & Technology to promote R&D efforts

Food Processing

- Rising urbanisation and disposable incomes, the lifestyle of consumers, travel and exposure to global cuisines and a greater willingness to experiment have led to an increase in demand for processed and ready-to-eat food. Investments worth \$30 billion are required to increase the output by 10 percent through 2015
- The low shelf life of fresh produce and the high levels of wastages necessitate investment in supply chain infrastructure including bulk warehousing, food logistics, cold chain infrastructure, etc. There is also considerable scope to use sophisticated techniques and applications in areas such as demand forecasting, data integration, fund-flow management and information sharing to improve supply chain management
- Potential global outsourcing hub - India has abundant resources in terms of raw material for food production, including fruits, vegetables, spices, dairy products and edible oils. The varied agro-climatic conditions within the subcontinent also provide for a diversity in cropping patterns that is critical to grow a wide variety of agricultural produce. The presence of a skilled workforce and low labour costs are key factors to be considered while establishing production bases

Gems and Jewellery

- The jewellery retail sector is likely to become much more organised in the coming years, and chain specialists are expected to expand into smaller towns and cities across the country
- International brands, which were earlier confined to the luxury segment, are

planning to enter the regular markets in real and costume jewellery. For instance, Thailand-based Pranda is planning to increase its presence in India

- The Gems and Jewellery Export Promotion Council has initiated India International Jewellery Show Signature to promote India as the preferred source for jewellery and eventually build the 'India' brand. The initiative is likely to bolster both the domestic and export gems and jewellery market
- To bolster the export and import markets, the government has formulated new rules for faster clearance of import and export consignments of specific goods including gems and jewellery

IT-ITeS

- New verticals and geographies: Significant opportunities exist in terms of new verticals such as healthcare, retail, public sector, travel and tourism and emerging markets like Asia Pacific, Central and Eastern Europe and Latin America to drive the future growth
- R&D product innovation: Emergence of platform solutions and innovations in technology such as cloud computing, virtualisation, open source software and service oriented architecture
- New service segments: Segments such as rural BPOs, mobility solutions, embedded systems, KPO, LPO, ER&D service exports, infrastructure management, etc. are recording significant growth
- Focus on SME segment: Through initiatives such as flexible pay-per-use/outcome-based pricing models, shift to Tier II/III cities to gain operational efficiency
- Government: With projects such as National Knowledge Networks, e-Panchayat, e-Governance, UID, Geographic Information System, etc., the government sector is coming up as a major opportunity area for IT vendors
 - Metals & Mining
- India is rich in mineral resources and untapped metal reserves potential is estimated at around 82 billion tonnes, leading to opportunities for new mining capacity additions in iron ore, bauxite, coal and gold
- There are significant opportunities to increase metals consumption, as per capita metal consumption in India is far below the world average. For example, India's per capita steel consumption is 49 kg as compared to the global average of 198 kg in 2008

Oil & Gas

- India has significant potential to explore new oil and gas reserves, as 36 percent

of the country's sedimentary basin is either poorly explored or unexplored. In October 2010 NELP IX was launched, which received 74 bids for 33 oil & gas exploration blocks

- India has huge potential to develop unconventional sources of hydrocarbon including shale gas and coal-bed methane. The first round of bidding for shale gas blocks is expected to launch by the end of this year
- Significant opportunities exist in gas transmission pipelines and City Gas Distribution (CGD) network, as the PNGRB is likely to increase CGD coverage to 250 cities by 2020
- India is expected to witness significant LNG capacity additions over the next five years. India's Liquefied Natural Gas capacity is expected increase from 12.5 mtpa in 2010 to around 35 mtpa by 2016
- India is emerging as refining hub, with significant capacity additions being planned over next few years. By 2015, India's refining capacity is likely to reach around 260 mtpa
- Opportunity also exists for oil and gas value chain players. These players could include upstream service providers and manufacturers of steel pipelines, LPG cylinders, valves, tankers, Compressed Natural Gas (CNG) kits and retailers (petrol, auto-LPG, CNG)

