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ANNUAL MAGAZINE 2012

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EDITOR'S NOTE



HARJIT S. KALSI

Editor, ICCC Magazine
VP, Programs & Events

Engaging minds, implementing strategies has been a central theme, not only this year but also, in the thirty five year history of the Indo Canada Chamber of Commerce. For over three decades, the Chamber has facilitated knowledge seminars, business networking events and the promotion of business opportunities for its membership. The fastest growth of the Canadian economy is seen in the SME sector. Coupled with remarkable entrepreneurship and innovation exhibited within the ever growing Indo Canadian community, economic growth is inevitable. At the Chamber, we strive to deliver the tools, resources and opportunities to grow your business.

The Annual Awards and Gala Night allows us to shine a light on and celebrate the success of our members in various fields of endeavor. I invite you to take in the Award Winner's Profiles found in this magazine to learn of inspiring stories and career paths of 11 outstanding representatives of success. I encourage you to share their stories with your children and with the youth of today, who will one day be the leaders of tomorrow.

The strength of the Chamber has been built on the love, dedication and time devoted by numerous members over thirty five years. We salute all of them. They should be the ones featured in our Chamber Hall of Fame. It is truly delightful that each year we come across more people who are very enthusiastic about what we do - at times, we find it a challenge to incorporate all ideas and suggestions. Fear not, they have all been filed for future reference and we will try our best to get them in front of audiences to be enjoyed by all.

The field of nominations for this year's awards has been excellent. It is heartwarming and exciting to find all these hidden gems. Congratulations to all the 2012 Award Winners. We are proud of you.

Bravo!

A handwritten signature in black ink, appearing to read 'Harjit S. Kalsi', with a horizontal line extending to the right.

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MAGAZINE COVER THEME*Engaging Partners Implementing Strategies*

In a world where geography has become history, the key to success for an organisation such as the Indo-Canada Chamber of Commerce (ICCC) is to be able to create perfect synergies between constantly evolving strategies and partnerships with entities that help in achieving the Chamber's objectives. Collaboration with the right partner is paramount for success in the era of globalisation, when even small businesses are seeking international avenues.

During the year, ICCC initiated several processes aimed at harnessing its ability to deliver the benefits of the rapidly improving bilateral relations between Canada and India to its constituents. It did so by forging linkages with new partners – at the sub-national levels and with business organisations – and leveraging these partnerships to achieve strategic results.

The Chamber joined hands with the Town of Markham to create opportunities for its SME members by leading an unprecedented 60-member delegation to a four-city trade mission to India in January. Its foray into building relations with the sub-national entities continued as it established links with several other similar entities including Brampton, Calgary, Mississauga, and Toronto.

Realizing the potential of sectors such as mining, the Chamber launched a mining committee and established strategic relations with the Diamond Bourse of Canada. The two organisations will work to establish direct bilateral trade in diamond between Canada and India, along with exploring avenues in the overall mining sector.

Thus, for the ICCC, the year that has gone by was all about engaging partners and implementing strategies.

13	ICCC Mandate & Vision	27	Profile of Chief Guest & Keynote Speakers
17	President's Message	32	Award Winner Profiles
19	Message from the Governor General(Canada)	40	Board of Directors & Advisory Board
20	Message from the Prime Minister (Canada)	46	Committee & Council Annual Reviews
21	Message from the Minister (India)	66	Canada India Corridor
22	Message from the Premier (Ontario)	84	Insights
23	Message from the High Commissioner (India)	92	Hall of Fame
24	Message from the Minister (Canada)	108	Year in Review

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Chambre de Commerce
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ABOUT THE ORGANIZATION

The Indo-Canada Chamber of Commerce (ICCC) was founded in 1977. The ICCC is a membership based, volunteer driven, not-for-profit, non-partisan and privately funded business organization representing its members from the Indo-Canadian business and professional communities across Canada.

THE MANTDATE

To promote trade and commerce between Canada and India with support provided to, and received from, various levels of governments and to establish links with global business organisations.

To provide business networking opportunities for our members, sponsors and partners to enable the sharing of ideas, information and experiences in order to promote mutual business success; to create learning opportunities for our members through seminars, workshops and conferences.

To recognize the achievements and contributions of the Indo-Canadian community as a part of the business and social fabric of Canada.

THE VISION

The Chamber works hard on behalf of it's membership, offering insightful and meaningful policy contributions, and leading initiatives that positively influence the Indo-Canadian economic and social landscape. Our aim is to serve as the premier voice of the Indo-Canadian business and professional community. We are committed to the enhancement of economic prosperity and quality of life of our members.

The Chamber is the country's premier Canada-India bilateral trade and investment facilitator, catalyst and advocate. Our mission includes the promotion and stimulation of bilateral trade and commerce between Canada and India.

We recognize the importance of India as a premier trading partner for business in Canada. The Chamber is a pivotal resource in enhancing Canada-India trade.



HER EXCELLENCY SHRIMATI PRATIBHA DEVISINGH PATIL, PRESIDENT OF INDIA,
PRESENTED ICCC WITH THE PRAVASI BHARATIYA SAMMAN AWARD ON JANUARY 9, 2012

BECOME A MEMBER

At the Chamber, we believe strongly in the power of association. To facilitate this, we are constantly hosting networking opportunities where business people can meet other business people; professionals can meet professionals and exchange ideas, experiences, and get support. Many entrepreneurs will find the missing link in the room during our event. The room will be full of people who may have the key for your growth, and you may hold the missing puzzle for someone else's growth.

"I am a member of various professional and cultural organizations in and around Toronto. I am happy to say ICCC stands above all of them because they have a vibrant & motivated group of people, leading the Chamber, with vision & zeal. In 2011, I got to make many useful contacts at networking sessions and could meet with Ministers of India & Canada and had Chai with CEOs of some top corporations. I particularly benefited from our visit to the wind tunnel of UOIT. Lastly, I need to mention the world class event, the ICCC Gala Night which gives a chance to all to rub shoulders with a who's who of Canada. Congratulations in mixing Culture and Commerce in equal proportions."

George Chandy, Managing Director, Gamma Engineering Limited

"In an era when networking is integral to success, ICCC has provided me with an excellent forum to meet and interact with other young professionals like myself. It has also given me the opportunity to connect to a range of seasoned members who are willing to share their experiences and provide guidance. Having the platform to build such strong relationships that will last me a lifetime has been an invaluable benefit of ICCC membership! After being involved with ICCC as just a peripheral member for several years, last year I decided to become part of the YP committee. And as they say, there has been no looking back since then! It has given me the added benefit to develop strong leadership experience and gain new perspective."

Ritika Shah, Senior Analyst, Franklin Templeton Investments, CFA Level III Candidate.

BECOME A MEMBER AND STAY IN TOUCH.

VOLUNTEERING

Indo-Canada Chamber of Commerce runs on volunteers. Right from the president of the Chamber to the young committee member who helps at the reception desk of our event, the Chamber depends entirely on the services of volunteers.

Volunteering offers incredible volunteering opportunities, priceless professional development which can enhance business and careers. Volunteering provides a sense of fulfilment and a perfect platform for anyone wanting to expose their leadership potential. By working with others, sharing experiences and identifying best practices, one starts to identify key qualities and considers how to develop those qualities in themselves.

Serving on a committee is a great way to learn more about the organisation and volunteering is something that anyone can do. Dedicating some time and energy leads to both social and professional gains. These rewards include recognition of skills and expertise which can ultimately result in positions of responsibility.

"ICCC is one of the best places where we can network with businessmen/women and professionals, to build a strong and united institution, which would help us get recognition in our own community, the mainstream and Government agencies. No organization can grow and succeed without the volunteers – whether they are on the board or on a committee; because they give countless hours of their time. I am glad that, with God's blessings, over time I have been able to contribute in whatever little way I could."

Praful Lakhani, Commercial Mortgage & Construction Financing Specialist

"As the Co-Chair of the ICCC Young Professionals committee this year, the experience of meeting great new people and organizing events with amazing speakers was a great one. The events such as the 'Chai with CEO' series allowed for young professionals from various fields to come together and grow their network and share ideas with like-minded people."

Vishal G. Arora, Co-Chair, Young Professionals Committee and President, VGA Strategies

VOLUNTEER - MAKE A DIFFERENCE



PRESIDENT'S MESSAGE

In October 2011, a team from the Indo-Canada Chamber of Commerce met the Right Honourable David Johnston, the Governor General of Canada, to present to him the report of the PBDCanada2011 convention

In October 2011, a team from the Indo-Canada Chamber of Commerce met the Right Honourable David Johnston, the Governor General of Canada, to present to him the report of the PBDCanada2011 convention. During our meeting, we apprised him of several initiatives that the Chamber had undertaken to fulfil its mandate of foster Canada-India economic relations and create opportunities for Indo-Canadians to network.

It was an historic meeting made memorable by the Governor General's affability and keen interest to know and understand our Chamber's contribution to the fabric of the Canadian society. He lauded our efforts launching a mentorship program for newcomers to Canada, and was delighted to learn of its success – since its inception in early 2011, all the internationally trained mentees who participated in the program have found suitable employment.

The Governor General encouraged us to work with zeal and enthusiasm. Indeed, zeal and enthusiasm are two words that aptly describe our Chamber's approach during its three-and-a-half decade's journey from

nebulous and tentative beginnings in 1977 to its present august status.

CANADA-INDIA TRADE:

Today, we are the largest and fastest growing bilateral Indo-Canadian organisation in Canada. Both the Canadian and the Indian establishments depend upon our Chamber to be a key facilitator in fostering economic relations. We held a series of parleys with Don Stephenson, Canada's Chief Negotiator of the Comprehensive Free Trade Agreement (CEPA) with India. Additionally, we continued to work closely with the Indian governments at the centre and state levels.

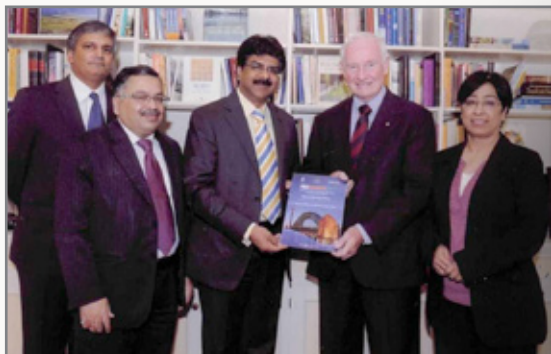
In March 2012, we formed a mining committee – it was an offshoot of the interactions that the Chamber had with key decision makers from the Indian establishment including Arjun Munda, Jharkhand Chief Minister; Nabum Tuki, Arunachal Pradesh Chief Minister; Vishwapati Trivedi, Deputy Minister & Secretary, Ministry of Mines, Government of India. Industry experts such as Indira Singh and Glenn Nolan also helped us transform the idea into a reality.

COLLABORATION:

Last year, we launched a new outreach program to build relations with sub-national entities, and create synergies that would benefit small and medium businesses. In January, we collaborated with the Town of Markham and led a 60-member delegation comprising SMEs to a trade mission to India. During this four-city mission, the ICCC organized more than 25 key meetings and events, and full report on the outcome was released in February 2012, delegates found this a very useful mission. In March, we took a delegation of over 50 small businesses to Ottawa to participate in the Brand India Expo organised by the High Commission of India in Ottawa.

The Chamber interacted with several federal ministers – ranging from democratic reforms to economic development, and from immigration to labour policies. For instance, several Federal Ministers of Canada – such as Ed Fast, Jason Kenney, Lisa Raitt, Bal Gosal, Tim Uppal – held interactive sessions with our members to gain the Indian Diaspora's perspective to Canada-India ties.

We continued to augment our relations with the provinces and had fruitful engagements with Ontario Premier Dalton McGuinty when we released on the PBDCanada2011 report in September 2011, on the occasion, we also felicitated officers of the Indian Administration Services



who had participated in a training program at the Institute of Public Administration of Canada. ICCC also interacted with Ontario Ministers Harinder Takhar and Charles Souza during the year.

In May 2012, during the felicitation of another batch of IAS officers, Brad Duguid, Ontario's Minister for Economic Development and Innovation was the chief guest. Also in May, we had a meeting with Robert Ghiz, Premier of Prince Edward Island following his recent mission to India.

As a part of that process, we also inked MoUs with the Diamond

Bourse of Canada, the All India Association of Industries, and the World Trade Centre-Mumbai. All these agreements will give a viable platform to SMEs both in Canada and in India to explore global trade opportunities.

GOING FORWARD:

With more than 80 events held during the past year, it was, indeed, an eventful year, and the Chamber

owes a debt of gratitude to all its supporters, members, advisors, sponsors for their continued support.

This year, the Chamber completes 35 years. Its achievements are impressive, and I am confident that it has a bright and meaningful future as it will continue to fulfil its mandate, explore new avenues and march ahead to a new tomorrow.

PBSA: Tryst with destiny

On January 9, 2012, Her Excellency Shrimati Pratibha Devisingh Patil, the President of Republic of India, conferred the Pravasi Bharatiya Samman Award (PBSA) to the Indo-Canada Chamber of Commerce (ICCC) at a glittering ceremony held at the Birla House in Jaipur.

The PBSA is the highest honour conferred by the Government of India on overseas Indians or an institution run by overseas Indians. It acknowledges contributions by an organisation in eight different spheres, and includes contributions that lead to a better understanding abroad of India, support to India's causes and concerns in a tangible way, and building closer links between India, the Indian Diaspora, and their country of residence.

Over the last three-and-a-half decades, the ICCC has focussed on fostering Canada-India relations, and in the process, promoted brand India in Canada and the evolution of the Canadian brand in India. It has done so by building closer links between India and the Indian Diaspora in Canada by continuous engagement and creating economic opportunities through its trade and Diaspora programs.

The High Commissioner of India in Ottawa, Mr. S. M. Gavai, in his congratulatory message said, "This is in recognition of ICCC's contribution towards the promotion of India Canada friendship. We are confident that this signal honour conferred by the Government of India will further encourage the institution to work towards the promotion of ties between India and Canada, particularly in the field of trade and commerce and people to people relations."

In commenting on what he described as a "well-deserved award," High Commissioner for Canada to India, Mr. Stewart Beck said, "Over the years, the ICCC has done an excellent job in strengthening the people-to-people and business-to-business relations that are so important in strengthening our bilateral relationship. The ICCC did an outstanding job in organising the regional Pravasi Bharatiya Divas in Toronto last June, one of the many events from last year's Year of India in Canada."



THE GOVERNOR GENERAL • LE GOUVERNEUR GÉNÉRAL



It is with great pleasure that I congratulate all those being honoured at the Indo-Canada Chamber of Commerce's Annual Gala and Awards Night.

In so many ways, big and small, Canadians are making a difference. In communities across the country, there are many examples of the generous spirit and ingenuity that have lifted our country to great heights. Today, there is once again an opportunity to thank Canadians who have made significant contributions to the well-being of the country and its people.

I commend all the recipients on this occasion and I wish them the very best in the future.

A handwritten signature of David Johnston in black ink.

David Johnston

June 2012

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PRIME MINISTER • PREMIER MINISTRE



I am pleased to extend my warmest greetings to everyone attending the Indo-Canada Chamber of Commerce (ICCC) Annual Gala and Awards Night.

A thriving business sector is an important part of every healthy community. As the voice of the Indo-Canadian business community, ICCC plays an essential role in sustaining a business environment that promotes Canada's economic prosperity.

Tonight, you pay tribute to several outstanding Indo-Canadians who have contributed to the economic and social well-being of our nation and enhanced trade and investment between Canada and India. I join with you in saluting each of the award recipients for their hard work and entrepreneurial achievements.

On behalf of the Government of Canada, I wish you all a most enjoyable and memorable evening.

The Rt. Hon. Stephen Harper, P.C., M.P.

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वयलार रवि
Vayalar Ravi



MESSAGE

I am happy to learn that the Indo-Canada Chamber of Commerce (ICCC) is holding its Annual Gala and Awards Nights on June 9, 2012.

Over the years, the ICCC has emerged as a premier Diaspora body. Last year, the ICCC played a pioneering role in successfully partnering in organizing the mini-Pravasi Bharatiya Divas (PBD) Canada in Toronto.

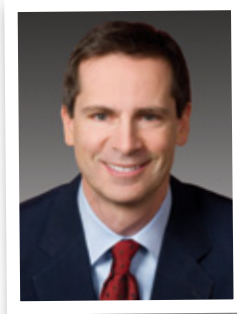
As an acknowledgement of ICCC's outstanding contributions in promoting India and in fostering the interests of the Indian Diaspora, the ICCC was bestowed the prestigious Pravasi Bharatiya Samman Award during the Pravasi Bharatiya Divas in January this year at Jaipur.

I am confident that the Indo-Canada Chamber of Commerce would continue to perform exemplary work in promoting our bilateral relations. I take this opportunity to extend my good wishes to the Chamber and its members on this occasion and wish them all success in their future endeavours.


(VAYALAR RAVI)



Premier of Ontario - Premier ministre de l'Ontario



June 9, 2012

A PERSONAL MESSAGE FROM THE PREMIER

On behalf of the Government of Ontario, I am delighted to extend warm greetings to everyone attending the Annual Awards and Gala Night of the Indo-Canada Chamber of Commerce.

Since its inception, the ICCC has worked hard to foster trade and business between Canada and India by providing professional support to entrepreneurs and businesses. I commend the chamber for its commitment to further enhancing commercial ties between our two jurisdictions.

Tonight's gala recognizes Indo-Canadian entrepreneurs who have striven for, and achieved, excellence. Our government is proud to join you in paying tribute to some of Canada's most successful business leaders. Know that your vision and commitment to excellence are an inspiration to all Canadians.

Please accept my sincere best wishes for a memorable and enjoyable gala.

A handwritten signature in black ink, reading "Dalton McGuinty".

Dalton McGuinty
Premier



भारत का उच्चायुक्त, ओटवा
HIGH COMMISSIONER FOR INDIA
OTTAWA

May 02, 2012

MESSAGE

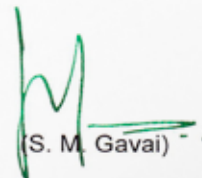
I am delighted that the Indo-Canada Chamber of Commerce (ICCC) is organising its Annual Gala and Awards Night on June 9, 2012.

India and Canada have a longstanding bilateral relationship based on shared democratic values, the multi-cultural, multi-ethnic and multi-religious nature of two societies and strong people-to-people contacts. In recent years, both countries have worked to further enhance bilateral cooperation in a number of areas of mutual importance. As the largest and the oldest Indian diaspora organization in Canada, ICCC has played an important role in promoting these relations.

Government of India was delighted to partner with ICCC in organizing the regional Pravasi Bhartiya Diwas (PBD) Canada 2011, which was held in Toronto last year. This was a major highlight of the celebrations of the Year of India in Canada. The success of the event is a tribute to the organizational skills of ICCC.

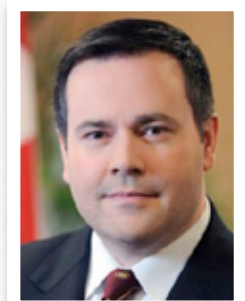
I take this opportunity to extend my heartiest congratulations to ICCC for being conferred the prestigious Pravasi Bharatiya Samman Award in Jaipur this year. This was an acknowledgement of its outstanding achievements in the field of public service and its valuable contributions in promoting India-Canada relations.

I extend my good wishes to the Chamber and its members on this occasion and wish them success in all their future endeavours.



(S. M. Gavai)

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Greetings from the Minister of Citizenship, Immigration and Multiculturalism

I would like to extend my warmest greetings to all those attending this year's Indo-Canada Chamber of Commerce's Annual Gala and Awards Night. On behalf of Prime Minister Stephen Harper, I would like to take this opportunity to thank you for holding this important event which recognizes the important achievements of the Indo-Canadian community.

The guidance and support that the Indo-Canada Chamber of Commerce offers has helped many enterprises to become thriving contributors to Canada's economic growth, while representing and promoting the interests of the Indo-Canadian business community. Through strong partnerships and successful business endeavours, Indo-Canadian have demonstrated the spirit of entrepreneurship, community involvement and corporate citizenship.

Cultural diversity is one of Canada's defining assets and by recognizing the contributions of each of our diverse ethnic communities within our great nation, we are able to honour the many cultures which endow Canada's successful multicultural society. As Prime Minister Harper noted, "Canada has been immeasurably enriched by such a broad array of ethno-cultural traditions. Each community is part of the cultural diversity that is one of Canada's greatest strengths in this globalized world."

As Minister of Citizenship, Immigration and Multiculturalism, I would like to thank the ICCC for this wonderful event and for your hard work in building bridges of friendship between India and Canada.

Best wishes for a successful event.

Sincerely,

A handwritten signature in black ink, which appears to read "Jason Kenney".

The Honourable Jason Kenney, PC, MP
Minister of Citizenship, Immigration and Multiculturalism

The word "Canada" in a bold, sans-serif font, with a small Canadian flag (red maple leaf) positioned above the letter 'a'.

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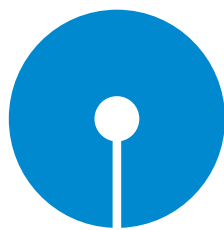
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CHIEF GUEST



THE HONOURABLE JOE OLIVER

Minister of Natural Resources, Eglinton–Lawrence (Ontario)

Joe Oliver was elected to the House of Commons for the first time in May 2011.

He was appointed Minister of Natural Resources on May 18, 2011.

Prior to his election to Parliament, Mr. Oliver had a career in the investment banking industry. He began his investment banking career at Merrill Lynch, and served in senior positions at other investment dealers and as Executive Director of the Ontario Securities Commission. He was then appointed President and Chief Executive Officer of the Investment Dealers Association of Canada. He also played a prominent role as Chair of the Advisory Committee of the International Council of Securities Associations and as Chair of the Consultative Committee of the International Association of Securities Commissions. A graduate of the Directors Education Program at the Rotman School of Management, he was also a member of the Canadian Institute of Chartered Business Valuators and sat on the board of the Canadian Securities Institute Research Foundation.

