

FOUNDATION FOR BUSINESS COMPETITIVENESS.

Combating China Strategic Approach

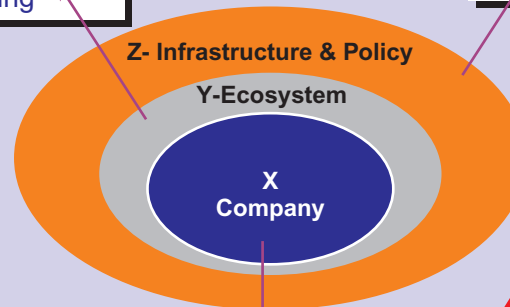
$$C = X^3 Y^2 Z$$

Drivers :

Sector Based
Demand and Supply,
Industry Drivers,
Standards,
Capacity building

Enablers :

Infrastructure,
Policy, Priorities,
Bilateral, FTA,
Environment



Capability :

Leadership,
Management,
Relationships
& Resources

Supported by :



Technology Export
Development Organisation

A joint initiative of :

Confederation of Indian Industry
and Department of Scientific and Industrial Research (DSIR).

Introduction

- You are a successful business.
- You have outperformed industry standards;
- You have done better than the larger multinationals.
- Your spirit of entrepreneurship is acknowledged by the Who's Who.

But now comes the threat of the dragon.

- You feel that your business faces a “cost down trap”.
- Your company has suffered at the hands of much cheaper, often poor quality Chinese products.
- You find the competition is unfair.
- Your level playing field has got significantly disturbed. And there is precious little that can be done.
- The environment is getting tougher. Input costs are increasing, finance rates have gone through the roof.
- The government is too busy to do something about you.
- Policies are unfavorable and will increasingly be so.

Is there a way out ?

This strategic work shop for CEOs intends to energize you – with the mindset and methodologies required to combat China. At a macro level there are three zones of differentiation and adding value.

Differentiation Zone	Nature of advantage	China's position	India's positions
Government	Comparative resources	+ + +	- - -
Sector	Competitive advantages	+ + +	+
Company	Firm's Capabilities	+	+ + +

Lets us partner you in gaining competitive advantage.

Let us work together to equip you with the mindsets and methodologies.

Let us add value to your quest for sustainable growth in profitability.

In order to utilize your time at the workshop most effectively, please come prepared
Visit :

www.themagicpallet.com

Date

4th November 2011, (Friday)

Agenda

08.30-09.00	Registration
09.00-09.30	Looking within
9.30-11.00	Mathematics of Manufacturing
11.00-11.30	Tea and Networking
11.30-13.00	The Magic Pallet
13.00-14.00	Lunch
14:00-15.00	Seeking Solution (break away session)
15.00-16.00	Swat : A Strategic Tool
16.00-16.30	Tea
16.30-18.00	FBC Launch

Venue

Hotel Leela Palace, Chanakyapuri, New Delhi.

Investment

Rs 6000.00 for one person (inclusive of Material, Lunch and tea) inclusive of all taxes .
Through Cheque/DD in favor of Suruchi Consultants payable at Delhi .You may deposit the amount directly in any branch of Punjab National Bank The bank details are as follows CA no : I846002100073444 :Branch :N-46 Connaught Circus New Delhi-110003

Learnings

- Compare the cost - Your comparative resources with those of your Chinese competitors
- Use the model “The Magic pallet” that explains the value propositions made, perceived and exchanged every time a transaction is made in global trade
- Recognize your organization's competitive advantages
- Use the methodology “SWAT” in order to enable you to arrive at strategic choices for your business

Key Takeaway

- Arrive at a robust strategy that ENHANCES THE COMPETITIVENESS of your company - to develop a clear action plan.

Who sould attend

- CEOs from manufacturing industries
- CEOs from BSOs
- Policy and opinion makers.

About Our Trainer

Vinod Sharma

Managing Director, Deki Electronics Ltd, Noida

Co-chair ICTE National Committee CII

Chairman Hardware Committee, ESC

President, Foundation for Business Competitiveness

External Expert CBI, Netherlands

Past president, ELCINA



Vinod Sharma is a practising “learning” management professional.

He is the CEO of a mid size electronic component manufacturing company, based in Noida, India. The company is the largest Indian manufacturer of Film Capacitors, growing at an annualized 30% over the last two decades. That too in a sector – wherein capacitors are imported at zero duty since April 2005. Deki now has operations in India and China.

Deki is an innovative and assertively competitive manufacturer with the heart of a service organization. It's a company driven by the human desire to excel.

Vinod claims that his main role is to provide a conducive platform that inspires people to tap into their unlimited potential.

Vinod is an active member of several business support organizations. He leads the change agenda within key associations. He has relentlessly pursued policy advocacy initiatives towards a globally competitive Indian electronic manufacturing ecosystem.

Vinod is a passionate student, trainer and consultant. He was trained by CBI (Centre for developing imports from developing countries) as an exporter and as a trainer. As a CBI expert, he now helps companies and business support organizations (BSOs) in Asia and Africa, towards their mandate of developing sustainable exports. During the last six years, he has worked with several BSOs, helping them build capacity for trade development and support several hundred companies that are potential exporters. The three hats he wears – as an entrepreneur in an emerging economy, as an active BSO representative and as a consultant in the field of trade competitiveness development- have given Vinod a holistic understanding of the practice of world trade.

The Foundation for Business Competitiveness is a Trust that seeks to co work with SMEs to enhance their export capability and competitiveness.

For Registration Contact

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