Pharmaceutical

- Increasing genericisation: Approximately \$150 billion worth of drugs is expected to go off-patent by 2015. The value of these drugs going off-patent is expected to peak in 2012. There is an unprecedented global wave of genericisation and India is well positioned to leverage this opportunity, as is witnessed by the increasing Abbreviated New Drug Application (ANDA) filings and improving compliance standards. India's share is 31 percent of the total ANDA filings globally. Governments worldwide are promoting the use of generic drugs to counter soaring healthcare expenditures through various reforms
- Mergers and acquisitions: Multinational players are making their presence felt in India in numerous ways; new players are entering the market, old players are increasing their stake, M&As are on the rise; and there is a trend of alliances for marketing and research. The pharma, biotech and healthcare sectors saw inbound M&A deals to the tune of 52 percent of the total M&A deal value in 2010. There has been an increase in the number of in-licensing and out-licensing deals and collaborative research

Retail

- The retail boom, which has so far been concentrated in the metros, is beginning to percolate down to smaller cities and towns. The rural market is projected to dominate the retail industry landscape in India by 2012 with total market share of above 50 percent
- India has one of the largest numbers of retail outlets in the world. The sector is witnessing exponential growth, with retail development taking place not only in major cities and metros, but also in tier II and tier III cities
- Retail companies are expected to tap the rural segment as their key driver of growth as it accounts for two fifths of the retail consumption pie
- The organised Indian retail industry has also begun witnessing an increased level of activity in the private label space, which is expected to grow further in the near future.
- Development of India as a sourcing hub shall further make India an attractive retail opportunity for global retailers. Retailers,

such as Tesco, JC Penney, etc. are stepping up their sourcing

- Retail franchising has been growing at a very fast pace, with over 600 franchisors and more than 40,000 franchisees across the country

Telecom

- The wireless subscriber base is expected to exceed one billion by 2014, with urban subscribers contributing around 572 million and rural subscribers contributing 468 million
- The share of VAS in wireless revenue is likely to increase to 12-13 percent by 2011 and 20 percent by 2013
- The Indian telecom equipment market is expected to be worth around \$77-\$111 billion by 2015
- The number of telecom towers is expected to reach 571,000 by 2015

Sources: Business.gov.in; Ministry of External Affairs, Government of India; Embassy of India in Argentina

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Cultural Cooperation between India & Argentina

Spirit of the Long Term Partnership

By KV Vidya & Malvika Kareer



India has been constantly expanding its global footprint on the globe. It is trade partners with countries not only in the neighbouring region, but with countries across the continents sparring through different cultures and diversities. It has been observed historically, that with trade came an influx of new cultures that blended with the local traditions. From food, to clothes and music, the influence of cross culture has been experienced. The cultural influences can be seen in various forms, whether it's the dance style 'Tango' or Bollywood movies such as 'Kites' (shot and based in South America) or even the local cuisine that is influenced by South American food.

Argentina has been India's key trading partner, and cultural cooperation is an area that has a lot to offer. Cultural cooperation

will become the catalyst for trade between India and Argentina.

The two countries enjoy strong ties and complement each other in trade. India has used culture as a means to strengthen its ties with Argentina. Cultural agreement between India and Argentina encourages cooperation in fields such as education, art, literature, mass media or communication, journalism, sports and games

(as agreed in 1974 agreement). There is a need to explore new roads to broaden the scope and level of cultural cooperation between the two countries and strengthen the cultural linkages between the nations. Only a handful in India would know that there also exists a city of Hastinapur in Argentina. This city is a large spiritual centre patronized by a local organization, where people come

to understand spirituality from the vedic perspective and study the ancient school of Indian Hindu philosophy.

The Indian embassy in Argentina has been organizing events like the "Festival of India", since 2008, which included classical folk dance performances, food festivals, painting exhibition, films and music. The Incredible India campaign is an integral part of this initiative.

Revisiting the cultural agreement between India and Argentina in 1974, it can be seen that exchange of materials, in areas ranging from education, literature to sports and music has been done to quite an extent and it has widened. In 1924, Rabindra Nath Tagore visited Argentina as the guest of Victoria Ocampo, who is also a well-known literary personality and writer. Tagore has a collection of poems under the title "Purabi", which embodied his stay in Argentina. The Argentine writer has been conferred doctorate by Prime Minister, Indira Gandhi in 1968. The interaction between Tagore and Ocampo established an intellectual, literary bridge between the literary societies of India and Argentina. An international conference on Tagore was organized in Buenos Aires, in 2012. This contributed to the strong interest of Argentina in spiritual and cultural tradition of India.