Mr. Oliver is an active member of his community and volunteers for various charities in Canada and abroad. He served as Chair of the Prostate Cancer Research Foundation of Canada for four years, and as a member of the Board of Mount Sinai Hospital.

Mr. Oliver obtained both his Bachelor of Arts and Bachelor of Civil Law at McGill University. He was called to the Quebec Bar and later graduated with an MBA from the Harvard Graduate School of Business.

KEYNOTE SPEAKER



PHANEESH MURTHY
CEO, iGATE

Phaneesh Murthy, currently the CEO of iGATE has, over the last two decades, created three large transformations in the Global IT industry. In recognition of his exemplary entrepreneurship, Phaneesh received the 'Outstanding Entrepreneurship' Award for 2011, instituted by Enterprise Asia.

In the 1990s, Phaneesh Murthy was an integral part of the industry that created the huge IT Outsourcing market in India. As the Global Sales Head of Infosys, he has been widely credited as the one who was responsible for taking the organization from just \$2 million in revenues to \$700 million in under 10 years.

Over the last decade, Phaneesh has embarked upon his second large transformation. Eight years since taking over as the CEO of iGATE, Phaneesh has transformed iGATE from a loss making, negative margins, staffing firm to a best-in-class earnings growth company with high focus on profitability through his industry pioneering Business Outcomes based delivery model, that has now come to be accepted in the industry and is increasingly being adopted by Global customers. This has clearly reconfirmed Phaneesh as a thought leader in the industry.

Phaneesh is currently in the middle of the third of his transformations in the IT industry, one that is already being pegged as a big trendsetter for the industry. Against all odds, Phaneesh challenged the previously unheard of scenario, of a mid-sized IT company buying out a company that is more than double its size with the vision of making the combined entity not just a large Tier 1 player delivering Business Outcomes based solutions but also one that would have the best-in-class earnings growth in the industry.

Phaneesh's achievements include:

- Responsible for the phenomenal surge in Infosys' revenues.
- Being instrumental in the first NASDAQ listing by an Indian IT company.
- Pioneering the Outcomes based business model for the Indian IT industry.
- Transforming a loss-making mid-sized company to a billion dollar Tier 1 player with best-in-class margins.
- Catapulting the market capitalization of a mid-sized company by over 10 times in less than seven years.
- One of industry's biggest acquisitions by iGATE of Patni — a company more than double its size.

When not at work, Phaneesh loves reading murder mysteries and engaging in adventure sports.

Phaneesh graduated from the Indian Institute of Technology, Chennai and did his Masters at the Indian Institute of Management, Ahmedabad, India's premier Technology and Management Institutes.



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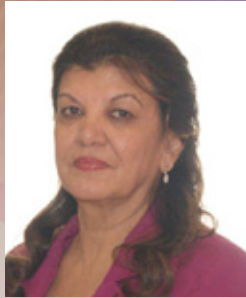
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AWARD WINNERS 2012

Since 1992, the Indo-Canada Chamber of Commerce has acknowledged the achievements and contributions of Indo-Canadians by instituting the following awards:

FEMALE ENTREPRENEUR AWARD
MALE ENTREPRENEUR AWARD
PROFESSIONAL FEMALE AWARD
PROFESSIONAL MALE AWARD
YOUNG ACHIEVERS AWARD
TECHNOLOGY ACHIEVEMENT AWARD
CORPORATE EXECUTIVE AWARD
HUMANITARIAN AWARD
LIFETIME/OUTSTANDING ACHIEVEMENT AWARD
PRESIDENT'S AWARD
MEMBER AWARD

AWARD WINNERS' PROFILE



FEMALE ENTREPRENEUR AWARD

Pravina Budhdev

*Huntington Travel
Group of Companies*

Pravina is recognized in the travel industry for her highly perceptive and successful leadership at Huntington Travel Group. Pravina joined Huntington Travel in 1978 than a four person travel agency as a retail travel agent – subsequently acquiring it in 1991.

Through Pravina's leadership, entrepreneurship and business innovation Huntington Group has grown significantly – with more than 300 staff in Mississauga, Victoria, India and Manila. A highly successful diversified travel business, Huntington today is one of Canada's largest airline wholesalers serving thousands of customers via call centre and online technology based platforms. Its wholesale business serves over 2500 retail travel agency clients across Canada. Huntington has also established significant brand names - "Huntington" "Flightnetwork.com" "My Escapades" and "Western Vacations".

In spite of hardships she endured during her adolescence in Kenya due to the political/financial situation, Pravina persevered and through her natural entrepreneurial leadership Huntington has become one of the biggest integrated travel service providers in Canada. In just a few years, its e-trade platform Flightnetwork.com has become the second largest online travel provider in Canada. This is a major achievement in one of the most highly competitive and most volatile industry!

Pravina and her husband Kiran have daughter Tejal, son Naman, and grandson Markus.



MALE ENTREPRENEUR AWARD

Harpreet Sethi

*Chairman, Radisson Plaza &
Grand Victorian Convention Centre*

Mr. Harpreet Sethi initiated his career as a businessman at the young age of 16 and became a top selling textile distributor by the time he turned 19. He is a natural born leader with a knack for start-ups, pursued many other business opportunities, namely in the real estate; software development; construction; hospitality as well as events, and has achieved success in all realms.

Innovative, tenacious and entrepreneurial in nature, Harpreet next found success in the home furnishing industry, building a multi-million dollar company in two short years in Canada. He took his start-ups in furniture and textile industries to over 1 billion dollars in turnover and across 20 countries. He was featured in CFMT as the 'Fastest growing South Asian Business'.

The Grand Victorian Convention Centre and Radisson Plaza hotel in Mississauga, Ontario, is one of the several developments under Harpreet's banner. He's also been named 'Hoteller of the Year' by Mid-Week News group, and his hotel has won the '2010 Carlson Hotel of the Year award'.

For his outstanding contribution to the community, Harpreet was honored with the prestigious 'South Asian Person of the Year Award' as well as recently, he has been honoured with the Queen Elizabeth II Diamond Jubilee Medal by the Honorable Governor General of Canada.





PROFESSIONAL
FEMALE AWARD

Dr. Madhur Anand

*Associate Professor and
Canada Research Chair in
Global Ecological Change at
the University of Guelph*

Dr. Anand is an ecologist with research accomplishments ranging the spectrum of theoretical to empirical studies of natural and human-induced changes in ecosystems at local, regional and global scales with an emphasis on forests. She directs the Global Ecological Change Laboratory at the University of Guelph. Her research program is supported from governmental, industry, national and international agencies as well as by a number of awards (e.g., Young Alumni Award of Merit from the University of Western Ontario, Premier's Research Excellence Award, and two Canada Research Chairs awarded from the Natural Sciences and Engineering Council of Canada).

She has been President of the Sigma Xi Scientific Society (University of Toronto Chapter), one that raises the profile of many different scientific disciplines. She has been a visiting professor/scholar at McGill and Princeton University and invited to speak at institutions all over the world. In addition her interdisciplinary scientific career, with over 60 peer-reviewed scientific papers and 1 co-authored textbook (Climate Change Biology), she has presented scholarly research in ecopoetics, co-edited a book on ecopoetry (Regreen), published her own poetry and was elected a member-at-large with the Association for Literature, Environment and Culture in Canada in . Dr. Anand serves on several international journal editorial boards and grant selection panels. In 2011 she was named as Young Scientist of the World Economic Forum which places emphasis on the broader implications of science in society. She lives in Guelph with her husband Chris Bauch and her daughter, Jaya, and her son, Kiran.



PROFESSIONAL
MALE AWARD

Sunit Radia

*William Procter Sales Master,
Market Strategy & Planning
Procter & Gamble Inc*

Sunit Radia, a 24 year professional sales and marketing veteran of P&G Canada, currently leads the Fabric & Home Portfolio, P&G's largest business unit- Responsible for the strategic direction, planning, and leadership of the business unit.

In his career, he has been an outstanding contributor to P&G's business. Sunit has managed various P&G's famous brands such as Tide laundry detergent, led large business units, and managed large corporate clients. Sunit has been an integral part of P&G's broader leadership team.

His successes and achievements have led to many North American/Global recognitions. Most notable was in 2010 -- sustained business results and people development results earned him the prestigious global award known as "William Procter Sales Master", the highest global P&G recognition. Sunit joins an illustrious group of only 41 William Procter Sales Masters out of a work force of +20,000 sales employees around the World!

Sunit has also given back to the community at large, and in particular championing diversity causes at P&G. He has been a champion driving Visible Minority recruiting, talent development, training, and mentoring young new employees at P&G. His diversity efforts led him to be the only Canadian ever to receive the P&G's prestigious "Lee Merritts Diversity Champion" award.

Sunit, a graduate of University of Calgary Business School, is married to Bhavna Radia and has two sons Sahil and Sheel.



AWARD WINNERS' PROFILE



YOUNG ACHIEVERS AWARD

Aakash Sahney

*Co-Founder & Chief
Technology Officer, MyVoice Inc.*

Aakash Sahney is a co-founder and the Chief Technology Officer of MyVoice – a company that develops revolutionary communication aid apps for people with speech and language disabilities.

Millions of people in North America suffer from speech challenges caused by stroke, autism, cerebral palsy, and others. MyVoice is a mobile application that turns smartphones and tablets into fully featured speaking aids. MyVoice runs on hardware like Apple's iPhone and iPad as well as Android phones and tablets. MyVoice's industry-first technologies include location-aware vocabularies for quickly finding contextually relevant words, online customization for supporters to personalize vocabularies, along with automatic backup and easy-to-use design. MyVoice is available for a tiny fraction of the cost of competing products and, in only a year, MyVoice has nearly 12,000 users in over 30 countries. Aakash says that the response from the community has been overwhelmingly positive and sincerely heartwarming. He and his team aim to make it the best and most widely used communication aid in the world.

Aakash is also an Engineering Science student at the University of Toronto specializing in Electrical & Computer Engineering. Before starting MyVoice, he was involved in Computer Science research at U of T where he and his colleagues were recognized as Inventors of the Year in 2011. He has been involved in community service projects including the construction of an all-girls school in an impoverished region in Rajasthan as well as leading HIV and AIDS awareness groups.



CORPORATE EXECUTIVE AWARD

Sriram Iyer

*President & CEO,
ICICI Bank (Canada)*

Sriram H. Iyer is the President and Chief Executive Officer of ICICI Bank Canada, and is also the Regional Head of ICICI Bank's operations in North America. Mr. Iyer came to Canada in 2003 as a core member of the executive team that established ICICI Bank Canada. He held a series of progressively senior roles in the bank before becoming the President and CEO in 2008.

Under Mr. Iyer's leadership, ICICI Bank Canada has become one of the fastest growing banks in Canada, and is one of the parent company's most profitable foreign subsidiaries. Today, it's a full-service direct bank that has an asset base of about \$5.3 billion as of March 31, 2012 and serves more than 250,000 customers through its nine branches and electronic platform.

Mr. Iyer has a long and distinguished business career that spans more than 15 years, two continents and a variety of senior management positions. Before joining ICICI Bank Canada, he gained valuable experience in the financial services industry at ICICI Bank in India.

Mr. Iyer is an active participant with business and not-for-profit organizations. He currently serves on the Board of Directors of The Conference Board of Canada and the Canada-India Business Council. He is also a charter member of The Indus Entrepreneurs, the world's largest not-for-profit organization that fosters entrepreneurship. Under his leadership, ICICI Bank Canada has donated to many local charities, and has been recognized by the Canadian Helen Keller Centre and the Canadian Foundation for Physically Disabled Persons for the bank's ongoing support for persons with disabilities.





TECHNOLOGY
ACHIEVEMENT AWARD

Suneet Singh Tuli & Raja Singh Tuli

Co-Chairman, Datawind

Chief Executive Officer, Datawind

Suneet Singh Tuli is the founder and CEO of DataWind Ltd., responsible for the overall vision, strategy and execution for the Company's future. He has 22 years of experience as a serial entrepreneur, having previously launched two successful companies that conducted Initial Public Offerings (IPOs) on the Nasdaq stock market. At DataWind and previous ventures, patented technologies were created to develop scanning, printing and imaging products that set world records in both price and performance. The innovative products and technologies created through these ventures have received numerous awards and accolades, including recognition by the Guinness Book of World SRecords.

Most recently, DataWind's Aakash/UbiSlate tab-lets have received worldwide attention, as the Company executes a vision to empower the next 3 billion people with computing and internet access.

DataWind has been awarded UK's Most Innovative Mobile Company for 2012. It's products have been awarded by CNBC TV 18 and Mercedes Benz, the Young Turks Innovation award, and been finalists at the Mobile World Congress for Innovation in Education and at the CTIA Wireless Show for the BiG Idea award.

Raja Singh Tuli is the founder, Chief Technology Officer and Co-Chairman of DataWind Ltd., responsible for the technology vision, direction strategy and execution for the Company's future. Raja is a celebrated inventor with over 48 patents covering a range of technologies related to imaging, telecommunications, OLEDs, solar concentrators and the internet. He has 22 years of experience as a serial entrepreneur, having previously launched two successful companies that conducted Initial Public Offerings (IPOs) on the Nasdaq stock market. Raja has received numerous awards as an entrepreneur and accolades in the Canadian parliament.



AWARD WINNERS' PROFILE



HUMANITARIAN AWARD

Chandrakant Sachdev

President, Rainbow Capital Properties Inc. President, BAPS Swaminarayan Sanstha

Chandrakant Sachdev was born and raised in Kenya. On his arrival in Canada in 1980 he established Rainbow group of companies selling commercial and investment properties. Under his entrepreneurial leadership these companies have significantly grown and broadened from its beginning base of brokering to offering a broad range of real estate services and investments.

Chandrakant is well known in the community for his dedicated volunteerism and service at the BAPS Swaminarayan Sanstha and BAPS Charities Inc. In year 2007, he was appointed as the President of both these organizations by Pramukh Swami Maharaj, the spiritual head of the global BAPS organization. He has also been the President of The Canadian Museum of Cultural Heritage of Indo-Canadians, which is Canada's premier museum dedicated to showcasing/promoting the understanding of the history, civilization, diversity and cultural heritage/ancestry of Indo-Canadians. Over 2.5 million visitors, including 500 school groups, have visited the Swaminarayan complex since its inauguration 5 years ago.

For Chandrakant, humanitarian activities have been a lifelong journey spanning over 55 years of service. He has truly made outstanding contributions to initiatives that permanently enrich, broaden and increase the respect for the heritage of the Indo-Canadian community.

Chandrakant and his wife Kokila have two sons Shretan and Shrikesh, daughter in law Sherri, and two beautiful grand-daughters, Mira and Ella.



LIFETIME / OUTSTANDING ACHIEVEMENTS AWARD

Dr. Pawan Singal

Director, Institute of Cardiovascular Sciences St. Boniface Hospital Research Center

Dr. Singal is a Professor of Physiology and is Director of the Institute of Cardiovascular Sciences, St. Boniface Hospital and the University of Manitoba, Winnipeg. Dr. Singal completed his B.Sc. Hons (1968) and M.Sc. in Biophysics (1970) from Punjab University, India; Ph.D. in Physiology in 1974 from the University of Alberta. After three years in Saskatoon, Dr. Singal joined the Physiology Department at the University of Manitoba as a Lecturer, rose through the ranks and has been a Professor since 1990. He received D.Sc. degree in 1994, served as Associate Dean for the Faculty of Graduate Studies, University of Manitoba, and is also holder of the Naranjan S. Dhalla Chair established by the St. Boniface Hospital & Research Foundation.

Internationally known for his work on oxidative stress and heart failure, Dr. Singal has made significant contributions in our understanding of heart failure due to a variety of causes, particularly as a side effect of the anticancer drugs in breast cancer patients. He has published 250 papers, has co-edited 27 books and trained more than 100 students, fellows and visiting scientists. He has received more than 60 national and international awards. The University of Manitoba has established an award called 'Pawan K. Singal Award for Graduate Students in Cardiovascular Sciences'. His name has been added to the Wall of Fame in the University Centre at the University of Manitoba recognizing his distinguished career as a Professor.

Dr. Singal is known for his leadership role in bringing together people with very diverse languages, cultures, religions and social practices for a common cause.



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**PRESIDENT'S
AWARD**

Preeti Saran

*Consul General of India in
Toronto*

After obtaining her Masters Degree in English literature, Mrs Preeti Saran joined the Indian Foreign Service in 1982.

Before taking up her assignment as Consul General of India in Toronto, Mrs. Saran was Joint Secretary in the Ministry of External Affairs, heading the Northern Division and handling India's bilateral relations with Nepal and Bhutan.

Before that she was Joint Secretary in charge of the South Asian Association of Regional Cooperation Division in the Ministry during the 14th SAARC Summit held in New Delhi in April 2007.

She has held varied assignments both at headquarters in New Delhi and in Indian Missions abroad, ranging from political, cultural, press and information and economic and commercial work. She has experience in multilateral work and has attended several international Conferences.

In New Delhi she has served in different Divisions in the Ministry of External Affairs including the Indian Council for Cultural Relations, the Americas Division, the East Asia and Establishment. Her overseas postings include Moscow, Dhaka, Washington, Cairo and Geneva.



MEMBER OF THE YEAR

Kasi Rao

*Senior Advisor, Bennett Jones
LLP*

Kasi Rao is a consultant providing strategic guidance to broader public and private sector organizations on matters pertaining to higher education, government relations, business development and policy issues, with a particular focus on India. In his capacity as Senior Advisor on India, he advises the Bennett Jones team on developing and implementing India-related strategies.

Kasi has a diverse professional background. In 2005, he led a collaborative initiative relating to the automotive sector, as the founding Executive Director of the Beacon Project at the University of Ontario Institute of Technology. Immediately prior to this he worked for three-and-half years as the Director, Office of the President and CEO at BMO Financial Group.

At the University of Toronto, where he worked for seven years, Kasi served in a twin-pronged role: Director of the Office of the President and Director of Government Relations. He also worked for the Province of Ontario in various capacities over a period of five years: Senior Policy Advisor to the Ontario Government in New York, Policy Advisor to the Premier of Ontario, and Special Assistant in Cabinet Office.

In 2008, Kasi authored Ontario-India Relations: The Infrastructure Dimension, a report for the Ontario Chamber of Commerce. He has provided advice to governments, think tanks, corporations, universities and hospital foundations on strategies pertaining to India. He is a Senior Fellow at the Asia Pacific Foundation of Canada.



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Proud to be a part of our community

The background is a complex digital composition. It features a grid of small, square images, each depicting a different scene: a seagull in flight, a Ferris wheel, a person in a boat, and various architectural structures. Overlaid on this grid is a large, thick, red arrow that curves from the bottom left towards the top right. A glowing blue sphere, resembling a planet or a data globe, is positioned in the lower-left quadrant. A bright, orange and yellow streak of light, similar to a comet or a data trail, arcs across the bottom of the image. The overall color palette is dominated by deep blues, purples, and reds, with bright highlights from the glowing elements.

BOARD OF DIRECTORS & ADVISORY BOARD 2011-2012

BOARD OF DIRECTORS



SATISH THAKKAR • President

Satish Thakkar is a Chartered Accountant from India and a CGA from Ontario with a solid background in providing end to end finance solutions and full service business & transaction advisory consultation. He has an extensive experience in both corporate and personal financial planning by providing both debt and equity solutions. Satish is the recipient of the South Asian Professional Award by Mid-Week Weekly, the Top 25 Immigrant Award of the Canadian Immigrant magazine and the Queen Elizabeth's Diamond Jubilee Medal.



PUNEET KOHLI • Vice President & Corporate Secretary

Puneet Kohli is a partner with the law firm of Simmons da Silva & Sinton LLP ("SDS"), where he heads the firm's Business Law Group. He has developed expertise in international transactions, in particular with the Indian subcontinent, and has been involved in almost every aspect of business creation and expansion to and from the Indian subcontinent. Puneet works closely with his clients to create and deliver the advantage they need to survive and thrive in a changing world.



HARJIT S. KALSI • Vice President & Director, Programs & Events

Harjit S. Kalsi is the Chief Financial Officer of the Skylink Group of Companies where he is involved in strategic planning for the Group; business planning for projects and, planning and implementing financial systems. He holds a Bachelor of Commerce (Hons.) from the University of Delhi and is a Certified General Accountant from Ontario. An active member of the Chamber and the Toronto Board of Trade, Harjit has also spent volunteer time with the United Way.



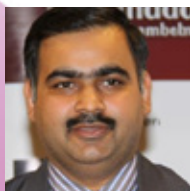
NAVAL BAJAJ • Vice President & Director, Finance & Administration

Naval Bajaj is a Certified Business Consultant with 7-Eleven Canada where he is involved in strategic and financial planning. He holds a Master of Engineering, Master of Business Administration and Bachelors of Law degrees from M.S. University of Baroda. Naval has held a number of leadership positions at IIM, SSM, Management Association of Gujarat Chamber of Commerce. At present, he is Vice President, Rajasthan Association of North America (Canada) and a Board Member and Treasurer of Panorama India.



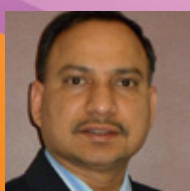
SANJAY MAKKAR • Vice President & Director, Membership

Sanjay Makkar is the founder and President of KMI Brokers Inc. and InSureU! Insurance & Investments Solutions Inc. operating out of Port Credit, Mississauga. It is a full service premier professional service firm, providing brokerage services, advice and solutions in Property & Casualty Insurance marketplace, Risk Strategy Consulting, Personal/Health Insurance, Group Benefit Plans, Retirement, Estate and Succession planning. Sanjay had been involved in numerous community and civic initiatives.



ADITYA VASUDEV • Director, Trade & SME

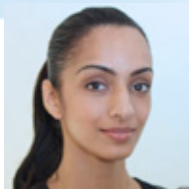
Aditya Vasudev is the Head of Business Banking at ICICI Bank Canada. In this role, Aditya has nationwide responsibility for lending to SME clients and trade services business. He has been with ICICI Bank Limited in India since 1999 and was transferred from India to Canada in 2004. Since moving to ICICI Bank Canada, Aditya has worked in a number of important roles including the Area Manager for Branches in Eastern Canada.



