

**1. Theme**

**India: Gateway to Future Markets - Unleashing Opportunities**

Rapid technological changes, while making transactions more seamless, will reinforce the process of global integration. It has been said that the battles of this century will be fought and won on the "power of ideas." Societies will increasingly become knowledge-based and promote knowledge-based industries.

India has a distinct comparative advantage as a vast reservoir of skilled manpower. The demographic differentials reveal that India has distinct advantages in a population profile concentrated in the younger age group, where many new opportunities can be fully optimized. The 'Winning Strategies in Economic Development Marketing' survey 2008, conducted by Development Counselors International has ranked India as the second-best country for business investment.

Today, the global slowdown has gripped every industry sector and the effect has been felt by enterprises of all sizes. To win in the Indian market and potentially in other emerging economies, tech providers must first transform their organizational design – and more critically their mental models – to act as true globally-adaptive organizations. In particular, vendors must cleverly exploit their international experience to broker knowledge and innovation between the Western markets and the Indian economy.

**2.Session plan**

Time		
<b>Day 1:Feb 16</b>		
10.00 am to 10.30 am	Key address	note
10.30 am to 11.30 am	Inauguration	
11.40 am to 1.00 pm	Session 1	<p><b>Local Products, Emerging Opportunities</b></p> <p>India's 250+ Million strong consumer market is rapidly growing, where growth is propelled by young, dynamic and lifestyle savvy consumer base.</p> <p>Locally developed technologies have to penetrate deeper into new areas like Entertainment technology, Telemedicine and Medical tourism, which open up a wide variety of opportunities.</p> <p>Communication infrastructure developments over the decade have thrown up these opportunities for the local talent pool as well. Government incentives, availability of large talent pool, transparent market coupled with resilient and growing economy form a perfect eco-system for any new product development.</p> <p>"Time is rife" for products focused on Wireless, Healthcare &amp; Life style segments, especially for products with a local touch</p>
1.00 pm to 2.00 pm	Lunch	

<p>2.00 pm to 3.30 pm</p>	<p>Session 2</p>	<p><b>Indian Design Influence, Ideas to Volume</b></p> <p>India today is the largest talent pool bank in engineering Research &amp; Design space and has good experience in designing futuristic solutions. Products designed in India, sold under numerous brand names globally have tremendous success stories.</p> <p>Indian companies can develop suites of Intellectual Property IP and product reference designs. A developer can choose and plug various Imps into a given reference design and produce multiple product variants in short time frames.</p> <p>Engineering service providers support all global semi companies in designing new ASIC solutions. This expertise can be effectively utilized for developing custom solutions for Indian market.</p> <p>Does India have the strengths required for taking on global market? Where India currently and what is the way forward?</p>
<p>3.30 pm to 4.00 pm</p>	<p>Coffee break</p>	
<p>4.00 pm to 5.30 pm</p>	<p>Session 3</p>	<p><b>Embedded Software: Its Growing Influence on the Hardware World</b></p> <p>As end-consumers yearn for more applications on their devices, embedded software has taken a pivotal role. The explosion of embedded devices is made possible mainly due to the rapid growth of semiconductor chips -- each year, semiconductor devices become faster, cheaper and less power hungry. The good news about the cutting edge technology from Indian design services perspective is its ascendance in the value chain.</p> <p>ISA and IDC have projected that the Indian semiconductor and embedded design industry will grow from \$6.08 billion in 2007 to \$10.96 billion in 2010. As India moves up the embedded value chain, there will be need to "collaborate and innovate."</p> <p>The Indian design organizations are moving beyond the simple labor cost arbitrage to becoming true contributors to product innovation. Many multinationals have already invested in new design operations in India or expanded their existing facilities.</p> <p>Embedded systems are customized computing systems in electronic devices such as mobile phones and digital cameras. Designing embedded systems is challenging as the borderline between hardware and software is blurred within the domain.</p>
<p>6.30 pm onwards</p>		<p><b>Networking reception followed by dinner</b></p>

<b>Day 2:Feb 17</b>		
9.30 am to 11.00 am	Session 4	<p><b>VC Panel: Pains and Gains of Getting Funded in Tough Times</b></p> <p>Competition, scalability and stability are some reasons for a start-up to go in for help from venture capitalists. Investors look at the team, valuations, scale, sustainability and a great exit. The entire process takes time, energy and much focus from both sides. Entrepreneurs have to be involved in areas beyond their core competence and need to understand the world of finance and valuations. Accountability is needed in multiple areas.</p> <p>Today Private Equity PE firms also have a strong market presence. What is the need for Private Equity vis-à-vis other funding options for mature firms? Are venture capitalists the only option for young organizations? And is funding the panacea for all woes?</p>
11.00 am to 11.30 am	Coffee break	
11.30 am to 1.00 pm	Session 5	<p><b>The Race for Solar Energy: Global Market Dynamic and Opportunities in India</b></p> <p>Rising energy demand from China and India have unleashed a worldwide race to access to scarce fossil fuel resources while western companies continue to feel the pain of increased energy costs. Renewable energy presents huge opportunities for investors and entrepreneurs, underscored by concern over a global stalemate surrounding curbs on carbon-dioxide emission. The International Energy Agency (IEA) expects an investment need of about USD 22 trillion in energy-supply infrastructure. India's need alone would be around USD 1.25 trillion changing global balance points in resources.</p>
1.00 pm to 2.00 pm	Lunch	
2.00 pm to 3.30 pm	Session 6	<p><b>Managing in Challenging Times: Strategies for the Indian Knowledge Sector</b></p> <p>The technology sector is a knowledge-based one. The industry has to routinely deliver higher levels of integration in ever-shorter product cycles. Through decades of constant improvement, the industry has learnt to survive and even thrive under the harshest conditions. It has managed to maintain a long-term growth trajectory and relatively consistent profitability among its leading companies. It is a shining example of what ingenuity and perseverance can accomplish.</p>



		In the current scenario, existing enterprises will be challenged by the business climate and the evolving market environment as much as by emerging companies. The competition will extend itself to customers, talent, and more. What should companies in this dynamic world do, how do they face up to the challenges, retain their people, position and still grow?
4.00 pm	Closure	