India has lot to offer to the world. Ayurveda and Yoga play a major role in this contribution. Ayurveda has gained lot of popularity as a safer alternative therapy to modern medicine globally. It is a new avenue that is being explored and extensively researched. India, the birthplace of this science is contributing immensely to this research pertaining to its modern day applications as an effective alternative therapy. The University of Buenos Aires has been running postgraduate courses in Ayurveda in collaboration with Gujarat Ayurveda University successfully. A foundation called the Fundacion Salud de Ayurved Prema Argentina has spread the knowledge of Ayurveda throughout Latin America. The

foundation, based in Buenos Aires in the Argentine Republic runs courses in two of the country's major medical schools, the School of Medicine of the University of Buenos Aires and the National University of Cordoba's School of Medicine. The Foundation has been accredited as a Collaborating Center for teaching, assistance and research in the field of Ayurvedic Medicine in Argentina by the Gujarat Ayurveda University, at Jamnagar, Gujarat, India.

Similarly yoga, the Indian scientific art of meditation and exercises is an effective way to control many health related ailments and helps fight stress and promotes well being. Hastinapur city in Argentina is a centre for Yoga, meditation, philosophy, devotional singing, sacred drama, workshops and seminars, spreading wisdom of Indian philosophy in foreign land. A lot of Yoga centres have been set up in Argentina already. The spirit of India is celebrated through festivals such as Ganesh Chaturthi and Baisakhi both by Argentines and the Indian diaspora.

Many natives in Argentina dance to the tunes of Bollywood numbers, which is getting integrated with the local music and dance. Indian cinema also has a significant role to play in influencing cultural practices like dance and music. A lot of Indian movies have been screened in different film festivals in Argentina. This has not only promoted the film industry in terms of greater international presence but also with increased revenues.

Moreover, there is a very special night club called 'Groove' in Buenos Aires. Here, one won't come across salsa or reggaeton music like the other night clubs but soulful Sanskrit melodies that enchant the atmosphere. This unique, one of a kind place provides what is called "Yoga Rave". It is a new concept of fun which is free from alcohol, smoking and drugs. The body and soul are united by the mantras, yoga, meditation, music and dance in a never-before-seen manner.

Cooperation has been happening also in the field of sports. Maradona, the renowned football star visited Kolkata in December 2008 at the invitation of the Indian Football Academy and inaugurated a football school, which was named after him. The academy is exploring collaborations for training and skill exchanges. A Junior Hockey team from India played a series of friendly matches with the Argentine team in December 2008 in Buenos Aires and the Senior Hockey team played in Argentina in the second half of January 2009. An Indian women's hockey team also toured Argentina to play a friendly series in January 2009.

An Indian Army Polo team played matches with their Argentine counterparts



in December 2008 at Buenos Aires and sent an Indian officer for a one-year equestrian training in Argentina. Both Argentine and Indian Polo players have reciprocally participated in tournaments.

In light of broadening the scope of cultural collaboration, there can be more focus on reciprocal visits of intellectuals, writers, artists and professors for delivering lectures, study tours and conducting special courses. Scholars and pioneers from educational, artistic, literary, journalists and sports associations and organisations should proactively participate in conferences, symposia and seminars as this will hold immense value addition. At the state level, government can look at exchange of materials in the fields of education, culture and sports, translation and exchange of books, periodicals, other educational, cultural and sports publications as a means of cultural cooperation.

We understand India is known for the knowledge services provided by it to both developed and developing nations. There is need for measures to pierce through the language as well as cultural barriers in order to heighten the strategic partnership between the countries. Visits of teachers, scholars, trainers and students could help us understand and integrate the two different cultures. It will also help the two countries draw a clearer picture of how the two countries can economically benefit from each other.

Culture will act as a catalyst for improving trade, whether its apparels, export of food and culinary products, or even the business services offered by India. The Argentine President has always welcomed Indian entrepreneurs. She feels that a conducive environment exists for high productivity investments in her country. Companies like TCS, ICICI, Copal Partners, Godrej, Reliance, Tata Motors are among the many companies who have already set base in Argentina. Both sides have unique strengths—whether in natural resources, industry, or services. Building on these complementarities will continue to underpin their strategic relationship.