D. P. JAIN • Director, Affinity Program

Dharma Jain, based in Brampton, is a finance professional and practicing CGA. He holds a number of international qualifications including Certified Public Accountant (CPA, IL), Chartered Accountant and Bachelors of Law from India. With over 20 years of international experience, Dharma specializes in structured business financing, business consulting and advisory, compliance and assurance, business restructuring, risk management, and taxation. Unlike other finance professionals D. P. Jain strives to add value to his client's businesses.

2011-2012



RUBY SOHI • Director, Events

Ruby Sohi emigrated from London, England in November 2009. She is an ambitious entrepreneur as well as a busy mom. She is the Founder and Managing Director of Royal Blue Events Management, an agency specializing in corporate and social events. Some of her previous clients include British Airways, HSBC, IKEA, British Telecom and more recently Kraft Canada, TD and Radisson. Ruby has professional experience of managing all types of web development, advertising projects and coordinating events.



SURBHI GULERIA – JOSHI • Director, Young Professionals & New Immigrants

Surbhi Guleria-Joshi is the Co-Founder & Creative Director at Joshi Inc, a Creative, IT and Marketing Consulting firm. She is also the Host & Reporter of 'Badhai Ho!' a national Hindi news-magazine show on Omni TV. Surbhi is an Honours Graduate from National Institute of Design, India and is a Bachelor of Design (Honours) from York University and Sheridan College. She serves on the Board of Directors for AWIC and at Joshi Inc., offers her expertise in Branding, Graphic Design, Web Design, Social Media, Web & Mobile App Development.



JAGDISH BAJAJ • Director, Information Technology

Jagdish Bajaj is an entrepreneur in the busy field of construction and renovation. He is the President of Tango Kitchens, a growing kitchen remodeler, serving homeowners, contractors, custom builders and renovators. Prior to Tango, he founded Decorstone, an importer and distributor of natural stone. Before moving to Canada from Hong Kong in 2003, Jagdish worked in Information Technology, where he gained extensive experience and held several senior executive positions in verticals like Retail, Banking and Financial Services.



SANJAY TUGNAIT • Director, India

Sanjay Tugnait leads the Accenture Financial Services practice in India and brings with him deep knowledge and experience of the Global Financial Service market. Prior to this role, he was responsible for Accenture's Application Outsourcing practice in North America and engaged in transformational deals with UK banks. With an MBA in international marketing from London, Sanjay started his career with Boots Plc, London and has over 20 years' experience in management and technology consulting.



GEETHA RAMESH • Director, Alberta

Dr. Geetha Ramesh is the Technical Director with Worley Parsons in Canada and the Regional Director for Environmental Management. She completed her Environmental Research in USA. She has championed and led several community services locally, provincially and nationally. She received the Immigrant of Distinction award in Calgary; voluntary appreciation award from the Stars of Alberta, provincial government and has been nominated for the Women of Vision award in Calgary. She continues to be a Mentor with several Professional organizations



TARLOK SABLOK • Director, British Columbia

Tarlok Sablok is a notary and passionate about public service. He is involved with a number of community groups and professional associations, including his role as Chairman, South Asian Community for a United Way Working Group, the BC and Vancouver Societies of Notary Publics, and the Fraser Street Merchants Association. He was elected as the Zonal Chair for the Canadian Diabetes Society. Tarlok has provided training to the RCMP on cross-cultural education.



VINAY NAGPAL • Immediate Past President

Vinay Nagpal is the senior development manager at the IBM software lab Canada. Vinay has held a number of leadership positions, and most recently was the president of the IBM South Asian Diversity Group. He graduated from the London School of Economics and Political Science with a BSc and MSc in Computer Science. Vinay is an avid sportsman, and has founded two fund raising teams for a variety of charities.

ADVISORY BOARD



ALOK MUKHERJEE

Alok Mukherjee is Chair of the Toronto Police Services Board since September 2005. He is the first South Asian to occupy this position. As the Past President of Ontario Association of Police Boards and Director of Canadian Association of Police Boards, Dr. Mukherjee is actively involved in efforts to promote community-based policing under civilian oversight provincially and nationally. He is frequently called upon to speak on policing issues to a variety of audiences.



BENJIE THOMAS

Benjie Thomas is the National Industry Leader for Private Equity at KPMG LLP. In his over 10 years of Transaction Services experience, Benjie has been involved in a variety of transactions ranging in size from \$10M to in excess of \$10 billion. He provides and coordinates advisory services in many aspects around mergers and acquisitions including financial due diligence, transaction management, dispositions and financings. He is also the Head of Canada's India desk serving the Canadian-India corridor.



MARK BOLGER

Mark Bolger is currently Regional Manager of Asia with the International Business Development Group. For the past 21 years Mark has been actively involved in EDC's Asian portfolio and is now responsible for helping manage EDC's business and partnership relationships in the region, providing strategic advice to Canadian companies on export risks and opportunities and creating, with his colleagues in Asia, business linkages between EDC's clients and many of Asia's leading corporate and public sector entities.



SAMPAT PODDAR

Sampat Poddar is the founding president and CEO of Byrex Gems Inc. He built the company from its inception to a major supplier of precious stones and jewelry to the jewelry industry in Canada. Its current office locations include Montreal, New York, Hong Kong, Bangkok and Jaipur (India) with over 50 employees. He has been an Adjunct Professor, Business Finance, Pace University, New York, NY and a Partner in a gem stone supply House in Jewellery District, New York, NY.



SONIA KAPASI

Sonia Kapasi is the Head of South Asian Banking and Premier Business Development with HSBC Bank Canada and leads a team of managers across Canada. Sonia brings with her, global expertise and cross border banking experience. Sonia has been instrumental in setting up various departments at the bank including the NRI Representative Office in Canada and the South Asian Banking and Premier Business Development team. She is active in diversity and multicultural initiatives within the bank and the community.



SUPRIYA BANERJI

Supriya Banerji is the Deputy Director General of CII. She has handled many responsibilities including Economic Policy, Media and CSR. Ms Banerji is currently handling CII's International Work and Trade Policy besides CII's Skills Initiatives; Affirmative Action Council; School Education and Public Policy. As Head International Division, Ms Banerji works for expanding business opportunities for industry through a range of specialized networking events and global linkages.



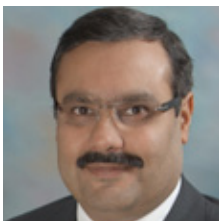
TONY DEPASCAL

Tony DePascal has been in the Financial Services Industry for the past 30 years working both in Canada and the USA. Presently, Tony DePascal is VP Supply Chain for RBC Peel Region managing a commercial team specializing in manufacturing, wholesaling, transportation and logistics. Prior roles with RBC included various management roles in National Office group focused on National Sales Strategies, National Franchising Group and Commercial Training Group.



VASU CHANCLANI

Vasu Chanchlani is a serial entrepreneur and a passionate philanthropist. His technology ventures attracted world class strategic investors such as Cisco Systems and venture capitalists likes of Kleiner Perkins. He co-founded Canada India Foundation for deepening engagement between Canada and India using public policy platform and endowed one million dollar for "CIF Chanchlani Global Indian Award".



VIKRAM KHURANA

Vikram Khurana is the founder and CEO of Prudential Consulting Inc. in Toronto, an IT-enabled service provider. He is a board member of the Asia Pacific Foundation of Canada (APFC) and the Mt. Sinai Hospital Foundation. He is an honorary Ambassador of the Province of New Brunswick, and the Regional Convener of the Canada-India Foundation. Vikram serves on the Board of the Museum of Hindu Civilization. He is an engineering graduate from India and an MBA from St. Mary's University in Halifax.



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PRODUCTS

HISTORY

Ashok Sood immigrated to Canada from India in 1974, with very little money in his pocket, raised in a strong entrepreneurial family he set out to build a name for himself on foreign land. Born out of the 1982 recession, Champion Products emerged as a key player in the Windsor- Essex market distributing a wide variety of products to the local business community. Not long after Champion grew to service Ontario and Michigan and is growing exponentially.

WHAT WE DO

Champion Products is a distributor in the Janitorial/Sanitation, Foodservice Disposables and Industrial Industry. We bring our customers high-quality brands and cost-effective distribution capabilities. Call us for a free quote on any business supplies you may need.

"DISTRIBUTION, IT'S WHAT WE DO"

PRODUCTS

Pallet
Wrap



Bubble
Wrap



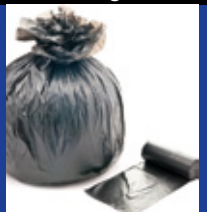
Eye Protection
& Gloves



Cleaning
Chemicals



Garbage
Bags



Takeout
Supplies



Cleaning
Supplies



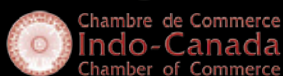
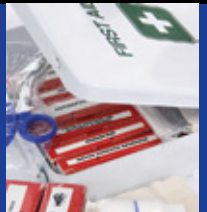
Paper
Products



Custom
Bags



Safety &
First Aid



An Indo-Canadian Company

1-855-CHAMPRO
WWW.CHAMPIONPRODUCTS.COM



The background is a dark blue grid of small squares, each containing a different image. A large, thick, purple arrow curves from the bottom left towards the top right. A glowing, pink, comet-like trail with a starry head curves from the bottom left towards the center. The text is centered in the middle of the image.

COMMITTEE & COUNCIL ANNUAL REVIEWS

COMMITTEE REVIEWS

ICCC'S COMMITTEES

PROGRAMS & EVENTS

Harjit S. Kalsi

Vice President & Director, Programs & Events, ICCC, and Chief Financial Officer, Skylink Group of Companies

Ruby Sohi

Director, Events, and Founder & Managing Director, Royal Blue Events Management

Namita Joshi

Chair, Programs & Events Committee, and Medical Administrator, Joshi Management Inc.

Ashish Malik

Partner, Client tServices, 108 ideaspace Inc.

Kriti Mistry

Sales Representative, Royal Lepage

Davy Sohi

Director, Royal Blue Events Management

Disha Vyas

President, Mess for Fun: Indoor kids playground & ceramic studio

GOLF

Rahul Mehta

C.A., Chair Golf Committee, ICCC, and CEO/President, Golf Clearance Warehouse & Golf Client Services

Harjit S. Kalsi

Vice President & Director, Programs & Events, ICCC, and Chief Financial Officer, Skylink Group of Companies

Sanjay Makkar

Vice President & Director, Membership, ICCC, and Principal, KMI Brokers Inc.

Anil Shab

President, Ni-Met Metals & Minerals Inc.

Anuj Luthra

President, Professional Communications

Pal Ghumman

Partner, Bateman Mackay LLP

INFORMATION TECHNOLOGY

Jagdish Bajaj

Director, Information Technology, ICCC, and President, Tango Kitchen & Bath

Jaideep Kala

IT Strategy Lead and Director, Satya Consultants

Micky Singh

Social Media/Digital Communications, and President at Fourth Dimension

Ashish Malik

Social Media/Digital Communications, and Partner, Client Services at 108 IdeaSpace Inc

Puneet Goyal

IT Strategy Consultant and Associate, CIBC

SMALL AND MEDIUM ENTERPRISE

Aditya Vasudev

Director, Trade & SME, ICCC, and Head of Business Banking at ICICI Bank Canada

Sonia Abbas

Co-Chair SME committee, ICCC, and Senior Account Manager, Commercial Financial Services, Manufacturing, Wholesale and Distribution, RBC Royal Bank

Rajeev Anand

Co-Chair SME committee, ICCC, and Senior Tax Analyst, Deloitte

Abhishek Bhasin

Commercial Account Manager, RBC Royal Bank

Nina Jain

Account Manager, Business Development Bank of Canada

Nanda Puchimada

Director, Global Rapids Trading Inc.

Thomas Manuel

Manager, Commercial Markets, National Bank of Canada

TRADE

Aditya Vasudev

Director, Trade & SME, ICCC, and Head of Business Banking at ICICI Bank Canada

Satish Thakkar

President, ICCC, and President, Excel-sior Financial Group

Harjit S. Kalsi

Vice President & Director, Events & Programs, ICCC, and Chief Financial Officer of the Skylink Group of Companies

Kasi Rao

Senior Advisor, ICCC

Kant Bhargava

Senior Advisor, ICCC

YOUNG PROFESSIONALS

Surbhi Guleria-Joshi

Director, Young Professionals Committee & New Immigrants Committee, Creative Director, Joshi Inc and Host/Reporter, Badhai Ho, Omni Television

Navdeep Grewal

Co-Chair, Young Professionals Committee and Proprietary Trader

Vishal G. Arora

Co-Chair, Young Professionals Committee and President, VGA Strategies, Founder of the Erindale Punjabi Association and Founding member of the Ontario Punjabi Association

Gaeru Sobti

Vice Chair, Young Professionals Committee

Maneesha Gupta

Secretary, Young Professionals Committee and President, United Nations Development Program - University of Toronto

Ritika Shah

Programming & Events Lead, Young Professionals Committee and Senior Analyst, Franklin Templeton Investments and CFA Level III Candidate

Hemali Gandhi

Programming & Events Lead, Young Professionals Committee, MBA Candidate, Rotman School of Management and Corporate Development Associate at CIBC

Niki Gosalia

Sponsorships Lead, Young Professionals Committee

Sagar Tawde

Outreach Lead, Young Professionals Committee

Oeishi Bhattacharjee

Marketing & Design Lead, Young Professionals Committee and Financial Officer, Ministry of Economic, Development and Innovation

Akanksha Paliwal

Marketing & Design Lead, Young Professionals Committee and BBA Candidate at York University Committee

Premal Brahmabhatt

Outreach Lead, Young Professionals Committee, Bilingual Account Representative, Davis+Henderson, Chair, Indian Alumni Society, Univ. of Toronto and Toronto Coordinator, Global Young Indian Professionals and Students (GYIPS Toronto)

Aditi Karna

Support Lead, Young Professionals Committee and Premier Officer, HSBC Bank Canada

Bhavana Gupta

Support Lead, Young Professionals Committee and Director, Sai Restaurants

Prabjot Bal

Support Team, Young Professionals Committee and Market Research Analyst and Consultant, Healthcare Industry

Abishek Bhasin

Support Team, Young Professionals Committee

Hari Vijayendran

Support Team, Young Professionals Committee

NEW IMMIGRANTS*Surbhi Guleria-Joshi*

Director, Young Professionals Committee & New Immigrants Committee, Creative Director, Joshi Inc and Host/Reporter, Badhai Ho, Omni Television

Inder Chopra

Co-chair, New Immigrants Committee and Recruiting Lead, Commercial and Public Sector, CGI

Sunny Gill

Co-chair, New Immigrants Committee

Sachin Karnakote

Support, New Immigrants Committee and Finance and Accounting professional

PROGRAMS & EVENTS

BY NAMITA JOSHI

Hosting nearly 80 events over the course of the past year, the ICCC has reached out to business and the community in an unprecedented manner. The engagement of partners, both old and new, has widened the spectrum of discussion and investment.

The Chamber has engaged a diversity of partners to implement a forward thinking, relevant and active strategy to help our membership exchange ideas and form strong business connections.

A networking event hosted to introduce ICCC members to the opportunities and framework of procurement surrounding the 2015 Pan/ParaPan American Games to be held in Toronto, was well attended. Members of the Organizing Committee, including CEO Ian Troop, and ICCC members had the opportunity to discuss options for involvement with the Games. Also on hand, Paul Saunders, President, MERX Networks Inc., outlined the procurement procedure for attendees.

Amongst the many highlights of the past year, the Chamber has made strides in engaging women in business by hosting a popular inaugural panel discussion, "A Woman's World: Inspiring Futures", in honour of International Women's Day. Reaching out to diverse interests and sectors, the Events team has been able to provide exciting new

opportunities for the membership. Of particular note, a networking session with the Greater Toronto Marketing Alliance allowed for a conversation on the expansion of business entities in the Greater Toronto Area.

Recognition of the reality that for meaningful outcomes, the Chamber has a responsibility to not only provide a platform but, also, serve as a catalyst for conversation, the events organized this past year have brought various interests together at the same table.

The Canadian Aboriginal and Minority Supplier Council (CAMSC) networking session highlighted the role Aboriginal and minority owned businesses can play in corporate Canada. With CAMSC certified businesses securing upwards of \$240 million in direct contracts with CAMSC corporate members, Chamber members were able to meet with CAMSC representatives to discuss opportunity and strategy.

Another popular and note worthy networking session was held in the board room of Bennett Jones in collaboration with The Indus Entrepreneurs (TiE) Toronto and IIT Alumni Canada. The Network of Angel Organizations – Ontario was well represented to begin the discussion on the growing Angel capital community in Ontario. The Chamber was successful in bringing

together entrepreneurs with those able to provide advice on gaining capital with angel investments.

Looking to the future, the Events team of the ICCC continues to strive to provide the membership with meaningful and relevant networking opportunities. Forming partnerships and Memorandums of Understanding on the corporate and government levels will enable the Chamber to open windows of opportunity and insight for its membership. It's an exciting time. Join us.



Networking with CAMSC: Harjit S. Kalsi (c) with CAMSC officials; the Events Committee focussed on programs that would benefit the members through networking with external agencies

Namita Joshi is the Chair of the Events Committee

MARKETING & COMMUNICATIONS BY MAYANK BHATT

In 2011-12, the Indo-Canada Chamber of Commerce implemented an ambitious plan to reach out to its members and stakeholders through a sustained media campaign. Its primary objective was to inform everyone about the regular activities and the new initiatives that were being launched by the Chamber.

The Chamber devised an extensive internal and an external communications outreach strategy that incorporated President Satish Thakkar's plan to reach out to the Chamber's members by sharing the media releases of over 80 events held during the year and also keeping them informed on the new initiatives undertaken. It immediately created the right buzz among the members.

For the external communications need, the Chamber devised a double-pronged strategy of engaging the ethnic media to reach out to the Indo-Canadian community, and the mainstream media to reach out to the key stakeholders such as India watchers. For external media

outreach, the Chamber appointed Renu Mehta, a former ICCC vice president, as a media consultant.

In a yearlong media blitz that followed, the Chamber was successfully projected in print, television and radio media with the Chamber's directors regularly interviewed in both the mainstream and ethnic media.

The array of media outlets encompassed all big names including the Globe and Mail, National Post, CBC's Metro Morning, 680News, and Omni among the mainstream. The list of ethnic media outlets was substantially larger and included India Abroad, Weekly Voice, South Asian Generation Next, PTC, Mid-Week, South Asian Pulse, South Asian Vision, Rogers TV, and many others.

The media campaign was carried out even in India during the India Mission 2012 with an interview of the President on Door-

Lok
Sabha

channel, and a media conference in Delhi that was extensively covered and reported. The India Mission coverage was also extensive and in depth.

From the feedback received from the members, the new communications strategy adopted by the Chamber was much appreciated because the members were always informed of what the Chamber was doing. "This is an effective way to engage our members and keep them informed of our various activities, and initiatives," Rakesh Goenka, former president of the Chamber observed.

In these days of a fragmented media market, the Chamber also deployed non-traditional media outlets such as web-based magazines and newsletters to reach out to new and potential members such as the Ontario government's Ontario Business Report, and on Business Without Borders, the HSBC-sponsored online magazine.



SMALL AND MEDIUM ENTERPRISE BY SONIA ABBAS

Over the last few years, the Indo-Canada Chamber of Commerce has focused upon the small and medium businesses because a large number of the Indian Diaspora in Canada that constitutes the primary membership of the Chamber are owners of small businesses. It is to cater to this segment of the membership that the Chamber's Small and Medium Enterprise (SME) committee was formed.

The key objectives of the committee are:

To be a catalyst for bringing together SMEs in Canada and provide a platform for innovation and growth

To provide a platform for networking with other members of the business community and other chambers/organizations

To provide learning opportunities by conducting various informative seminars/conferences throughout the year

The committee has collaborated with several partner organizations such as Export Development Canada (EDC), Business Development Canada (BDC) among other similar agencies and regularly conducted seminars and networking sessions on a host of different topics right from exporting to India to addressing legal issues, and from understanding taxation to gaining first-hand understanding of the entrepreneurial experience by interacting with

pioneer entrepreneurs.

Three years ago the SME committee launched the Hard Hats Tour. It is an innovative learning opportunity where participants are given a privileged "behind the scenes" tour of a successful business enterprise. Principals of a variety of participating businesses have hosted these tours and provide insight into establishing and managing a successful business. This is a complete hands-on experience – no sit down lectures, no boring PowerPoints; practical advice over theory

The Hard Hats Tours have become a distinguishing event for the Chamber. It is one of its kind event and ICCC is perhaps the only chamber who has come up with this innovative work-shop series.

This year one of the highlights of this initiative was the Hard Hats Tour at The Automotive Centre of Excellence at the UOIT in Oshawa. It provided an opportunity for business from various sectors

to get an insider's view to a one of its kind facility in Canada and in many aspects in the world. ACE was developed in partnership with UOIT, General Motors of Canada, the government of Ontario, the Government of Canada and the Partners for the Advancement of Collaborative Engineering Education (PACE). A delegation comprising members of the Indo-Canadian Business Chamber and EEPC-India that was in Toronto for the India Show at the CMTS exhibition in October 2011 accompanied the Chamber members to this tour.

We continue to come up with constructive and unique ideas to provide innovative and growth opportunities to small and medium enterprises. ICCC's SME committee continues to strive to live up to its mandate/objectives and is working on more exciting events for the upcoming year.

Sonia Abbas is the chair of SME Committee



YOUNG PROFESSIONALS

BY MANEESHA GUPTA



The mission of the Indo-Canadian Young Professionals Committee (ICCC YP) is to establish a strong support system by connecting YPs to each other and the knowledge base required to successfully thrive in opportunities. We are committed to providing the leaders of tomorrow with skills and support required to put young professionals at the forefront of all forms of entrepreneurial and professional endeavors. We are targeted for individuals looking for more experience, mentorship and networking opportunities

In-keeping with this commitment, the ICCC YP served as a forum for opportune discussions, networking and knowledge sharing to promote mutual growth in 2012. Our monthly business events, including our signature series, Chai with CEO, develop career opportunities and leadership skills. The ICCC YP has been an unprecedented

host to today's brightest businesses stars such as CEO of Polar Mobile, Kunal Gupta, President of Océ Canada, Patrick D'Souza, Chief of Staff at Trillium Health Centre, Dr. Gopal Bhatnagar, President, GoClean Inc., Sunny Yashpal, and CEO of Jigsee, Ray Newal. Sharing their views and opinions based around extensive track records of success, ICCC YP equips young professionals with the indispensable tools imperative for pursuing and sustaining a successful career. The speakers each provided their own look at the topic of leadership as well as provided a insight into their path of success during their successful career. Throughout the year, ICCC YP has hosted versatile and interactive forums ranging across a variety of different fields such as social media, industrial development, medicine and a focus on entrepreneurial ventures.

The ICCC YP provides a professionally driven environment that offers benefits to its members. The Committee has worked tirelessly to organize and plan value-based events that appeal to its young audience. The Committee is led by Director, Surbhi Guleria-Joshi - Director and Co-Chairs, Vishal G. Arora and Nav Grewal. The leadership of the committee is coupled with a dynamic team of distinguished individuals who embody an unwavering commitment to provide opportunities to young professionals across Toronto to grow both personally and professionally. ICCC YP has assured proactive business development amongst its members by affording them the capability of participating in Toronto's most exclusive young professional events.

Maneesha Gupta is an executive member of Young Professionals

NEW IMMIGRANTS COMMITTEE

BY SRINI IYENGAR & AJAY SINGH

MENTOR'S EXPERIENCE

By Srinii Iyengar

I was given the opportunity this spring by the Indo Canada Chamber of Commerce (ICCC) to mentor four individuals who were looking to find jobs in the area of Accounting and Finance.



I have had the good fortune to mentor many individuals in the past but this opportunity was different, given we had to follow a fairly strict program set out by JVS Toronto. A major advantage of having such a well defined program is all participants understand their role and the program goals and ground rules.

My role was to help these individuals with their personal development and to help them find work and fulfil their true potential.

The mentees were respectful and always well prepared before the meeting. They were full of good questions and knew the direction they wanted to go. We covered areas such as writing a good

resume and cover letter, the interview process, how to build and maintain a network and job search strategies. Working on developing good communication skills was an important part of the program.

Although the Mentoring Program was for a specific period of time I am sure my mentees and I will continue in an informal mentoring relationship.

I once again thank the Chamber for giving me this opportunity, and wish my mentees the very best.

Srinii Iyengar MBA FICB is Director Multicultural Markets, BMO Financial Group

MENTEE'S EXPERIENCE

By Ajay Singh

In March 2012, I joined the three-months mentoring program of the New Immigrants Committee of the Indo-Canada Chamber of Commerce (ICCC). I consider myself lucky to be a part of the program as a mentee because I learnt substantially from our mentor, Srinii Iyengar of BMO Financial Group.

Srinii could devote time to plan well in getting specialist to speak on resume building and approach to answering interview questions.

As a mentee I enhanced my resume by incorporating mentor and specialist's key words and also the approach to interview with the standard reply to questions asked therein. Since success in any initiative depends on the team, so as mentor and mentees we took extra effort of putting more time to the program.

As a team we constantly called leaders in business field through number provided in Chamber's directory. In cases where phone calls were received I sent e-mails to leaders to draw their attention in form of myself being a potential candidate. It was overall a successful effort to be part of Canadian labor market but to get result it is still to be pursued.

Kudos to ICCC for planning and executing this program professionally; the frequent interaction between mentor and the four mentees in areas covering conversational skills, answering interview questions and developing overall confidence helped the mentees immensely.

Ajay Singh is a new immigrant to Canada





TD is proud to support the ICCC's 2012 Annual Gala and Awards Night.

We're working together with the Indo-Canada Chamber of Commerce
to make a difference in our communities.



COUNCIL REVIEWS

BRITISH COLUMBIA

BY LARA COWAN

British Columbia has developed a proactive India policy as was evident in late 2011 during the visit of Premier Christy Clark to India and China. During the India leg of the BC Jobs and Trade Mission to India and China, the BC Premier visited Delhi, Mumbai, Chandigarh, Amritsar and Bangalore. The visit resulted in expanded relationships, business deals, agreements between universities, and new office openings.

One of these announcements was an agreement signed by Wavefront, the Vancouver-based national wireless centre of excellence, with the Cellular Operators Association of India to ease the flow of wireless business between Canada and India, the second-largest wireless market in the world. This agreement will enable us to help Canadian companies effectively access and navigate this complex and growing market.

Another agreement achieved during the mission was a Memorandum of Understanding between Ballard Power Systems and Delta Power Solutions (India) Pvt. Ltd. This MOU expands on the range of clean energy applications under an existing fuel cell system collaboration agreement by the companies, and builds on Ballard's recent

sale of fuel cell backup power systems with Delta.

With such great potential, it is not surprising that the BC Council of the ICCC has been proactive during the last year, working hard to create opportunities for its members as well as supporting the province's forays into India. The council has focused on building strong alliances with supporting agencies that can extend the reach of services for our membership. A successful partnership with the Surrey Chamber of Commerce established a commitment to serve the Indo-Canadian community within Surrey and its outlying neighbourhoods. Further meetings with members of CAMSC (Canadian Aboriginal and Minority Supplier Council) are promising and are seen as a potential alliance to build upon.

In addition, A discussion with the Canada-India Business Council, an organization sharing similar purpose as the ICCC, appears to promote a collaboration that could prove to be more effective in reaching and serving the Indo-Canadian community in BC through consoli-

dated efforts and resources.

Future endeavours include the pursuit of a relationship with Ethno BC in an attempt to attract further resources to benefit our membership.

With so many channels in the pipeline the ICCC BC Council is bustling with developing networking opportunities for our membership...and perhaps a celebration in the making too!

Lara Cowan is Executive Member (Outreach) of ICCC's Vancouver Council

COUNCIL

Tarlok Sablok, President, British Columbia Council

Dr. Pargat Singh Bhurji, Vice Chair

Mr. Harpreet Singh, Secretary

Mr. Mahesh Gupta, Treasurer

Ms. Andrea Duley, Joint Secretary

Ms. Lara Cowan, Public Relations

Mr. Ron Basra, Membership Acquisition



Tarlok Sablok (2nd from left) with Ashok Luthra, ICCC's Past President (3rd from left) and Geetha Ramesh (right) at the PBDCanada2011 convention in June 2012

ALBERTA

BY GEETHA RAMESH

The Alberta Business Council of the Indo-Canada Chamber of Commerce (ICCC) has been active with various initiatives that have driven exposure to the corporate business community and to governments at various levels. The council had its AGM on April 17, 2011 at the Maurya Restaurant, Kensington, Calgary. The Co-chairs, David Gaskin and Romesh Anand presented their reports. This was followed by the Treasurer's report and report by the National Director, Geetha Ramesh. A brief introduction to the proposed Youth Council was presented by Omar Masood. Wayne Cao, MLA for Calgary Fort and Deputy Speaker of the Alberta Legislative Assembly addressed the gathering and wished ICCC success in all its endeavors.

Open House on PBDCanada2011

The Alberta Business Council of the Indo-Canada Chamber of Commerce (ICCC) has been active with various initiatives that have driven exposure to the corporate business community and to governments at various levels

On April 26, the Council hosted the media launch and open house for the PBD 2011. The PBD delegation from Toronto was in Calgary to kick start the event. There was a media conference and media release of this historic occasion at the India Canada Association of Calgary (INCA).

A luncheon meeting with His Excellency Stewart Beck, High Commissioner to India was conducted on June 8 at the Telus

Convention Center. This event was co-hosted with the Shastri Indo Canadian Institute. Several dignitaries from the Government of Alberta and from Calgary attended the meeting including Deputy Mayor, Jim Stevenson. Subsequently, Alberta Business Council board members attended the PBD conference in Toronto, and the ICCC Annual Awards & Gala Night 2011.

A networking event was conducted on August 6; it was addressed Manitoba Trade and, Investment





Alberta Business Council's Annual Gala

Jim Stevenson, Alderman, Calgary Ward 3. During the event, Prem Singh spoke about business outreach in India. Alberta Government Advanced Education and Technology (AET) and the Shastri Indo-Canadian Institute, conducted an Alberta-Maharashtra Roundtable in November 2011 where Dr. Geetha Ramesh was invited as a speaker.

The Council had its Annual Gala Dinner Dance on November 19. The event was held in Isle of Man and the highlight of the night included a celebratory gala dinner and dance, release of a commemorative brochure and an awards ceremony. The council partnered with Alberta Business and Calgary Economic Development, for round table meeting on December

12, 2011 on ICCC's India trade mission between January 6 and 12, 2012.

An interactive session with Donald Stephenson, Chief Negotiator, and Canada-India Comprehensive Economic Partnership Agreement (CEPA) was held in Calgary. Eric Robinson, Deputy Director, Trade Policy and Negotiations, DFAIT was also present.

Geetha Ramesh is the National President of ICCC (Alberta Council)

COUNCIL

Dr. Geetha Ramesh, ICCC's National Director, ABC

Dr. S Lal Mattu, Chair

Lalita Singh, Vice Chair

Sabu Alexander, Treasurer

Ravi Prasad, Secretary

Sumita Anand, Director

Harpreet Dhillon, Director

Shibu Varghese, Director

Gagan Malhan, Director

Hilda Soon, Director

Romesh Anand, Past Co-Chair

MANITOBA

BY DIGVIR S. JAYAS

Romell Dhalla of Manitoba Council with Winnipeg Mayor

International Trade Canada joined ICCC-Manitoba to host a joint event on October 13, 2011 entitled, Opportunities & Challenges of Doing Business in India. Manitoba's Representative in India, Jagat Shah, President of Global Network International Trade Consulting, highlighted the opportunities and challenges that the Indian market presents and how best to partner with local Indian firms as part of the strategy. Shah, brought with him, a delegation of Indian manufacturers to Winnipeg for enhancing business partnerships with Manitoba based companies. There were also several one-on-one meetings with Jagat Shah, as well as the members of the delegation of the Indian companies.

On December 1, 2011, ICCC-Manitoba partnered with Sons of Italy to organize an event to expand our business relationships and to celebrate the commonality of the Italian and Indian communities. City of Winnipeg Mayor, His Worship Sam Katz, who is a great friend to the Indian community, attended the event. The professional event was attended by close to 200 corporate minded individuals, thereby raising the profile of

Indo-Canadian professionals and business owners in the city.

A seminar, "The Ups and Downs of Navigating to India" was held with Manitoba Trade at the Fairmont Hotel in Winnipeg on March 21st, 2012 to explore how to ensure a company's success in the Indian market. Manitoba's Rep in India, Jagat Shah, CEO of Global Network International, gave an informative presentation to an audience of business owners and executives. He outlined strategy on assessing opportunities, how a Canadian firm can best approach the Indian market, find appropriate enterprising partners and participate in this thriving and emerging success story.

India's current growth has created strong demand throughout all sectors, including infrastructure, water treatment, green building products, renewable energy and pollution control, telecommunications, grain storage, refrigeration and distribution of agri-food products.

ICCC-Manitoba continues to connect Manitoba and Indian businesses and frequently answer

questions from both business communities. It promotes ICCC as a strong national organization with global ties, and the council continues to support the province and several crown agencies in economic development and in hosting Indian dignitaries or business delegations.

Digvir Jayas is the President of ICCC's Manitoba Council

COUNCIL

Digvir S. Jayas, President, Manitoba Council

Romel Dhalla, Secretary

Bonnie de Moissac

Abbas Hamza

Bradley Saunders

OTTAWA

BY MAYANK BHATT



Minister of State (Sports) Bal Gosal with ICCCI President Satish Thakkar and Naresh Bajaj

The Indo-Canada Chamber of Commerce has emerged as the 'go to' organisation for both the Canadian and the Indian establishments. During the last year, Canada's federal decision-makers engaged the Chamber's president, directors and members as key interlocutors for a variety of reasons – from gauging member perceptions in pre-budget consultations, to understanding their human resource requirements before altering the immigration policy.

During the last year, federal ministers had a series of roundtables with the Chamber. These roundtables included:

- Ed Fast, Canada's Minister for International Trade & Asia-Pacific Gateway

Discussion on the Canada-India free trade agreement, where Minister Fast sought views of the Chamber's members on the on-going negotiations between Canada and India, and answered questions and addressed concerns.

- Jason Kenney, Canada's Minister for Citizenship, Immigration and Multiculturalism

Minister announced the overhaul of the immigration system and assured that it was aimed at ushering in the immigration system that will be better suited to the economic needs of Canada.

- Lisa Raitt, Canada's Minister for Labour

Speaking about the economic recovery to the ICCCI members, Minister Raitt explained in the context of Canada's economic recovery that there are some key signs of significant progress. She said Canada is well positioned to face global economic challenges because of several key factors such as the low net debt burden and the soundness of our country's fiscal fundamentals.

- Tim Uppal, Canada's Minister of State for Democratic Reforms

The Minister said his mandate included moving towards a fair representation in the House of Commons, reforming the Senate and strengthening Canada's political financing regime. He explained that the Government of Canada is pursuing a principled agenda to strengthen accountability and democracy in Canada.

- Bal Gosal, Canada's Minister of State for Sports

Visited a facility of one of the key members of the Chamber and consulted members of the Chamber on several occasions to understand the broad direction in bilateral economic relations between Canada and India.

In addition, the Chamber's President Satish Thakkar met with Governor General David Johnston to present him with the report on the proceedings of the Pravasi Bharatiya Divas Canada (PBDCanada2011). Asha Luthra, PBDCanada2011's convenor; Sunil Tandon, President and CEO, State Bank of India (Canada); and Kasi Rao, Senior Advisor to the Chamber accompanied the President.

The Chamber continued to remain focussed on the Comprehensive Economic Partnership Agreement (CEPA) and had three roundtables with Department of Foreign Affairs and International Trade (DFAIT) Don Stephenson, Canada's chief negotiator on CEPA with India. The roundtables were held in Toronto, Calgary, and Halifax.

QUEBEC

BY SATHY RAJASEKHARAN

Dancing Elephant: Hugo Paquin (ICCC), Sathy Rajasekharan (ICCC), David Malone, TV Paul (CIPSS), Philip Oxhaorn (ISID), Peter Guay (CIC) at David Mtalone's lecture 'Does the Elephant Dance? Contemporary Indian Foreign Policy'

Since Premier Jean Charest's visit to India in January 2010, Quebec has shown a growing interest in strengthening trade ties with India. This has included the organization and under taking of Trade Missions to India, the most recent of which was in January 2012, complemented by the numerous reciprocal visits to Quebec by Indian firms.

In February 2012, Quebec Minister of Health and Social Services, Yves Bolduc, and Maharashtra State Health Minister, Suresh Shetty, signed a Memorandum of Understanding (MOU) for Joint Cooperation in Health and Social Services in Telemedicine, Teletrauma and Primary Care. This MOU represents an extension of a joint collaborative agreement signed in 2006.

A joint venture was also announced between Quebec based Vigilant Telemedicines, and the Health Management Research Institute of India (HMRI) to improve healthcare across the state, particularly in rural areas. During this visit Mr. Gignac also participated in a conference on investment in the ICT sector, organized by the Investissement Québec office in Mumbai. At-

tended by some 60 Indian industrialists and major decision-makers, the conference showcased the advantages of Québec as a prime investment destination. It was also an opportunity to encourage networking among Québec and Indian business.

The Quebec council of ICCC has participated in a number of these missions and events in order to strengthen Indo-Quebec ties. As part of its mandate to promote trade and commerce between India and Canada, the Quebec council organized a number of outreach activities in 2011.

Events included workshops on doing business in India ('Get to know India', 'Rising India in a Globalized World' and 'Back from India'), discussions focused on specific sectors ('Chai with CEOs in the Biotechnology Sector') and cultural events (an arts tour which viewed the recent India-centric Pointe-à-Callière and Darling Foundry exhibits).

In addition, the ICCC, together with the Canadian International Council, Institute for the Study of International Development, Centre for International Peace and Security Studies, supported a recent lecture by David Malone, former Canadian High Commis-

sioner to India.

These events were well-attended by members of the community of all heritage and served to highlight different aspects of India's emergence as an economic and cultural force to be reckoned with.

Sathy Rajan is Chair of Quebec Council

COUNCIL MEMBERS

Sathy Rajasekharan, Chair

Maliba Naeem

Manasi Jain

Manika Jain

Neha Dhar

Hugo Paquin

Rajan Kalsi

Advisor: Supro Mukherjee

NOVA SCOTIA

BY ABBAS HAMZA



Satish Thakkar, Don Stephenson, Preeti Saran, Karen Oldfield and other dignitaries at the CEPA seminar

The Nova Scotia province and the city of Halifax have had strong linkages with India and with the Nova Scotia council of the Indo-Canada Chamber of Commerce (ICCC).

In May 2012, the ICCC President Satish Thakkar visited Halifax along with Mrs. Preeti Saran, Consul General of India in Toronto and Kasi Rao, Senior Advisor to ICCC. Karen Oldfield, President & CEO of the Halifax Port Authority and her team welcomed the ICCC team to the port and had a conducted tour of the port. The Port of Halifax is about making connections between people, commerce and opportunity. It takes a leadership role in developing business for the Port of Halifax in collabora-

tion with its partners.

The Port of Halifax and ICCC have a long-standing and mutually beneficial relationship going back many years. Last year, Oldfield was one of the star speakers at the PBDCanada2011 convention.

During the visit the ICCC team also went to University of Dalhousie and met Dr. Tom Traves, President of the University and his team. He informed the ICCC delegation of the major research the university is conducting in ocean studies. Satish explained the Chamber's role in developing the Canada-India trade corridor, and explored possibilities of future collaboration between ICCC and the University.

The highlight of the Halifax visit, of course, was the seminar on Comprehensive Economic Partnership Agreement (CEPA) between Canada and India. Don Stephenson, the Chief Negotiator of the agreement was the keynote speaker at the event that was jointly organised by the Halifax Chamber of Commerce, the Port of Halifax and the ICCC.

Speaking on the occasion, Satish said, "We at the Chamber believe that in a rapidly changing global economic scenario, both Canada and India are natural economic allies."

On May 9, Sam Jaggi of the Taj restaurant had organised a welcome reception for the Indian delegation. In addition to these events, the Nova Scotia Council of the Chamber also participated in several diaspora events in Halifax including the annual Baisakhi festival.

Abbas Hamza is the Director (Outreach) for the Nova Scotia Council



On behalf of the Province of Nova Scotia, I welcome you to the Indo-Canada Chamber of Commerce Annual Gala.

Nova Scotia's connection to India has been strong over the years and, I believe, of great benefit for us both.

I share your commitment to developing economic relationships between Canada and India. We understand that creating good jobs and growing businesses is a catalyst for professionals to work together and create vibrant communities.

We also recognize the importance of enhancing economic activities across the globe – including India. Our government is on the cusp of launching an International Commerce Strategy, which will help us more effectively support the needs of businesses engaged in the international economy. It will also increase the two-way flow of trade, investment, skills, ideas and innovation in and out of Nova Scotia, with countries like India.

In Nova Scotia, companies both small and large are increasingly investing in India, locating production facilities close to raw materials and hiring customer service and sales personnel in strategic markets. Such global investments result in competitive and prosperous businesses across our province.

Here at home, Indo-Canadians continue to contribute greatly towards making Nova Scotia a better place to live, and we are thankful for these efforts.

*Sincerely,
Percy Paris
Minister of Economic and Rural Development and Tourism*

COUNCIL

Tom Joseph Puthiakunnel, Chair, Halifax Council

Abbas Hamza, Director, Events & Public Relations

Ribin John, Director, Membership & Finance

John Ludovice, Director, Business Development

Past Chair: Venkatesh Thyagarajan

THE CHAMBER'S SECRETARIAT

The Chamber's secretariat looks after the needs of the 1,500+ members of the Chamber. It is responsible for membership, accounting and general administrative tasks.

Providing support to translate the Directors' vision into reality is a big task for the Chamber's secretariat.

This involves providing back up – right from the planning of events leading up to the execution, keeping members informed and collecting payments towards membership.

THE CHAMBER'S STAFF PERFORMS THE FOLLOWING TASKS:

- Informing members of all the activities that the Chamber organizes through various forms of communications such as the e-blast and the e-bulletin
- Keeping Membership records
- Administrative backup to various initiatives undertaken by the directors and committees
- Coordinating the production of the annual magazine and membership directory

• Logistical support for Chamber's events

The Chamber's staff comprises Mayank Bhatt who is the Chief Administrative Officer, and Tarun Kumar Verma is the Administrative Assistant. Pawan Chankotra continued to assist President

Satish Thakkar, and Kant Bhargava, Ambassador (Retired) and Former Secretary-General of SAARC, who also continued for another term as a Senior Advisor to the Chamber.



ENGAGING PARTNERS, IMPLEMENTING STRATEGIES

ICCC'S MOU PARTNERS

IN CANADA

Canadian Aboriginal & Minority Suppliers Council (CAMSC)



CAMSC operates as a private sector-led, non-profit membership organization composed of major Canadian and global corporations. The organisation aims to boost economic development opportunities and through these, employment, for Aboriginal peoples and visible minorities.

The purpose of the CAMSC-ICCC MoU is to collaborate to increase access to business opportunities in the corporate supply chain for their respective members, and when / where it makes sense given our respective mandates, to lobby government to effect change on issues related to economic development of minority businesses and communities in Canada.

The Diamond Bourse of Canada (DBC)



The Diamond Bourse of Canada (DBC) was founded in 2010. It is a membership-based not-for-profit industry organisation that represents the entire scope of Canada's diamond industry stakeholders.