Undoubtedly, culture has a very significant role to play in establishing mutual relationships among nations. It is important and imperative for governments of both the nations to enhance cultural exchanges at a faster pace to maintain cordial relations. The governments should take keen interest in organising India Shows, festivals and exhibitions to showcase their artefacts, symbolising their culture in true form. They can also enable archaeologists to gain experience of excavations, trainings and findings in other's territory. Thus, cultural integration can be encouraged between India and Argentina to build up stronger and sustainable partnership.

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Ayurveda in Argentina and other Latin American countries

Ayurveda has been recognized by the WHO as one of the oldest living systems of medicine of the world. In Argentina as in other countries, there has been increasing interest and acceptance of this ancient science of life as it offers practical solutions to many problems in modern life.

We have now been spreading Ayurveda in the Argentine Republic and Latin America for over 25 years. The Fundación de Salud Ayurveda Prema (Prema Ayurveda Health Foundation) is a nonprofit organization registered with the Argentine government.

On 2001, after obtaining approval from India's Ministry of Foreign Affairs and Ministry of Health, the Fundación de Salud Ayurveda Prema signed a Memorandum of Understanding (MoU) with Gujarat Ayurveda University (Jamnagar, India) in the presence of Mrs. Shailaja Chandra (Secretary, Indian System of Medicine and Homeopathy), the Governor of the Gujarat State, and other top Indian officials. The MoU accredited the foundation as a collaborating center for teaching and research in the field of Ayurvedic Medicine in Argentina.

Currently, we are conducting three annual postgraduate courses on Ayurvedic medicine approved by the Faculty of Medicine, Buenos Aires University. In 2000 they approved our first Postgraduate

Course on Ayurvedic medicine. Later, in 2002, an annual Advanced Postgraduate Course on Ayurvedic medicine was added as well as a Postgraduate Distance learning Course on Ayurvedic Medicine.

These courses are intended for medical doctors, psychologists, pharmacists, and other professionals in the health field. All these courses have been delivered under the auspices of the Indian Embassy in Argentina. Several Indian ambassadors to Argentina like Mr. Nigan Prakash (2000), Mr. Pramathesh Rath (2006 and 2007) and Mr. R. Viswanathan (2008 and 2012) have also delivered lectures to our courses.

Our institution in conjunction with IUGR (Great Rosario University Institute) has begun a Postgraduate Course on Ayurvedic Phytotherapy in 2012 also. This is the first course that is taught on this subject with university endorsement in Latin America.

We also offer courses in Ayurveda Health including Abhyanga Massage Courses and Marma Points to people related to the field of health and the general public. Since 2005, we have also offered online courses on the principles of nutrition in Ayurveda. This has enabled our students, who come from all Spanish-speaking countries, to share their personal growth and transformation experiences; the latter often extend to their families, making it possible for whole family groups to acquire better health habits.



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A crucial aspect of successfully introducing Ayurveda practice in Latin America has been our work with Ayurvedic medicines. We have counseled the appropriate Health Departments within the Health Ministries of Venezuela and Costa Rica to give them scientific information, and help their personnel understand the background of the therapeutic use of such medicines, thus facilitating their official registration.

We have also conducted lectures, seminars, workshops, and conferences on various Ayurveda topics in Ministries of Health, Schools of Medicine, and professional and scientific associations in most Latin American countries: Mexico, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, Colombia, Venezuela, Ecuador, Peru, Brazil, Paraguay, and Chile, even Spain, Germany and India

Of all systems of traditional medicine, Ayurveda seems to be best understood by people in Latin America and the West, and the most updated. Participants in our courses tell us that Ayurveda's holistic and scientific approach, improves and deepens their practical work as medical doctors, psychologists, nutritionists, physiotherapists, kinesiologists, nurses, yoga teachers, nutrition counselors, manual therapists, and other health professionals and technicians.

From our institution, Fundación de Salud Ayurveda Prema, we are open to possible forms of collaboration with other institutions and companies interested to promote Ayurveda in Argentina and other Latin American countries.



Opening ceremony Postgraduate Course on Ayurvedic Medicine 2012, with the participation, from right to left, of: Dr Jorge Luis Berra, Mr R Viswanathan (Indian Ambassador of India to Argentina), Rosana Molho (Director Fundación de Salud Ayurveda Prema), Mr S Babu (Counselor Indian Embassy).



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