The purpose of the DBC-ICCC MoU is to work together by jointly

lobbying government, producers and various diamond industry stakeholders for the diversification of the traditional rough diamond distribution models. Specifically, both organizations will aim to create the conditions for the creation of a viable and competitive primary-market for rough Canadian diamond goods -- which is open to all buyers -- within Canada itself.

IN INDIA

Indo-Canadian Business Chamber



The Indo-Canadian Business Chamber (ICBC) is committed towards fostering and furthering trade and bilateral relations between India and Canada. ICBC's objective is to promote, foster and encourage commercial trade and economic cooperation between persons, firms, companies, organizations, and trade bodies in India and Canada.

The purpose of the ICBC-ICCC MoU is to work cooperatively to promote and foster trade and bilateral relations between India and Canada through various activities, events, delegations visit to India and to Canada. Both organisations are the 'Go To' organisations for their members – when an ICC member is in India, s/he may contact ICBC for trade facilitation, and ICBC members may contact ICC on their business trip to Canada.

Overseas Indian Facilitation Centre – Delhi



The Overseas Indian Facilitation Centre is a not-for-profit, public-private initiative of Ministry of Overseas Indian Affairs (MOIA) and Confederation of Indian Industry (CII). OIFC has a mandate to promote overseas Indian Investment into India and facilitate build networks for PIOs and NRIs.

The purpose of the OIFC-ICCC MoU is to foster a closer networking between Indian diaspora members of ICC, and with people and organizations in India. The organisation will facilitate visits of delegations and support in the organization of programs, meetings, conferences.



Confederation of Indian Industry (CII)

The Confederation of Indian Industries (CII)

works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

The purpose of the CII-ICCC MoU is to enhance the capabilities of the SME sector and develop its role in the fostering of Canada-India relations. In addition, the two organisations will work together to



promote bilateral economic relations between Canada and India through various activities, events and facilitating visits of business delegations to India and Canada.

Federation of Indian Chambers of Commerce & Industries (FICCI)



Established in 1927, FICCI is the largest and oldest apex business organization in India. Its history is closely interwoven with

India's struggle for independence, her industrialization, and her emergence as one of the most rapidly growing global economies.

The purpose of the FICCI-ICCC MoU is to enhance dialogue and contact between the business communities of Canada and India; to facilitate close bilateral trade relations; and to establish mechanisms to foster increased trade and investment opportunities.

All India Association of Industries (AIAI)



The All India Association of Industries has been serving

the trade and industry for over 50 years. Under the dynamic leadership of the Late Shri Babubhai M. Chinai (M.P), the AIAI was established in 1956, which is today the leading association of industries in India's commercial capital.

The purpose of the AIAI-ICCC MoU is to cooperate on improving and expanding trade and economic cooperation between India and Canada. The organizations will encourage and promote bilateral trade on the basis of equality and mutual benefit, and shall determine, by mutual agreement, the areas and subjects of such cooperation.

World Trade Centre - Mumbai



The World Trade Centre Mumbai is the realization of the vision of one man, Dr.M.

Visvesvaraya - Engineer, Scientist and a great son of India. Named after him, M. Visvesvaraya Industrial Research & Development Centre (MVIRDC), a non-profit company registered under the Indian Companies Act, is the promoter of WTC.

The purpose of the AIAI-WTC-Mumbai MoU is to cooperate on improving and expanding trade and economic cooperation between India and Canada. The organizations will encourage and promote bilateral trade on the basis of equality and mutual benefit, and shall determine, by mutual agreement, the areas and subjects of such cooperation.

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The background is a dark blue grid of small squares, each containing a different image related to trade and commerce, such as a seagull, a Ferris wheel, a person, and a globe. A large, thick, red arrow curves from the bottom left towards the top right. A glowing blue line with a trail of small white dots curves from the bottom left towards the top right, following a similar path to the red arrow. The text "CANADA INDIA TRADE CORRIDOR" is centered in the middle of the image.

CANADA INDIA TRADE CORRIDOR



CANADA – INDIA TRADE

BY EXPORT DEVELOPMENT CANADA

A COMMENTARY

Indian businesses call it a top strategic market and Canada's government calls it a priority market. Or you can just call it what it is – one of the biggest, fastest growing markets in the world. It's the 10th largest economy by GDP, or 3rd by PPP (purchasing power parity, comparing the amount of money needed to purchase the same goods and services in different countries). While the top industrialized economies grew less than 3 per cent on average over the past two years, India's averaged 7.8 per cent and is forecast to grow another 7.3 per cent this year.

We have witnessed recent trade between Canada and India grow at up to 20 per cent a year – the numbers shake out differently depending on whether you include merchandise exports, investments, services, or the business that happens offshore because of tax advantages in the calculations. However the data points out that our bilateral trade isn't up to snuff when compared to India's other trading partners. Many countries are doing business with India at double Canada's pace, so there is a real risk that Canadian companies could be left behind. Why is that? What hurdles is

Canada facing that our competitors seem to avoid or ignore? Good question.

What we do know is that India presents Canada with immense opportunity. It's hard to miss the talk of the infrastructure deficit in India and the associated \$1 trillion price tag required to ad-



We have witnessed recent trade between Canada and India grow at up to 20 per cent a year – the numbers shake out differently depending on whether you include merchandise exports, investments, services, or the business that happens offshore because of tax advantages in the calculations.

dress this gap. That's based on an estimated 3-4 per cent annual growth in much-needed infrastructure development in India, over the next five years. That's an average of \$200 billion spent per year for five years! Half of the funding has to come from the private sector, in part through the Public Private Partnership model.

There may be uncertainty that the Indian government target will fall off track. Naysay-

ers have much to point to. Recent corruption scandals and failure to significantly improve the regulatory and business environment are souring India's attractiveness to foreign investment. Moreover, economic troubles in Europe have curbed access to long-term capital, threatening the implementation of key investment projects.

But even if the target is missed - by half, by two thirds, by a quarter – what does move forward still presents a slate of infrastructure opportunities seldom seen before in any market – development that is right in the sweet spot for Canadian capabilities.

And infrastructure is just one segment of the Canada-India trade relationship. Other key sectors, which also fit Canadian expertise, include: automotive, cleantech, biotech, educational services, telecom-ICT, plastics and agri-food. Despite the road bumps that will inevitably be encountered on India's path of economic development, businesses will continue to produce, consumers will continue to spend, imports will continue to be purchased – in an economy whose GDP is forecasted to grow at a rate no less than 6% for the foreseeable future.

Joint Canada-India studies point to the Canada-India Comprehensive Economic Partnership Agreement, when concluded, has the potential to expand trade and investment between our two countries – by some 50 per cent annually. Realizing on this growth is going to take more than just a dialogue at government levels. It's going to mean financial service providers listening to these conversations and developing ways to facilitate trade and mitigate risks where possible. And it's going to require Canadian and Indian companies engaged more than ever in getting to better know each other's markets, needs and capabilities that will lead to actual business.

INDIA: A LAND OF OPPORTUNITY FOR CANADIAN BUSINESS

BY HIGH COMMISSIONER
STEWART BECK

In a recent report, the global property firm Knight Frank & Citi Private Bank, predicted that India would outpace China to become the world's largest economy by 2050, boasting a GDP of \$86 trillion. Such a promising future may be 38 years away, but India's economy is already marching ahead at a fast pace and offers thousands of opportunities for doing business.

This is certainly good news for both Canada and India. Both Prime Minister Harper and India's Prime Minister Manmohan Singh recognise this and have committed to increase bilateral trade to \$15 billion by 2015.

In order to help Canadian companies take advantage of India's great potential, we are building an effective, comprehensive bilateral framework of treaties, agreements and memoranda of understanding such as the Comprehensive Economic Partnership Agreement (CEPA), Foreign Investment Promotion and Protection Agreement (FIPA), Audio-Visual Co-production Agreement and the Social Security Agreement.

Of these, the CEPA arguably holds the greatest potential to increase bilateral trade across a broad range of sectors. A joint study on the impact of the CEPA found that it would increase bilateral trade by up to 50 percent and boost Canada's annual gross domestic product by at least \$6 billion. Negotiations of the CEPA are well underway, with the fifth round scheduled to take place in Ottawa in May 2012.

As important as the CEPA might be, it will not, by itself, take us to our \$15 billion goal. To achieve our goal, Canadian companies need to do business with India on a sustained basis. I am happy to say that in the past 18 months, we have more than doubled the number of Canadian companies doing business in India from 250 to 500. We are confident that we can take this number up to 750 within the next two years.

Despite the great potential that India holds, some Canadian companies have yet to take advantage of the opportunities presented by the country's impressive growth due to a number of factors. These include a lack of familiarity with the Indian market, differences in business culture, geographic distances, and the inherent challenges that come with the rapid changes of an emerging economy.

In some cases, these concerns are well-placed. Like many Asian markets, doing business in India can be complicated; it is a market that is highly price sensitive and access can be an issue. Change is coming quickly in some sectors and less so in others.



Infrastructure is improving but the needs are massive and will continue to grow. This should not be seen as a limitation for business but rather, as an opportunity. The Government of India has acknowledged the requirement and prioritized US\$1 trillion in infrastructure spending in the 2012-2017 Five Year Plan. Much of this spending will require private sector participation. Recently constructed airports in Delhi, Hyderabad, Bangalore and other major cities have involved private sector participation and are among the best in the world.

The Government of India has realized the importance of de-risking infrastructure projects and has put in place programs such as the Delhi-Mumbai Industrial Corridor to promote investment in key economic development projects. The opportunity is there and Canadian companies need to be positioned in order to capitalize.

There have been impressive improvements in electricity generation, with annual additional power generation capacity doubling to 13 000 MW over the past five years. Generation capacity is one thing, fuel supply is another. India's answer? LNG, nuclear, shale gas and alternative energy – all areas in which Canada and Canadian companies have a depth of expertise and the capacity to supply long term, secure alternatives.

Broadband penetration continues to increase, with the imminent rollout of wireless broadband expected to give the economy a significant boost, particularly in rural areas which have yet to fully benefit from India's information and communications technology revolution.

India will need to urbanize at an incredible pace as its young population moves to cities for greater economic opportunity. Canada can be part of the urbanization process, helping to build the necessary infrastructure, and to sell to an increasingly outward-looking, globally attuned Indian consumer.

India's governance is improving. In the world's largest democracy, the growing middle class is increasingly seeking more efficient government services, more transparent and effective regulatory regimes, and health and education

systems to match those in more developed economies.

Despite these improvements and the tremendous opportunities that India offers, the reality is that the vast majority of Canadian businesses are small and medium enterprises (SMEs). Because of their size and limited resources, entering a market like India can be daunting.

States in India vary widely and it is important to be able to identify the opportunities presented by the most dynamic performers. The Trade Commissioner Service at the High Commission of Canada in Delhi and our seven other offices across India work with Canadian businesses to help them decide where to enter and succeed in the Indian market. Three of these offices are among the newest in the Trade Commissioner Service's global network.

Partnering with Indian counterparts can also help demystify the local market for Canadian companies and give them the confidence to take advantage of the great potential that the Indian market offers.

The benefits of these partnerships are not limited to accessing the Indian market. Canadian SMEs can work with their Indian counterparts to enter third country markets in other parts of Asia.

As we expand our relationship with India, one of Canada's biggest assets is the more than one million Canadians who can trace their roots to India. Canadians of Indian origin have been tremendously successful in all walks of life and make significant contributions to Canada's dynamic multicultural society. The connections they have maintained with India can play a key role in strengthening relations between Canada and India.

By engaging with India and introducing fellow Canadians to the opportunities that India has to offer, the ICCC can play a key role in taking the relationship to the next level. The Chamber is a constant, strong and vital partner of the High Commission and I am counting on your continued support and guidance as we work towards making Canada a friendly, strategically important and stable economic partner for India in the twenty-first century.

THE NEED FOR A LEAPFROG STRATEGY ON ASIA

BY YUEN PAU WOO & KASI RAO

The importance of building our relationship with Asia is very much on Canadians' radar according to the Asia Pacific Foundation of Canada's (APF Canada) 2012

The importance of building our relationship with Asia is very much on Canadians' radar according to the Asia Pacific Foundation of Canada's (APF Canada) 2012 National Opinion Poll of Canadian Views on Asia (www.asiapacific.ca). In this poll conducted by Angus Reid consisting of some 3000 interviews, fully 55% agree that strengthening economic and political relationships with Asia should be Canada's top foreign policy priority. The case of India is illustrative, 57% perceive economic opportunities with India, a rise of 5 points from the 2011 survey. This is a welcome and positive development to be sure but belies the task ahead as we compete with other global players in seeking the attention of Asian countries such as India.

There is now a clear recognition amongst Canadian policy makers at all levels of government and increasingly as well

amongst business leaders that developing Asia-focused strategies are vital to future Canadian prosperity. Individual Canadians are also beginning to take this view with over 60% of respondents acknowledging the importance of Asia. In similar vein, the shifting centres of political and economic gravity towards Asia is recognized, "two-thirds believe that China's influence in the world will surpass that of the U.S. in 10 years; one-third feels the same about India."

The economic impact is already evident. Saskatchewan's trade with India is remarkable, the province accounts for one-third of Canada's exports to India. In the coming year, one of APF's media fellows, Rashi Khilnani, will examine the "The Dal Route" to better understand how lentils

and pulses from that province make their way to Indian plates. It would be incomplete, however,



to view the relationship purely through the prism of resources and commodities. Indian investment in Canada, manufacturing alliances, technology to biopharma, among other sectors, provides a much wider perspective of future possibilities. The recent announcement by an Indian technology company, MphasiS, to expand and create jobs in Prince Edward Island is an example of the potential to build

versity of Toronto, cites that India's real investments in R&D nearly doubled in the 2002-2007 period from, US \$13 billion to US\$25 billion.

Canada and India are on an important journey together and the multifaceted levels of engagement form a solid basis to build substantive ties with representatives in business, government, culture, education

Canada and India are on an important journey together and the multifaceted levels of engagement form a solid basis to build substantive ties with representatives in business, government, culture, education and civil society.

mutually reinforcing economic ties. The energy arena writ large is responsive to India's agenda with clean-tech, mining technology expertise, and the oil sands offering several opportunities. Furthermore, the recent launch of negotiations of the "comprehensive economic partnership agreement" (CEPA) is another positive sign. The target date of completion is 2013.

The economic angle is critically important to our future, but a broader lens is warranted to appreciate the scope of opportunity with India. The demographic dividend in India – with almost half of the 1.2 billion under the age of 25 – presents an excellent opportunity for Canadian universities and colleges. The presence of Indian students coming to Canadian campuses is on an upward trajectory with numbers quadrupling in the last five years. This is a significant trend and will contribute to cementing long term relationships.

Higher education, however, is more than just recruiting students. It is also about developing important research networks. The rise of the innovation agenda in many Asian countries is now apparent and their impact on global innovation chains and business models are being felt across borders. In a recent report released earlier this year, Rising Innovation Capacity in Asia and Opportunities for Canada, Dr. Rahim Rezaie, post doctoral research fellow at APF Canada and the Munk School of Global Affairs, Uni-

versity of Toronto, cites that India's real investments in R&D nearly doubled in the 2002-2007 period from, US \$13 billion to US\$25 billion. Canada and India are on an important journey together and the multifaceted levels of engagement form a solid basis to build substantive ties with representatives in business, government, culture, education and civil society. The presence of a sizable number of Canadians who trace their roots to India will continue to serve as an important bridge builder between the two countries. Moreover, the growing presence of a Canadian diaspora in many Asian countries, including India, will further strengthen the people-to-people connection. Together these individual relationships will translate into institutional ones.

APF Canada's special initiative, The National Conversation on Asia, is seeking to get Canadians more deeply engaged to THINK about the importance of Asia for Canada, to TALK about the implications of Asia's rise; and to ACT – because to not act is to risk being left behind in the global economic and power shift that is underway.

We're back in the game; now we have to build a team for many seasons to come.

Yuen Pau Woo is the President & CEO of the Asia Pacific Foundation of Canada. Kasi Rao is a Toronto-based consultant and a Senior Fellow at the Asia Pacific Foundation of Canada.

5 STEPS

Canadian SMEs should consider before going after the Indian Market



ICCC and Town of Markham jointly led a trade mission to India in January with over 60 SME companies from Canada

Recently, I was asked by the Globe and Mail to provide my advice on “How to Break into the Indian Market”, answering the challenge of tapping into the opportunities in that part of the world.

Particularly welcome was the fact that the article did not focus on the select few large Canadian companies that have a vibrant presence there.

It goes without saying that more large companies need to develop and implement strategies for that market but even more relevant are the opportunities for the smaller and medium sized organizations. India is a complex country and business practices vary from region to region.

A Canadian SME may wish to consider five steps as it contemplates implementing an India-related strategy.

1. Build your market intelligence right here in Canada. There are any number of organizations that now have India on their radar screen. For SMEs, take a look at Canadian Chamber of Commerce and the Indo-Canada Chamber of Commerce.

2. As global activity moves increasingly to the sub-national level, you may be surprised at the contacts your local businesses and municipalities (economic development offices) have with India. Take the example of Novo Plastics in Markham, Ontario, a company that has India firmly on its radar screen. It has experienced success with major Indian conglomerates. Its expertise lies at the intersection of the plastics and engineering sectors.

3. Touch base with a major Canadian law firm and seek their advice. Virtually all the major ones have an “India desk.” They will put you in touch with their Indian counterparts.

4. Lead from the top and while you need to work with your financial constraints “front end” your commitment. It will get you the attention of prospective business partners.

5. Make a reconnaissance trip to India with any one of Canadian delegations that are going there. Use the first trip as a way to begin the process of understanding the country, its business culture and developing local relationships.

All of the above should be guided by an assessment of how your product or service is responsive to the Indian market. Indian organizations like the Confederation of Indian Industry and the Indian Brand Equity Foundation will give you a valuable guide to the pulse and trends in the Indian economy. If you meet the twin test of your distinctive strengths with the Indian need for what you do – the pathway to success becomes more realistic.

This article first appeared on Telus' Talking Business blog
http://community.telustalksbusiness.com/blogs/talk_business

Kasi Rao is a senior advisor to ICCC

DIAMONDS: CONNECTING THE DOTS

BY NAVAL BAJAJ

Canada is the world's third largest producer and India is the largest importer of rough diamonds. But the trade between Canada and India in diamond is negligible



Canada is the world's third largest producer and India is the largest importer of rough diamonds. But the trade between Canada and India in diamond is negligible because of traditionally trading in diamonds is through "diamen-taires" who operate their businesses from Antwerp, Israel, Hong Kong and Dubai. As a result, there is little direct trading between Canada and India in diamonds.

Economic relations between Canada and India took a high-growth trajectory when in 2009 the prime ministers of both the countries set a target of \$15billion two-way trade in five years. Then, the Indo-Canada Chamber of Commerce (ICCC) began to explore avenues that would help achieve this target faster. It was evident that if a direct link was established between the rough diamond manufacturers in Canada with the rough diamond importers in India, the \$15billion two-way target could be achieved within no time at all. This is because Canadian rough diamond exports cross \$2billion annually, and India imports roughs to the tune of \$10billion annually.

In December 2011, the ICCC signed a memorandum of understanding (MoU) with the Diamond Bourse of Canada (DBC). Satish Thakkar, President of ICCC, and Bhushan Vora, Chairman of DBC, agreed to commit both their organisations to explore avenues to establish direct linkages between Canada and India in diamond trade.

An important clause of the MoU specifies thus: "Both organisations recognise that the current diamond distribution model, in which Canada's entire diamond output shipped out of the country as is – primarily to Europe – fails to provide Canada with any meaningful value-added opportunities. Consequently, the ICCC and DBC will work together, by jointly lobbying government, producers and various diamond industry stakeholders for the diversification of the traditional rough diamond distribution models. Specifically, both organisations will aim to create the conditions for the creation of a viable and competitive primary-market for rough Canadian diamond goods – which is open to all buyers – within Canada itself."

Subsequently, the ICCC followed up on the MoU during the India Mission 2012 by arranging a roundtable in Mumbai with the executive council of the Gems & Jewellery Export Promotion Council of India. The council represents India's largest gem and diamond producers. The meeting uncovered important untapped potential between Canada and India with special focus on diamond manufacturing, and the cutting and polishing industry.

And finally, in March 2012, the ICCC formed its own mining committee with Ms. Indira Singh as Chair and Mr. Satish Thakkar as Vice-Chair of the committee.

*Naval Bajaj is the Vice President & Director,
Finance & Administration, ICCC*

MARKHAM INDIA MISSION

BY STEPHEN CHAIT

With an eye to advancing relations with business leaders and investors, Markham partnered with the Indo-Canada Chamber of Commerce (ICCC) this past winter to co-lead India Mission 2012. Markham's Mayor Frank Scarpitti, ICCC President Satish Thakkar and over 60 delegates from across the GTA and

ing Alliance. In 2011, the "Year of India in Canada," Markham participated in several major initiatives, including the International Indian Film Academy Awards and Regional Pravasi Bharatiya Divas (PBD) North America.

The ICCC performed the invaluable tasks of recruiting mission

Markham as an investment opportunity. They also visited associations and organizations with an interest in developing business-to-business opportunities with Canadian counterparts, many of whom have chosen Markham as their North American headquarters.



Canada undertook a business mission to India (New Delhi, Jaipur, Mumbai and Pune) and Dubai (UAE).

India Mission 2012 is an integral part of the Markham's 10-Year economic strategy, Markham 2020, addressing the objective of establishing stronger business relationships with India and Dubai by building on recent initiatives. In 2009, Markham attended the Pan IIT Alumni Conference in Chicago and co-lead a business mission to India with the Greater Toronto Market-

delegates, providing organizational and promotional services, as well as travel arrangements in advance of and during the mission. Delegates represented myriad industries, including information and communications technology, financial services, medical devices, scientific and technical services, food and beverage, legal and immigration, and business services.

Mayor Scarpitti, along with Councillor Carolina Moretti, Chair of the Economic Development Committee, promoted

"Markham is the most diverse municipality in Canada," said Mayor Scarpitti. "Indian expat entrepreneurs now living in Markham and region were able to help open doors for us and that was invaluable in the development of these very important new business relationships."

The delegation's intense schedule included meetings in New Delhi, Jaipur, Mumbai, Pune and Dubai (UAE). In total, delegates attended over 25 meetings and met with over 500 business people and government offi-



cials during their time overseas. Networking, visiting technology hubs and formalizing business partnerships was the order of the day. In all, Mayor Scarpitti signed three Memorandums of Understanding (MOU) during the 10-day trip: in Mumbai, MOUs were signed with the World Trade Centre Mumbai and the All India Association of Industry. In the growing business and IT centre of Pune, the signing of an MOU with the Mahratta Chamber of Industry and Commerce served to advance the relationship initiated during a 2009 visit.

"India is one of the fastest growing economies in the world, and we know there are many opportunities for investments and partnerships within Markham," said Mr. Chait. "Partnering with the Indo-Canada Chamber of Commerce, who were able to recruit such an enthusiastic group of delegates, allowed us to jump several steps ahead when it came to connecting with the right people and organizations."

In New Delhi, the delegation held a half-day workshop with members of the Indo-Canada Chamber of Commerce (ICBC), and the Confederation of Indian Industry (CII). During the meetings, CII announced the launch of their Canada-India Committee, a subgroup focused on bettering Canada-India relations through business and industry

ties, with plans for the Committee to host its first meeting in Canada this year.

Delegates also met with Som Mittal, President of the National Association of Software and Services Companies (NASSCOM). Mr. Mittal established a Canada-India Technology Roundtable and during the visit, discussion turned to the possibility of bringing the Roundtable's inaugural meeting to Canada, to be hosted in Markham sometime this year.

A highlight of the trip came early on. In Jaipur, members of the delegation attended the annual Pravasi Bharatiya Divas (PBD) which is celebrated annually, on January 9, to mark the contribution of the overseas Indian community to the development of India. Her Excellency Shrimati Pratibha Devisingh Patil, the President of the Republic of India, conferred the Pravasi Bharatiya Samman Award (PBSA) to the Indo-Canada Chamber of Commerce (ICCC). On behalf of his organization, ICCC President Mr. Satish Thakkar accepted the award—the highest honour bestowed on non-resident Indians or institutions run by Indians abroad by the Indian government.

Stephen Chait, Markham's Director of Economic Development, noted the effectiveness of engaging local business leaders.

When asked how he felt the mission had served his objectives, delegate Terry Sawh, President, Topnotch Employment Services Inc. said "Mayor Scarpitti and his team, together with the ICCC, created realistic business opportunities and channels that I would not have easily accessed on my own."

"This was a highly successful mission and we accomplished what we set out to accomplish, and more," said Mayor Scarpitti. "The MOUs we signed will go a long way to facilitating trade and investment opportunities and helping us formalize partnerships going forward. We don't intend to lose the momentum we built during the mission."

The work doesn't stop now that everyone's back, though. Markham's Economic Development Department is currently working on an online platform that will be used to continue the work that the mission started by connecting Canadian-based businesses with their counterparts in India. While that is in development, Markham's plans for a follow-up mission in January 2013 are currently under consideration.

Stephen Chait is the Director of Economic Development, Town of Markham.

INDIA INNOVATION INSTITUTE

BY MUKESH GUPTA

The India Innovation Institute (III) at University of Toronto is a joint venture of the Munk School of Global Affairs and the Rotman School of Management. It is designed to be a hub of excellence for researchers across the university and around the world, who are interested in research on Indian innovation. It is the only institute of its kind anywhere in the world.

Innovation is the act of introducing something new. Innovations could be new products or services, new processes for achieving outcomes, or new mental models for solving problems. From a business perspective, we can also define innovation as “turning ideas in to money”. Innovation is not about making a billion dollars, but it is about finding out new ways of doing things. In our view, innovation occurs at the intersection of human, financial and social resources.

Successful innovations are born out of good ideas, although an idea alone is not enough. Some believe that a certain type of environment is necessary for development of these ideas; otherwise coming up with new and innovative idea would be a relatively common skill. One school of thought says that all good ideas occur to creative people. If we believe this hypothesis, then we would have to believe all innovations in the past were just by chance; of course we know this is not true.

Another hypothesis is that all good ideas are a result of accumulation of numerous smaller institution that we have from time to time. Once we have an intuition it lurks in the back of our mind and stays there until it collides with a similar intuitions and this leads to a development of an idea. This collusion of the intuitions is the moment that gives rise to new innovation. For example Tim Berners Lee the inventor of the World Wide Web worked on the concept of a communication network for ten years to come up with the idea that we now know as the internet.

The India Innovation Institute is a joint venture of Munk School of Global affairs and Rotman School of Management. The study of innovation is an interesting one in itself, but the focus of India Innovation Institute is to provide a platform for researchers who are interested in Innovation in India.

Focusing on innovation from India can be important for couple of reasons. First of all India is a global Innovator,

and by 2050 it is expected to grow to be the fifth largest economy in the world with average household income matching that of most western nations. The population of the country is expected to grow to 2 billion by then, making India one of the most populated countries in the world.

India is still facing problems such as chronic poverty, global climate change, energy dependency and eroding health and welfare for which solution have not been found. Although these issues are global, local innovation is the key to solving them. Great ideas, more often than not, emerge in a local setting and ideally we would like these ideas to be adopted globally.

Innovations should be scalable for it to be adopted globally. Innovations are inherently bound by constraints, but an effective innovation does not have constraints. We need to focus more on the local innovations that challenge such boundaries of constraints; because such innovations will help resolve some of the global problem.

Innovations in India are bound by economic, social, political and cultural constraints; also Indian innovations need to be frugal to succeed. For example “Narayan Hospital” provide affordable and quality healthcare to the poor. It is a combination of high quality medical knowledge and an astute business sense of providing health care to the needy. Another example is “e-Choupal” a service that involves installation of computers with internet access in rural areas of India to offer farmers up to date marketing and agricultural information.

The India Innovation Institute is trying to provide a platform for research on similar sort of innovation through several case studies, CEO summits and Lecture series. Currently the Institute is focusing primarily on developing case studies on innovation stories like the “Narayan Hospital,” the “Aakash tablet” and “e-Choupal”.

Mukesh Gupta is Director of Strategic Relations for Tata Consultancy Services

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CANADA-INDIA SME PERSPECTIVE: THE BIGGER OPPORTUNITY

BY NADERA HAMID



THE PERSPECTIVE

Most of the Canadian and Indian SME's are very optimistic about the Trade talks between Canada and India, and rightly so. All too often trade, we assume belongs to large companies. But the bigger opportunity is the engagement between the small and medium enterprises (SMEs). Canada's SMEs are essential to Canada's economic and social welfare, and we need them to lead the charge in India because they account for 45 per cent of GDP, 60 per cent of economic growth and 75 per cent of net employment growth. This gives it a robust huge opportunity in the area of technology share and exchange, joint investment and trade opportunities.

THE OPPORTUNITY

Even with the desire and the ability, many SMEs feel that the prospect of entering emerging markets such as India can seem overwhelming. Well aware of the opportunities, they are concerned with issues

of corruption, culture, distance and bureaucracy. This is where there is an imperative need for organisations like the ICCC in Canada and ICBC in India to step-in and inspire confidence at both ends.

The fourth round of Canada-India trade negotiations took place in Delhi from February 13 to 16, 2012 and have concluded successfully. The Trade talks which are aimed at deepening trade and investment ties are expected to benefit the small to medium-sized enterprises (SME), which are crucial to both the Indian and Canadian economies. In fact a key area of engagement in the CEPA talks is with the focus on SME's and how the barriers can be neutralised to effectively propel this engagement.

For India, a trade agreement with Canada will eliminate or reduce tariffs on goods, liberalize trade in services and directly benefit SMEs. The SME sector has emerged as an engine of growth of the Indian economy. It has contributed significantly towards

6 January 2012



India's robust economic growth, even in the face of the global financial crisis. SMEs account for 60 million jobs, 45 percent of manufactured output and 40 percent of exports. The numbers are similar in Canada, accounting for 45 percent of GDP, 75 percent of net employment growth and 60 percent of all jobs. Thus, the SME sector is a unique area for international cooperation and collaboration between Canada and India.

It is actually the SME's that are expected to benefit the most from CEPA. The larger Companies would of course welcome the expected tax benefits and the subsidies that would emerge from the trade talks . it is however the SME's which are awaiting it with bated breath. For them the very prospect of doing business with Canada depends on the outcome of these talks. For the larger Companies are already doing business and will continue to do business , no matter what as they have a large cushioning to rest on. They have the means to do so .

We are hoping that all these hopes and intentions are translated into tangible realities.

STAKEHOLDER'S AND THE WAY FORWARD

In the joint initiative there are stakeholder's that have emerged who would like to see this to assume positive results as also we need to engage and work closely with other's :

And this is the way forward :

EDC (Export Development Canada) has prepared a strategic plan in this area and are investing to enhance this engagement. They have already led a delegation of 150 entrepreneurs for B2B and government discussions.

The Government of Canada through its CEPA negotiations is pushing to have a very trade friendly agreement where SME's from both countries benefit in the growth story.

Chamber's like the ICCBC and ICBC is focussed to work effectively in identifying and helping with a hand-holding strategy for SME's from both countries together (a good example was the recent influx of +200 Indian SME's who participated in Canada's largest engineering show to showcase opportunities for trade.

Indian business trade bodies such as CII and FICCI are focusing on SME's in specific area's where they feel there is an opportunity to trade or collaborate.

At both the end's , and ICBC and ICCBC can take this initiative, engage to jointly work with the Canadian Small Business Chamber's and the same in India. The membership of these organisations can then identify the sectors and the scope of business they would like to engage in.

Nadera Hamid - COO, Indo Canadian Business Chamber, New Delhi

INDIAN BUSINESSES CHOOSE PRINCE EDWARD ISLAND

BY REBECCA BRUCE, INNOVATION PEI



In his recent speech at the prestigious Empire Club, the Premier of Prince Edward Island, Robert Ghiz emphasized how his province will be continuing to prospect multinational companies and developing Prince Edward Island as an entrepreneurial capital of Canada.

And his province has been steadily making strides to prove this statement.

In March of this year, Canada's smallest province made international media headlines when it landed deals with two large India companies.

During a trip to India, Premier Ghiz personally went over to assist in building relationships and make a presence with prospective India clients. The highlight of the trip was meeting with Ganesh Ayyar, the CEO of the \$1 billion global service provider, Mphasis. They signed a contract for Prince Edward Island to be first its near-shore centre in North America to work directly with its United States and Canadian operations in the financial services sector. The second deal was with OmniActive Health Technologies, a bioscience company, to set up its advanced Research & Development centre in Prince Edward Islands' Biocommons Park.

"We have been fortunate to be establishing relationships with partners in India," said Premier Robert Ghiz. "We offer this highly populated country an ideal North America location that prides itself as a one-stop shop for businesses. Our government works closely with the business sector to ensure this."

The trip during March of this year had the Premier and his team visit Bangalore, Mumbai and Delhi. Prince Edward Island has been developing a reputation for prospecting international companies, including Invesco and CGI. Success has been credited to the province's low operating costs, access to markets, a positive tax environment and a highly educated and skilled workforce.

Canada's smallest jurisdiction is full of progressive thinkers, strategically investing into the private sector, especially into the emerging sectors such as information technology, aerospace and bioscience.

Prince Edward Island is invested in keeping the momentum going with its prospecting in India and building relationships. It will be a province to watch, as it makes its mark as a small yet mighty force in India.

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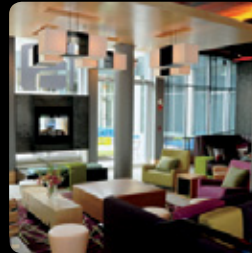
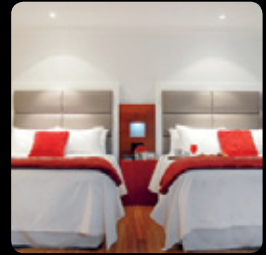
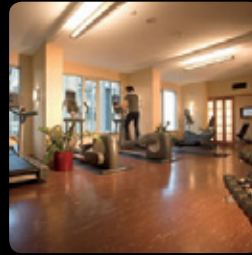
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The background is a dark blue grid of small square images. A large, thick, red arrow curves from the bottom left towards the top right. The word "INSIGHTS" is written in large, white, bold, sans-serif capital letters across the center. There are also some glowing, abstract shapes and lines in the background, including a bright orange and red streak at the bottom left and some white circular lines on the right side.

INSIGHTS

A MODERN STORY TELLER: IN CONVERSATION WITH DR. BRENDA BECK

BY NAMITA JOSHI

With the passion of an anthropologist and the keen eye of an artist, Dr. Brenda Beck has managed to bring together various fields of study under a unifying umbrella to retell an ancient, epic tale for a new, modern audience. Beck has paid the utmost respect to the storytelling art of the bard in the animated project, The Legend of Ponnivala. Set deep in the interior of the Indian province of Tamil Nadu, this legend lends itself well to the modern universal concerns of orphans, migration of people, exile, role and treatment of women in society, suicide and bullying. Perhaps most impressive is the dedication Beck has shown to this piece of work forty eight years in the making.

The Legend of Ponnivala is presented as a twenty six episode series of animated folk art. The story-line follows the lives of a family with a set of triplets – the brothers Ponnar and Shankar and a sister. The great legend is larger than the trials and tribulations of the brothers alone. Beneath the surface, the retelling of this epic tale showcases the historical relevance of the region of Kongunadu, an alluvial highland plane in the interior of Tamil Nadu through which the Kaveri River flows. A modern audience will note that much focus is given to the men of the family while the women play more silent roles. Even silently, the strength of will and character of these women – grand-

mothers, mothers, sisters, shines through.

The Sophia Hilton Foundation of Canada, of which Dr. Beck is a founder and CEO, was conceived in honour of a love of family and activism. It has enabled Dr. Beck to support her research and to share her findings with the public through the production of documentaries and animation. The foundation's umbrella encompasses three primary projects. An interest in land stewardship and conservation has led to documentary work on natural river systems. A

social series with a multicultural orientation highlights aboriginal communities from across Canada. And of course, the animation of the Legend of Ponnivala aptly underlies the passion and dedication the Sophia Hilton Foundation brings to the table and to the world.



To engage in conversation with Brenda Beck is to be reminded of the beauty and charm of the oral tradition. Excited and vibrant while remembering her first journey to Tamil Nadu as a doctoral student at the Institute of Social Anthropology, a part of Oxford University in England, one can hear the love and respect Beck continues to carry for the Legend of Ponnivala and those who first shared it with her. Beck reminisces, “I was quite excited to be there. It was the first time I had done any field work. My first project was to improve my Tamil”.



The seed for an animated, widely available and modern rendition of the legend of Ponnivala was planted early in 1965 when Beck originally discovered and tape recorded the folklore tale. Living in a small village with no electricity, Beck not only adjusted to village life in Olappalayam in Tamil Nadu, she also immersed herself in the culture of the region. In response to her inquiries into the rich oral tradition of story telling, a recitation of the legend was organized for Beck and for the villagers. The idea, in a general sense, was simple. The bard sat in front of a white wall. The only light was that provided by a kerosene torch. The light would illuminate the face of the story teller and cast an exaggerated shadow on the wall behind. In the local puppet tradition, the bard would sing verses to relate the tale of the legend of Ponnivala with animated visual movements. As such, the enraptured audience not only enjoyed his voice but, also, the shadow play on the wall behind the performer.

From the very beginning, Beck was intrigued by the exaggerated shadow and it is this original performance that lies at the heart of the modern animated series. With a chuckle, Beck remarks that she was the lone villager who did not realize that the telling of the tale would require a total of forty four hours. While everyone else came knowing that the bard's entertainment would continue over many nights, Beck recalls being thankful she had brought along a formidable tape recorder. With two forms of the story – a taped version of forty four hours in song and a recitation, narrated by the same bard and written down on paper by a scribe to total 1200 pages, Beck was

already in possession of a vast amount of research to bring the story alive for a new audience.

Interestingly, the variations in recordings were a remarkable discovery for Beck. The tape recordings provided a more detailed and visual, moving description than the written word. As is common in oral tradition, elements of other stories familiar to the region were adjusted, moulded by the bard to take on new roles in the telling of the Legend. The Legend has been a well spring of inspiration for decades and continues to surprise and delight Beck as she delves into it even deeper.

The unwritten, oral tradition of rural India is brought to screen at a time when modernization and technology are advancing at an unprecedented rate. Although at odds with structured and formal literary training, we as a society, still have much to learn and appreciate from stories passed down from our elders. Dr. Beck is astounded by the wealth of information the story continues to yield each day. Such a rich and interesting foundation has provided her with a colourful treasure map of possibilities to explore and discover. Perhaps most telling of the connection and admiration Beck feels for the people and, the story of the region she was a part of, are her own words, “I wish the singer was still alive. I have so many questions for him”.

For more information on The Legend of Ponnivala and the work of the Sophia Hilton Foundation of Canada, please visit www.sophiahilton.org.

MARKETING 201: FROM CHAOS TO ORDER TO HIGHER SALES

BY ASHISH MALIK

Too often, entrepreneurs channel their passion into their business, with a resulting marketing plan that is at best chaotic, and often inefficient or costly.

Too often, entrepreneurs channel their passion into their business, with a resulting marketing plan that is at best chaotic, and often inefficient or costly. Strategic marketers know that marketing is not only about shortening the sales process but it also includes delivering on promises and exceeding your customers' expectations to generate recurring business (and referrals). Finally, it means adding process and automation.

The following seven steps framework can help move you and your company from an opportunistic marketer, to a strategic one:

1. AWARENESS:

How do you make the prospects aware of your products and services, or in some cases, aware of their own needs? There are numerous ways to achieve this: social networking, paid advertising both offline and online etc.

2. Capture leads: Your brand may touch hundreds of prospects everyday but to get the biggest bang for your buck, you need to have a process to understand who they are and capture them as leads; an effective way is to leverage a system called Customer Relationship Management (CRM).

3. EDUCATE & BUILD TRUST:

"People buy when they're ready to buy, not when you're ready to sell." However, it is important that when they decide to buy, it is you that

is on top of their minds or you lose the opportunity. Ask yourself how you can follow-up with your prospects to have them prefer your product or service, and then test-drive it so that they feel confident that your solution works.

4. CONVERT SALES:

If you are doing a great job of educating and building trust with your prospects, there is a very high probability that you'll be able to earn their business, whenever they are ready for your services or products.

5. DELIVER & WOW:

The most neglected part of Marketing is the actual delivery. No amount of money can replace a great customer experience. You can upsell and generate referrals only when you exceed expectations and WOW your customers.

6. UPSELL/REPEAT SALES:

Most businesses spend so much time thinking about getting new customers in the door, they

miss the goldmine of their existing and past customers. Systematizing and automating the follow-up with past clients is the only way to efficiently tap into this market.

7. GENERATE REFERRALS:

A happy customer who is totally sold into your business ecosystem will always be your most



Finally, it means adding process and automation. The following seven steps framework can help move you and your company from an opportunistic marketer, to a strategic one.

effective (unpaid) marketer. There are many ways to reach out to your customers and identify potential brand ambassadors e.g. reviewing discussion forums and support databases, reviewing your CRM logs etc. Next step: empower them to sell on your behalf.

Every business is doing some marketing, and you are likely doing a number of these steps. But are you doing them all? Have you automated them? Are you using some of the modern tools (Social Media and CRM, for example), to

reach out and connect to new prospects and existing clients? Growing a business is never easy, but developing a plan using this framework can help translate your marketing activities more directly into sales.



*Ashish Malik is Partner, Client Services
108 ideaspac Inc. (<http://www.108ideaspac.com>)*

Ashish can be reached at 416-256-7773 x102, or via email at ashish@108ideaspac.com. To read more about marketing using CRM, visit <http://budurl.com/iccc>

THE IMPORTANCE OF CULTURE

BY DR. DEEPALI DEWAN



The Royal Ontario Museum (ROM) receives thousands of visitors and students from near and far on a weekly basis. The platform provided by the ROM has the power to touch the hearts and minds of visitors long after their visit is over.

The Sir Christopher Ondaatje South Asian Gallery opened at the ROM in 2000 and was expanded in 2008 as part of the new Michael Lee-Chin Crystal. In this way, it has pride of place in one of Canada's premier cultural institutions. Over 350 objects are on display that span 5000 years of history, from the Indus Valley Civilization to the present day. One of the main purposes of the display is to show South Asia as a place not only of strong cultural tradition but of a vibrant contemporary culture. This is no more important than now, especially as India goes through a period of profound economic growth. Yet this growth must be contextualized in the past.

Nine thematically organized exhibit areas present the ROM's outstanding collection of religious objects and sculpture, decorative arts, arms and armour, miniature paintings and textiles, originating from countries such as Afghanistan, Bangladesh, India, Nepal, Pakistan, Sri Lanka, and Tibet. For example, the section titled Imagining the Buddha traces the birth and development of Buddhist art from the 3rd to 5th centuries, especially focusing

on the region of Gandhara; The Goddess, exploring icons of the feminine divine represented in both benevolent and wrathful forms; and Courtly Culture describes lavish luxury items and displays of grandeur predominantly from the Mughal and Rajput courts. For the modern period, Cultural Exchange focuses on European commercial interaction with South Asia from the 16th-19th centuries and the new social, political, and cultural relationships that were established and, finally, Home and the World presents modern and contemporary art of South Asia and of the South Asian Diaspora as it absorbs and reflects current issues in the 20th and 21st centuries.

The Indian Diaspora is central to the story of South Asian art presented at the ROM. People from around the world of Indian origin who settled in Canada provided the initial impetus and support to establish a South Asian presence at the ROM. In this way, the ROM's Ondaatje Gallery is a direct reflection of how much the Indo-Canadian community has become a part of the Canadian fabric.

Dr. Deepali Dewan is the Curator, Royal Ontario Museum

BEHIND THE READINGS: BRINGING ABOUT SOCIAL CHANGE & AWARENESS

BY KYLE DEGRAW

World Literacy Canada's Kama Benefit Reading Series marks its 20th anniversary in 2012. The signature non-profit fundraising event and, increasingly, one of Toronto's most sought-after literary events,

World Literacy Canada's Kama Benefit Reading Series marks its 20th anniversary in 2012. The signature non-profit fundraising event and, increasingly, one of Toronto's most sought-after literary events, Kama has been engaging literary partners in Canada to implement change both at home and in India.

For a small, grassroots international development agency to attract support from the likes of Margaret Atwood, M.G. Vassanji, Bob Rae, Michael Ondaatje, and Vikram Seth is no small feat. For almost 60 years, World Literacy Canada has worked in the poorest regions of India to help advance that most basic of rights – education – for women, children, and their communities. Buoyed by the encouragement of supporters, communities have been changed and continue to be inspired.

The Kama reading series helps make this happen. This year, Rohinton Mistry was the highlight of the final evening of readings with a passionate and heartfelt dedication to the cause of poverty reduction, the realities of which are laid bare in his writings and public readings.

India's recent and rapid progress is truly remarkable. There is no limit to the manner in which global citizens can become involved to play a role in shaping the future of a rising superpower. By the numbers, there remain 39 million illiterate women in Uttar Pradesh alone, the vast majority of which are subsid-

ing on income levels which limit their potential. This is where we choose to work – it's where we can make the biggest difference.

In Canada, among the hustle of our daily routines, it's easy to forget just how essential a skill literacy is. But just for a moment, imagine yourself unable to read or write. You would likely find yourself un(der) employed, with difficulties doing the most basic of tasks like count your money, sign up for government schemes, or read medication instructions. In short, the road to self-sufficiency, and thus India's overall development, begins with literacy.

That said, the trend in development today is away from the education sector, particularly in South Asia. And recently, our funding from the Canadian International Development Agency was not renewed despite solid results verified by third-party evaluators. Which is why the Kama reading series is more important than ever. As individuals, we each hold the power to act on our passion. By marrying our love of literacy to the cause of literacy, we can continue to deliver hope and change.

Kyle Degraw is the Communications Manager at World Literacy Canada



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ICCC PAST PRESIDENTS



1977-78 • 1979-80
Kishore C. Doshi



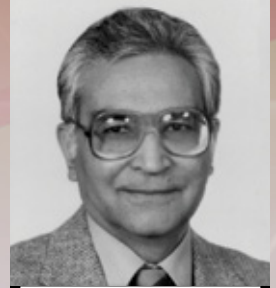
1978-79
Homi Billimoria



1980-81
Mike Flecker



1981-82
Bakul Joshi



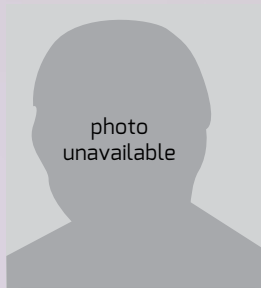
1982-83
Harshad Patel



1983-84
Suresh Goswamy



1984-85
Vinu Vasani



1985-86
Rajeev Jain



1986-87
Rasik Morzaria



1987-89
Sat P. Chopra



1989-91
Benny Lobo



1991-93
Ajit Someshwar



1993-94
Manoj Pundit



1994-96
Hari Panday



1996-98
Raj Kothari

ICCC PAST PRESIDENTS



1998-00
Ravi Seethapathy



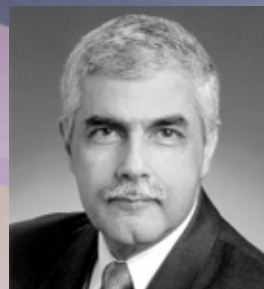
2000-01
Rakesh Goenka



2001-03
Kris Krishnan



2003-05
Pradeep Sood



2005-2007
Ajit Khanna



2007 -08
Sunil Jagasia



2008-10
Asha Luthra



2010-11
Vinay Nagpal



2011-12
Satish Thakkar

HALL OF FAME

LIFETIME/OUTSTANDING ACHIEVEMENTS AWARD



1992
Shan Chandrasekar



1993
Dr. Ranjit Kumar
Chandra



1994
Dr. Prasanta Basu



1995
Satya Poddar



1996
Dr. Sudi Devanesan



1997
Nalini Stewart



1998
Hon'ble Herb
Dhaliwal



1999
Dr. Bhausahab Ubale



2000
Hon'ble Ujjal
Dossanjh



2001
Dr. Balbir S. Sahni



2002
Dr. Naranjan S.
Dhalla



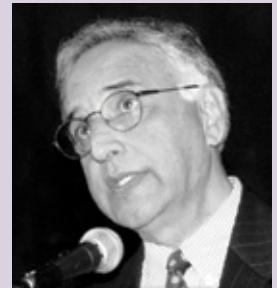
2003
Dr. C. Sen Gelda



2004
Dr. M. N. Srikanta
Swamy



2005
Dr. Chandrakant P.
Shah



2006
Ben Sennik



2007
Dr. Budhendranauth
Doobay



2008
Dr. Ashok Vijh &
Dr. Ratna Ghosh



2009
Suresh Thakrar



2010
Baljit Chadha



2011
Dr. H. Rayadu Koka



2012
Pawan Singal

HUMANITARIAN AWARD



1992
Dr. Kappu Desai



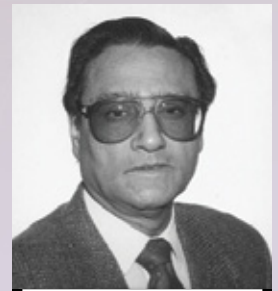
1993
Nurjehan N. Mawani



1994
Sunera Thobani



1995
Vim Kochar



1996
Keshav Chandaria



1997
Bonnie & Fred
Cappucino



1998
Anup Singh Jubbal



1999
Bahadur Madhani



2000
Dr. Cassim Degani



2001
Dr. Shiv L. Jindal



2002
Hussein Kanji



2003
Shree Mulay



2004
Gary Singh



2005
Dr. Abhijit Guha



2006
Rahul Singh

HALL OF FAME



2007
Dr. T.D. Dwivedi



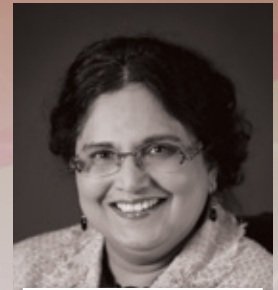
2008
Dr. Vivian S. Rambihar



2009
Dr. Terry Papneja



2010
Dr. Gagan Bhalla



2011
Meenu Sikand



2012
Chandrakant Sachdev

MALE ENTREPRENEUR & FEMALE ENTREPRENEUR AWARD



1992
Santokh Singh



1992
Om Arora



1993
Rai Sahi



1994
Asa Johal



1995
Navin Chandaria



1996
Surjit S. Babra



1997
K.C. Vasudeva



1997
Kiran Kataria



1998
Madan Bhayana



1998
Deepa Mehta



1999
Krishan Singhal



1999
Seema Narula



2000
Kashmiri Lal Sood



2000
Nilufer Mama



2001
Steve Gupta



2001
Neena Kanwar



2002
Bill Malhotra



2002
Razia Nathani-Suleman



2003
Nirmal Mussady



2003
Afsana Amarsy



2004
Bob Dhillon



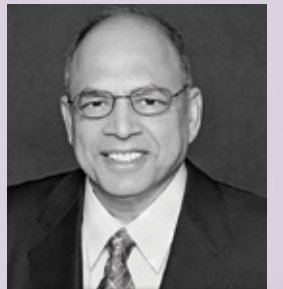
2004
Dr. Dhun Noria



2005
Mr. R. K. Bakshi



2005
Ms. Rani Advani



2006
Gyan Chand Jain



2006
Rashmi Rekha



2007
Bhim D. Ashdir



2007
Manishi Sagar



2008
Mr. Vikas Gupta



2008
Nina Gupta

HALL OF FAME



2009
Soham Ajmera



2010
Anita Gupta



2010
ZZ Pyarali Nanji



2011
Lisa Mattam



2011
Raman Agarwal



2012
Pravina Budhdev



2012
Harpreet Sethi

CORPORATE EXECUTIVE AWARD



2006
Nadir Mohamed



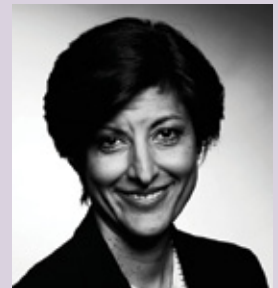
2007
Bharat Masrani



2008
Mr. Kishore Kapoor



2009
Hari Panday



2010
Zabeen Hirji



2011
Nitin Kawle



2012
Sriram Iyer

TECHNOLOGY ACHIEVEMENT AWARD



2002
A. Jasuja



2002
V. Chanchalani



2003
Sunil Kumar Sethi



2004
Aditya Jha



2005
Mr. Dipak Roy



2006
Dr. Sankar Das Gupta



2007
Dr. Nishith Goel



2008
Dr. Karan Sher Singh



2009
Dr. Jamal Deen



2010
Dr. Harinder Pal
Singh Ahluwalia



2011
Kunal Gupta



2012
Raja Singh Tuli



2012
Suneet Singh Tuli

HALL OF FAME

PROFESSIONAL MALE & PROFESSIONAL FEMALE AWARD



1992
Satinder Lal



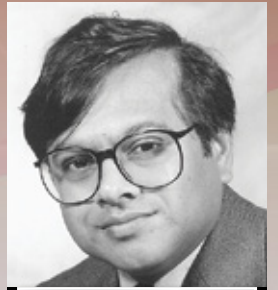
1993
Haroon Sidiqqi



1994
Sabi Marwah



1995
Kunjar Sharma



1996
Dr. Salim Yusuf



1997
Trichy Sankaran



1998
Clarence J. Chandrani



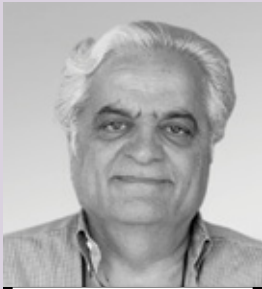
1999
Dr. Rama Bhatt



2000
Dr. Ramachandra Munikoti



2000
Shobha Khetrapal



2001
Ramesh Khosla



2001
Naseem Somani



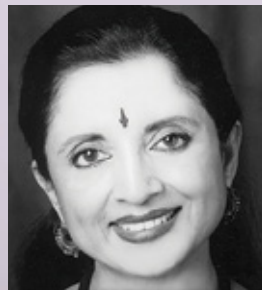
2002
Professor Vern Krishna



2002
Dr. Lalitha Shankar



2003
Dr. Salim Daya



2003
Lata Pada



2004
Virendra K. Jha



2004
Suhana Meharchand



2005
Dr. Tad Murty



2005
Dr. Veena Rawat

HALL OF FAME



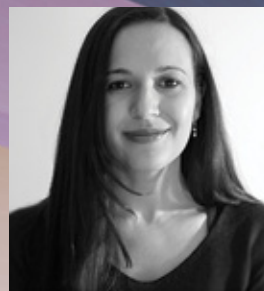
2006
Prof Asit K. Biswas



2006
Dr. Mitali De



2007
Mr. Raj Anand



2007
Sheila Kumari Singh



2008
Dr. Gopal Bhatnagar



2008
Professor Poonam Puri



2009
Dr. Vivek Rao



2009
Dr. Sonia Anand



2010
Professor Prabhat Jha



2010
Shirish Chotalia



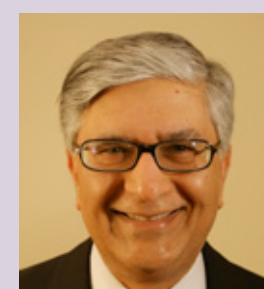
2011
Dr. Usha George



2011
Dr. Subodh Verma



2012
Madhur Anand



2012
Sunit Radia

HALL OF FAME

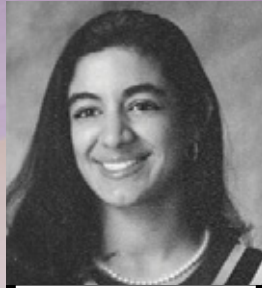
YOUNG ACHIEVERS AWARD



1993
Rochan Sankar



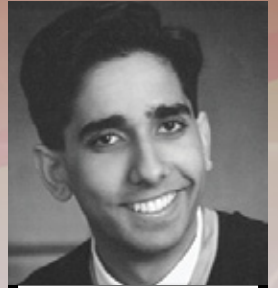
1994
Akaash Maharaj



1995
Manisha Bharti



1996
Aashna Patel



1997
Sanjay Nath



1998
Aziz Hurzook



1999
Emmanuel Sandhu



2000
Dilnaz Panjwani



2001
Anita Gahir



2002
Manisha Bawa



2003
Shahmeer Ansari



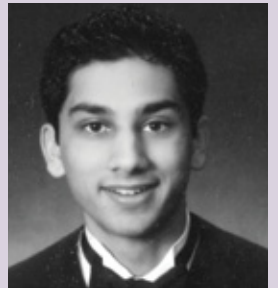
2004
Rahul Raj



2005
Manjit Minhas



2006
Ravi Sood



2007
Ankit Kapur



2008
Asha Suppiah



2009
Suraj Kumar Gupta



2010
Guru Gobind Singh
Children's Foundation

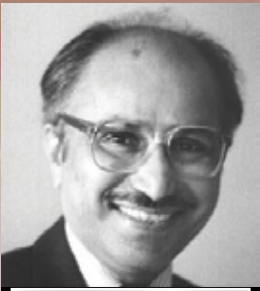


2011
Jasmeet Sidhu

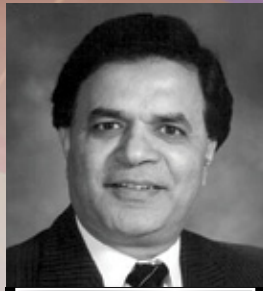


2012
Aakash Sahney

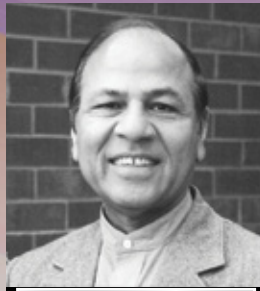
HALL OF FAME
PRESIDENT'S AWARD



1993
Paul Fernandes



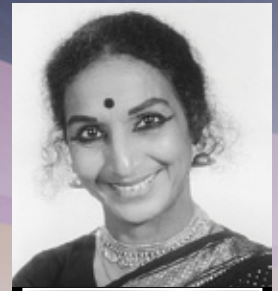
1994
Amar Erry



1996
Ajit Jain



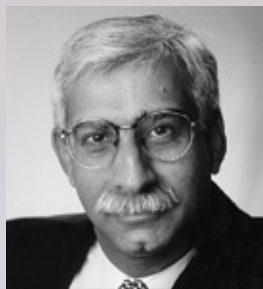
1997
Rajiv Bhatia



1998
Dr. Menaka Thakkar



1999
Rohinton Mistry



2000
Firoz Rasul



2001
Hon'ble Maria Minna



2002
Hon'ble Mobina Jaffer



2003
Dr. Colin D'Cunha



2004
Ramesh Chotai



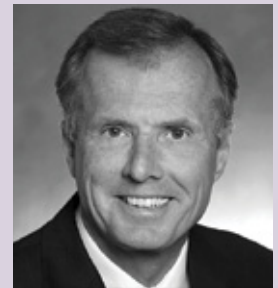
2005
Ms. Ratna Omidvar



2006
Rajesh Subramaniam



2007
Subha Rajan (Tampi)



2008
Gary M. Comerford



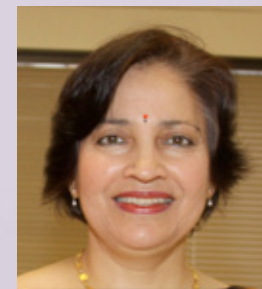
2009
Dr. Asha Seth



2010
Harinder Takhar



2011
Vasu Chanchlani



2012
Preeti Saran

HALL OF FAME

MEMBER AWARD



1992
Raymond Christian



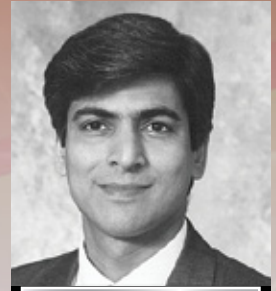
1993
Gordan Pohani



1994
Hira Joshi



1995
Reema Duggal



1996
Rajiv Bhatnagar



1997
Ravi Seethapathy



1998
Pradeep Sood



1999
Rashmi Brahmabhatt



2000
Rakesh Goenka



2001
Suresh Thakrar



2002
All ICCC Members



2003
Sampat Poddar



2004
**Sudarshan
Jagannathan**



2005
Mr. Anil Shah



2006
**YP Committee
of ICCC**



2007
Dr. Geetha Ramesh



2008
Rina Gill



2009
Surinder (Pal)
Ghumman



2010
Satish Thakkar



2010
Harjit Kalsi



2011
Ruby Sohi



2011
Davy Sohi



2012
Kasi Rao

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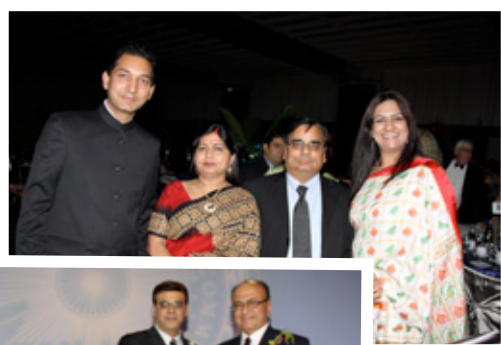
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YEAR IN REVIEW 2012

ANNUAL AWARDS AND GALA NIGHT 2011

Held on June 11, 2011 at Constitution Hall, Metro Toronto Convention Centre, "Building Bridges – Wave of Change", was a grand and fitting finale to the year. Breaking from the tradition of political speakers, Gala 2011 welcomed on stage Lieutenant-General Peter Devlin, Chief of Land Staff, Canadian Armed Forces as the Chief Guest. The eminent Indian author Gurcharan Das was the keynote speaker.





JULY

July 7: Roundtable on CEPA negotiations with Minister Ed Fast

Kicking off a year of tremendous achievements, ICCC's President, Satish Thakkar, invited Canada's Minister of International Trade & Minister for the Asia-Pacific



Gateway to a roundtable to discuss the negotiations between Canada and India on the Comprehensive Economic Partnership Agreement (CEPA). Minister Fast emphasised that CEPA "will be a win-win for both countries". Honourable Bal Gosal, Minister of State (Sports), and Honourable Param Gill, Member of Parliament, were also present at the meeting. During the 90 minute meeting, Minister Fast answered questions from prominent members of the Indo-Canadian business and professional community. As Satish Thakkar observed, "our Chamber supports an economic partnership agreement and we believe it will result in all-around benefits."

AUGUST

August 4: Volunteer Celebration – Thank you!

The ICCC is built on the strong support of volunteers. The volunteer arm of the ICCC truly out did itself during the hectic and demanding time during the month of June 2011 when the Chamber hosted both the PBDCanada2011



and the Annual Awards & Gala Night. To honor and recognize their contributions, the Chamber organized a volunteer appreciation bash attended by over 70 volunteers. Each was honoured with a certificate of appreciation for their selfless dedication to the Chamber's activities. Past President and PBDCanada2011 Convenor, Asha Luthra, along with Immediate Past President, Vinay Nagpal, congratulated the volunteers. Satish Thakkar emphasised the Chamber would continue to depend upon the support of the volunteers and urged them to become more actively engaged in the Chamber's activities.

SEPTEMBER

September 14: Monthly Business Networking with BMO Financial Group

Serge G. Pepin, CIMA, Head of Investments, BMO Investments Inc. made a presentation to the members of the Chamber on the investment opportunities in the emerging markets. "The question today is not whether to invest in the emerging market, the question is when and to what extent," Pepin noted. The monthly business networking session was held at the Sony Centre for the Performing Arts in downtown Toronto. Satish Thakkar also introduced members of the new board that took charge of the Chamber's affairs in July. A 60-member delegation comprising SMEs from CAPEXIL – India's

premier international trade and export promotion council – was also felicitated at the reception.

September 21: Release of PBDCanada2011 Report

Ontario Premier, the Honourable Dalton McGuinty, was the Chief Guest on the occasion of the release of the report of the proceedings of the Pravasi Bharatiya Divas Canada (PBDCanada2011) on September 21, 2011. Over a 100 IAS officers from India were felicitated at the event. The officers were in Canada to participate in a study tour and training program of the Institute of Public Administration of Canada (IPAC) and School of Public Policy and Governance (SPPG), University of Toronto. Premier McGuinty complemented ICCC for its initiatives.

September 27: Chai with CEO: Kunal Gupta



Kunal Gupta, CEO of Polar Mobile shared his personal and inspirational story about his journey to success after graduating from the University of Waterloo. An interactive discussion about the fast paced world of mobile applications was both timely and well received by the attendees. As CEO of Polar Mobile, Gupta is leading a fast-growing team to build the next generation mobile software platform. This popular Chai with CEO evening was held on September 27, 2011 and was hosted by the Young Professional committee of the ICCC.

OCTOBER

October 12: Monthly Business Networking wznce (GTMA)

Lou Milrad, CEO and Chair of the Greater Toronto Marketing Alliance (GTMA), was the keynote speaker at ICCC's Monthly Business Networking reception held at The Host, Vaughan, on October 12,



2011. Milrad indicated interest in the GTMA and the ICCC exploring ways to work together in areas of common interest. The networking reception was attended by nearly a hundred guests, both members and non-members. Milrad gave information about his organisation and the role it plays in developing businesses in the Greater Toronto Area. Satish Thakkar emphasized, "building contacts is the soul of business and commerce, as it is through meeting people from different spheres of life and sharing experiences with them that we can grow as business people and professionals."

October 14: Presenting of PBDCanada2011 report to Governor General The Right Honourable David Johnston

President Satish Thakkar led a delegation comprising of the Past President and Convenor PBDCanada2011 Asha Luthra, ICCC Senior Advisor Kasi Rao and President & CEO of State Bank of India Canada Sunil Tandon to meet Canada's Governor General The Right Honourable David Johnston to present him with the report of the PBDCanada2011 convention. He spoke about the future of Canada-

India relations in the changing world scenario, emphasised the role of higher education in promoting closer ties with India and mentoring entrepreneurs. In a short communication following the meeting, the Governor General wrote, "What a delight to meet with you. I look forward to seeing the continuous good work of the Chamber and helping in any way I can."

October 18: Roundtable with EEPC India & ICBC

A delegation comprising members of EEPC-India and the Indo-Canadian Business Chamber (ICBC) met with ICCC President, Satish Thakkar, and members of



the Chamber's trade committee on October 18, 2011. These delegates were participating in the India Show, which was a part of the Canadian Manufacturing Technology Show (CMTS) in Toronto. The India Show was an initiative of India's Ministry of Commerce and Industry and projected the excellence of Indian business across sectors. The show included exhibitions, B-2-B meetings, road shows and culture, cuisine and tourism as integral elements.

October 19: Luncheon with Arjun Munda, Jharkhand Chief Minister

Arjun Munda, Chief Minister of Jharkhand, sought the support of business and Diaspora organisations to help develop his relatively new province. CM Munda, speaking at a luncheon organised by the ICCC on October 19, 2011, emphasized,

"Jharkhand is one of the richest regions in India in terms of the mineral wealth it possesses". Satish Thakkar, President, ICCC, said "I hope our interaction will lead to fruitful discussions on key developments in the mining and minerals sector." In July 2010, Ontario's Ministry of Northern Development, Mines and Forestry and the Ministry of Mines, India, signed a MoU to increase mining-related trade and investment and cooperation between the two jurisdictions.

October 19: Hard Hats Tour of UOIT

ICCC's SME Committee organised a Hard Hats Tour to the Automotive Centre for Excellence at the University Of Ontario Institute Of Technology on October 19, 2011. In his comments, Satish Thakkar stated, "I am happy that our members and guests have been given this unique opportunity to get an insider's view to a one of its kind facility in Canada and in many respects also in the world." ACE was developed in partnership with UOIT, General Motors of Canada, the Government of Ontario, the Government of Canada and the Partners for the Advancement of Collaborative Engineering Education (PACE). ACE is available to rent by all manufacturers.

October 27: How to Land a Job & Keep that Job

The Young Professionals Committee of ICCC invited David



Lovelock, Manager, Employer Engagement, Skills for Change,

to advise members on 'How to land that job and keep that job!' Lovelock is a client-focused sales & marketing professional with extensive experience in positioning and promoting management services. A passionate and persuasive communicator with the proven ability to positively impact organizational sales and individual performance results, Lovelock had his young audience spellbound as he discussed several strategies on developing the right attitude to get the job one aspires for and then working smart to retain the job. The event was held at The Host in downtown Toronto, and had an enthusiastic response.

NOVEMBER

November 04: Launch of India Mission 2012

The ICCC and the Town of Markham announced a joint business mission to India and the UAE from January 6 to 15, 2012. The mission



would go to Delhi, Jaipur, Mumbai, Pune and Dubai. Mayor of Markham, His Worship Frank Scarpitti, in his announcement at the Markham Convergence Centre on November 4 indicated the business mission is part of Markham's overall emphasis to develop closer ties with India and other emerging markets. Commending the Mayor, Preeti Saran, Consul General, emphasised that India has now become a focal point for global companies for cost-competitive innovation. Satish Thakkar said the recent policy initiatives between Canada and India have made enhanced interaction and increased cooperation both organic and endemic.

November 09: Monthly Business Networking – Pan /

Parapan American Games

The Pan / Parapan American Games to be held in 2015 in Toronto will be the largest multi sport event to be ever held in Canada. By virtue, the event will provide a plethora of opportunities to local businesses in a variety



of sectors. A team from the Organising Committee of the Games outlined the opportunities and explained the framework of procurement at ICCC's Monthly Business Networking reception held November 9, 2011. The team comprised Ian Troop, the Chief Executive Officer of the Organising Committee of the Games, Bill Zakarow, Director of Procurement for the Organising Committee, John McKendric, Senior Vice President, Project Delivery, Infrastructure Ontario, and Paul Saunders, President, Merx Networks Inc.

November 10: Roundtable on Canada's fiscal measures with Minister Lisa Raitt

Honourable Lisa Raitt, Canada's Minister for Labour, expressed confidence that the country would successfully weather the economic storm that has engulfed Europe recently. "Canada is the only G-7 country to have



regained all the output and jobs lost in the global recession", the Minister emphasised. The Minister addressed members of the ICCC at a breakfast briefing on November 10. She said, "Though Canada's recovery still remains fragile, there are some key signs of significant progress." Satish Thakkar lauded the fiscal discipline that the government has inculcated into the system in Canada by commenting that, "Canada has benefited from prudent fiscal policies".

November 21: Roundtable on democratic reforms with Minister Tim Uppal

Honourable Tim Uppal, Canada's Minister of State for Democratic Reform, emphasised the need for initiating key measures in Canada's parliamentary democracy to ensure that



the system is in tune with the changing socio-political realities of the nation. The Minister was addressing a breakfast meeting jointly organised by ICCC and the Canada India Foundation (CIF) at the Hilton Garden Inn at Vaughan. "The Government of Canada is pursuing a principled agenda to strengthen accountability and democracy in Canada." Satish Thakkar said, "Democratic reform is a vital subject and the ICCC is pleased to facilitate this discussion." Dr. Asha Seth, the Regional Convenor (Central) of the Canada India Foundation, co-chaired the roundtable discussion along with Satish Thakkar.

DECEMBER

December 08: Monthly Business Networking – Town of Markham

His Worship Frank Scarpitti, the Mayor of Markham, addressed the members of the ICCC on December 8, 2011 during the



Monthly Business Networking reception held at the Ontario Investment and Trade Centre, Toronto. The reception became an occasion for the ICCC to announce the India Mission 2012 program in partnership with the Town of Markham. Over 60 SME companies had already registered for the Mission and were informed of the itinerary. Both the Mayor and Satish Thakkar spoke at the event and emphasised that the collaboration between ICCC and Markham would further the cause of Canada-India economic relations and give a tangible benefit to the on-going enhancement of talks.

DECEMBER

January 31: Chai with Dr. Gopal Bhatnagar

Dr. Gopal Bhatnagar, Chief of Staff at Trillium Health Centre and a former ICCC Award Winner addressed the members of the young professionals committee on his understandings of the importance of strong leadership in a high risk environment. In his role as Chief of Staff, Dr. Bhatnagar acts as the liaison between medical staff, the hospital board and its executive team, and has overall responsibility for the quality of medical care provided by Trillium Health Centre. As a cardiac surgeon, Dr. Bhatnagar has expertise in 'beating heart

surgery', a minimally invasive cardiac surgery only performed by three hospitals in Canada. Dr. Bhatnagar also has a successful career in cardiac research and education. He was head of Trillium Health Centre's cardiac surgery division since its inception in 2000. Since that time, Trillium's regional cardiac program has grown to be one of the largest in the province.

FEBRUARY

February 06: Release of India Mission 2012 Report

His Worship Frank Scarpitti, the Mayor of Markham, addressed the members of the ICCC on December 8, 2011 during the Monthly Business Networking reception held at the Ontario Investment and Trade Centre, Toronto. The reception became an occasion for the ICCC to announce the India Mission 2012 program in partnership with the Town of Markham. Over 60 SME companies had already registered for the Mission and were informed of the itinerary. Both the Mayor and Satish Thakkar spoke at the event and emphasised that the collaboration between ICCC and Markham would further the cause of Canada-India economic relations and give a tangible benefit to the on-going enhancement of talks.

February 08: Monthly Business Networking – CAMSC

ICCC joined hands with Canadian Aboriginal and Minority Suppliers Council (CAMSC) for the February Monthly Business Networking



reception. In 2010, minority-owned business certified by CAMSC secured more than \$68 million in direct contract awards with

CAMSC corporate members.

The opportunities covered a wide range: from speciality food products to point of sale displays, and from transportation services to automotive components.

Aditya Vasudev, the Chair of the SME Committee said that with the uncertainty in the economy, an organization such as CAMSC can help ICCC members by creating awareness and facilitating opportunities for business development.

February 16: Hard Hats Tour of Brar Sweets

ICCC organised a special guided Hard Hats Tour by the Chamber's SME committee for the members of the Chamber at the facilities of



Brar Sweets; Honourable Bal Gosal, Canada's Minister of State (Sports) also attended. Welcoming Minister Gosal's visit to Brar Sweets, Satish Thakkar said, "We are delighted that Minister Gosal is visiting the facility of a prominent member of the Chamber. The successful conclusion of a comprehensive economic partnership agreement would lead to more opportunities for Canadian SMEs to enhance their engagement with India."

MARCH

March 01: Roundtable with Don Stephenson, Canada's Chief Negotiator for CEPA with India

Don Stephenson, Canada's Chief Trade Negotiator on Comprehensive Economic Partnership Agreement (CEPA) with India, held roundtable discussions with the members of the Indo-Canada Chamber of Commerce (ICCC) in Toronto, Calgary and Halifax similar roundtable is also planned

with members of the ICCC's Halifax council. In Toronto, Satish Thakkar, President, ICCC, and in Calgary, Geetha Ramesh, ICCC's National Director chaired the meeting. Thakkar emphasised the role of the small and medium enterprises in fostering bilateral ties between Canada and India. Stephenson said ICCC has a significant role in the negotiation process because it helps create awareness, bring fresh ideas and raise relevant issues.

March 01: Sunny Yashpal – Young, Green and Living the Canadian Dream

The Young Professionals Committee invited Sunny Yashpal, President and founder of GoClean Inc. to share his experiences as a young entrepreneur. Sunny shared a truly inspirational life story. Today, Yashpal is making his mark, not only on the Canadian economy but also on the environment and society at large. The key product, GoClean waterless car wash in a bottle, is currently being retailed at hallmark companies such as Canadian Tire, where the product is sold nationwide. Also impressive is that this product stood the test in front of the daunting dragons from CBC's Dragons Den.

March 05: Networking reception for Indian delegation to PDAC

ICCC held a reception for a mining sector delegation from India attending the annual Prospectors & Developers Association of Canada (PDAC) convention in Toronto. Vishwapati Trivedi,



Secretary and Deputy Minister Mines, Government of India, led the delegation that comprised over 30 members from Indian federal and state governments, and the private sector companies. Trivedi emphasised that India's new mining bill will bring about a flexible policy that will encourage smaller entities into prospecting, mining and exploration and eliminate needless controls. ICCC also announced the launch of a mining committee to create opportunities in the sector. The committee will be headed by Indira Singh, a mining sector veteran.

March 08: ICCC celebrates International Women's Day

Each year around the world, International Women's Day (IWD) is celebrated on March 8th. The theme for International



Women's Day 2012 focused on 'Connecting Girls, Inspiring Futures.' Spearheaded by Ruby Sohi, Director of Events, the ICCC organised a unique panel discussion with prominent Indo-Canadian women of diverse business backgrounds. Guests were encouraged to invite their daughters for an evening of conversation and inspiration. Moderated by CP24 Anchor, Farah Nasser, the lively discussion was rounded out by Maneka Thakkar, danseuse; Nalini Stewart, philanthropist; Neena Kanwar, entrepreneur; Poonam Puri, advocate; and Amber Kanwar, journalist and daughter of Neena Kanwar. The discussion touched on several facets of business life including the challenges facing women in the work place, key skills and attributes that contribute towards

achieving success and advice for the younger members of the audience on how they can prepare themselves for the journey to the top.

March 12: Roundtable with Arunachal Pradesh's CM

Chief Minister of Arunachal Pradesh, Hon. Nabam Tuki, and his



team had a roundtable discussion on promoting tourism in the northeastern state of India. The meeting was held at the offices of the Skylink Group of Companies in Toronto. Surjit Babra, Chairman & CEO, Skylink Group, and other travel and tourism industry representatives participated in the roundtable. "Arunachal Pradesh is one of the most exotic tourist destinations in India," Chief Minister Tuki said during the discussion and invited ICCC to lead a delegation to Arunachal Pradesh. Satish Thakkar said, "Many of the Chamber's members who are small and medium business owners are active in the tour-promotion sector, and would definitely be interested in Arunachal Pradesh."

March 13-14: Brand India Expo

The Brand India Expo Ottawa held in trade fair showcased multi-product brands of India in Canada. The Expo, organised jointly by the High Commission of India and Trident Exhibitions, was inaugurated jointly by the Honourable Ed Fast, Minister of International Trade and Minister for the Asia-Pacific Gateway, and the Honourable Nabam Tuki, Chief Minister of the Indian state of Arunachal Pradesh.

ICCC partnered with the High Commission and Trident Exhibitions and led a 50 member delegation comprising small and medium business owners from the Greater Toronto Area (GTA) to the Expo for B2B meetings with the exhibitors.

March 14: Roundtable with Minister Jason Kenney

Canada's Minister for Citizenship, Immigration and Multiculturalism, Hon. Jason Kenney, held a roundtable meeting with members of ICCC in Ottawa on March 14, 2012 to discuss forthcoming changes in the immigration policies. Minister Kenney said the government is committed to fast track certain categories of immigrants to Canada. "We want to request the business community to identify drivers and mechanics that they would need for their own businesses and I promise that we will fast track their immigration process," he said. Satish Thakkar assured him that, "ICCC will connect the business entrepreneurs to facilitate this initiative." The meeting also included Hon. Tim Uppal, Minister of State for Parliamentary Reforms and Members of Parliament Hon. Parm Gill and Hon. Devinder Shory from the Tory caucus.

APRIL

April 04: Luncheon with Jason Kenney

ICCC in collaboration with the Association of Chinese Canadian Entrepreneurs (ACCE) invited Hon.



Jason Kenney, Canada's Minister for Citizenship, Immigration and Multiculturalism, on April 4, 2012 to discuss the proposed changes

in the immigration policy. Minister Kenney emphasized that the overhaul of the policy is aimed at ushering in the immigration system that will be better suited to the economic needs of Canada. "With the new system in place, we'll have the new immigrants working here in Canada in a period of months, not years," Minister Kenney said, and added that the Government will eliminate the backlog in the main federal economic immigration program.

April 19: Open House

ICCC organised an Open House to attract new members on April 19, 2012. The event was held in Mississauga and was attended by several prominent members of the community. As the keynote speaker for the evening, Mississauga's Councillor Hon. Bonnie Crombie, emphasised that Mississauga and ICCC should build upon the long-standing relations to develop stronger and more meaningful economic ties. Sanjay Makkar, VP & Director, Membership, explained the advantages of becoming a member of ICCC. Satish Thakkar emphasised that the Chamber is on a growth trajectory and would be actively enrolling new members during 2012-13. Divya Kumar's group presented a participatory Bollywood dance routine.

April 24: 'Breaking into India: An Entrepreneur's Story – Ray Newal

The Young Professionals Committee invited Ray Newal, the co-founder and CEO of Jigsee Inc. to share his experiences of doing business in India. The session, 'Breaking into India: An Entrepreneur's Story' was inspiring, in large part due to Newal's unique experiences. Jigsee Inc., is a company that offers free digital media content using a unique mobile software platform that enables efficient, secure, and reliable streaming of videos to a wide spectrum

of mobile phones on slower networks, with lower bandwidths. Jigsee brings video content to hundreds of thousands of mobile subscribers in 18 languages, and 27 categories.



April 26: Monthly Business Networking – Angel investing

ICCC joined hands with Canadian Aboriginal and Minority Suppliers Council (CAMSC) for the February Monthly Business Networking reception. In 2010, minority-owned business certified by CAMSC secured more than \$68 million in direct contract awards with CAMSC corporate members. The opportunities covered a wide range: from speciality food products to point of sale displays, and from transportation services to automotive components. Aditya Vasudev, the Chair of the SME Committee said that with the uncertainty in the economy, an organization such as CAMSC can help ICCC members by creating awareness and facilitating opportunities for business development.

MAY

May 15: Chai with CEO: Som Seif

The Indo-Canada Chamber of Commerce's (ICCC) Young Professional (YP) committee had invited Som Seif, founder of Claymore Investments Inc., to speak at the Chai with CEO series. It was a fitting finale to a year of achievements for the YP committee that had successfully organised a series of events, with its signature Chai with CEO.

PBDCanada2011



The Government of India's Ministry of Overseas Indian Affairs partnered with the ICCC to organise the regional Pravasi Bharatiya Divas in Toronto on June 9-10, 2011. The theme of the convention was Building Bridges: Positioning Strategies for the Indian Diaspora focussed on the objective to connect with the 'Overseas India.'

This convention of and for the Indian Diaspora was one of the main events organised in Canada in 2011, which had been declared as the Year of India in Canada.

Governor General The Right Honourable David Johnston inaugurated the convention and Ontario's Premier Hon. Dalton McGuinty gave the keynote address. India's Minister of State for External Affairs Honourable Preneet Kaur was the guest of honour.

The two-day session attracted over 80 eminent experts from all domains of human endeavour and over 800 participants.

PBDCanada2011 had four major objectives:

- Offer a platform to discuss Canada-India (and more broadly North America-India) relationship
- Role and influence of India's Diaspora
- Linking India's economic and social

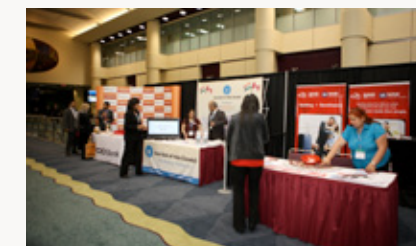
development in the context of bilateral and multilateral relations

- Engaging India-watchers with the Indian Diaspora

The convention's program was divided into three plenary sessions, three roundtable discussions and five concurrent sessions.

Among the major achievements of the convention were:

- Devising mechanisms and creating apparatuses to encourage entrepreneurship amongst the visible minorities
- Promoting Indian culture through the setting up of the Cultural Centre in Toronto
- Educational linkages between North American educational institutions and Indian students
- Making accessible medical innovations from North America to India
- Establishing the North American Chapter of the Global Indian Network of Knowledge
- Creating synergies between the multifarious Diaspora organisations
- Advancing gender equality amongst immigrants and preventing fraudulent marriages



India Mission 2012

The joint ICCC-Town of Markham delegation to New Delhi, Jaipur, Mumbai and Pune from January 6 to 12, 2012 went a long way to bring together old and new partners to further the discussion on bilateral trade. Various business sectors were represented, including, food processing, hospitality, travel and tourism, construction and development, information technology and business-service industries. Delegates also attended the Pravasi Bharatiya Divas 2012 in Jaipur from January 7-9 which was followed by travel to Mumbai from January 10-12.

In Delhi, the delegation had a series of meetings including a panel discussion with India's Minister for Micro Small and Medium Enterprises Virbhadr Singh. Similarly, in Jaipur, too, the delegation had another round of meetings that included a panel discussion with Bureau of Investment Promotion Rajasthan & FICCI. In Mumbai, among the series of meetings and receptions, the delegation met with the representatives of Gems

and Jewellery Export Promotion Council, and the Indian Merchants' Chamber.

The Mission highlighted important opportunities for mutual learning and key advantages in certain areas of the emerging comprehensive economic partnership between Canada and India.

The ICCC identified three central objectives from this Mission for the future:

- Focusing on the SME sector: Both the Canadian and the Indian economies are heavily dependent upon small and medium businesses for growth. By focusing on the SMEs, the Chamber will be able to help trade grow at a faster pace.
- PBD-plus model: The Pravasi Bharatiya Divas in India is a crucial forum for engaging with Indian policy-makers. Merely leading a delegation to coincide with the PBD doesn't

necessarily yield business opportunities. For that, more Indian cities should be included in future missions.

- Focusing on Canadian cities: Canada's urban centres are contributing to the faster growth of trade between Canada and India (24% growth in 2010-2011). The ICCC intends to engage with sub-national governments interested in exposure to the Indian market.





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December 02: Annual Holiday Dinner Dance

ICCC's Annual Holiday Dinner & Dance was a momentous event with a quite an impressive guest list. Hon. Jason Kenny was the guest of honour for the evening where the theme of the evening centred around the importance of Railways in the lives of the Diaspora and its role in building connectivity and creating linkages. This was depicted by the ambience and décor at the venue, as well as in the entertainment program.

ICCC signed a MoU with the Diamond Bourse of Canada to work together on developing direct trade in rough diamonds between Canadian manufacturers and Indian importers.

The highlight of the entertainment segment of the evening was a dance recital by Nupur Dance Academyz depicting a journey of two young second generation Indo-Canadian women through the subcontinent. With stops in Lucknow, Jaipur and Mumbai, the travellers were greeted with the traditional dance forms of the region – Kathak in Lucknow, Ghummar in Jaipur and Bollywood gyrations in Mumbai. A live auction and a raffle were also held during the evening.



*July 26, 2011: 13th Annual
ICCC Charity Golf Classic*

The 13th Annual ICCC Charity Golf Classic was an overwhelming success with over 140 enthusiastic amateur golfers having a great time. Tuesday, July 26, 2011 turned out to be the perfect day for golf. Greystone Golf Club in Milton was the perfect venue. The golfers – an eclectic combination of the Chamber's old and new members, and guests – began arriving mid-morning. They were treated to sumptuous culinary delights specially prepared by the expert chefs of The Host. The tournament started around noon with a shotgun start – scramble format. Congratulations went out to the Novo Plastics team for winning the tournament. Satish Thakkar presented them with the well deserved trophy.

The Chamber organises the golf tourney in support of registered charities. A part of the proceeds from the 2011 tourney were donated to Healthy Kids International (HKI). The institution raises funds to support the international projects of the Hospital for Sick Children. Additional funds were generated for the charity through the sale of raffle tickets and a silent auction of sports memorabilia. Rahul Mehta, Chair of the Chamber's Golf committee, and his team of young volunteers brought to fruition yet another successful charity golf classic for the Chamber.





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12:30pm - Shotgun Start

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Rahul Mehta

Chair, ICCG Golf Committee
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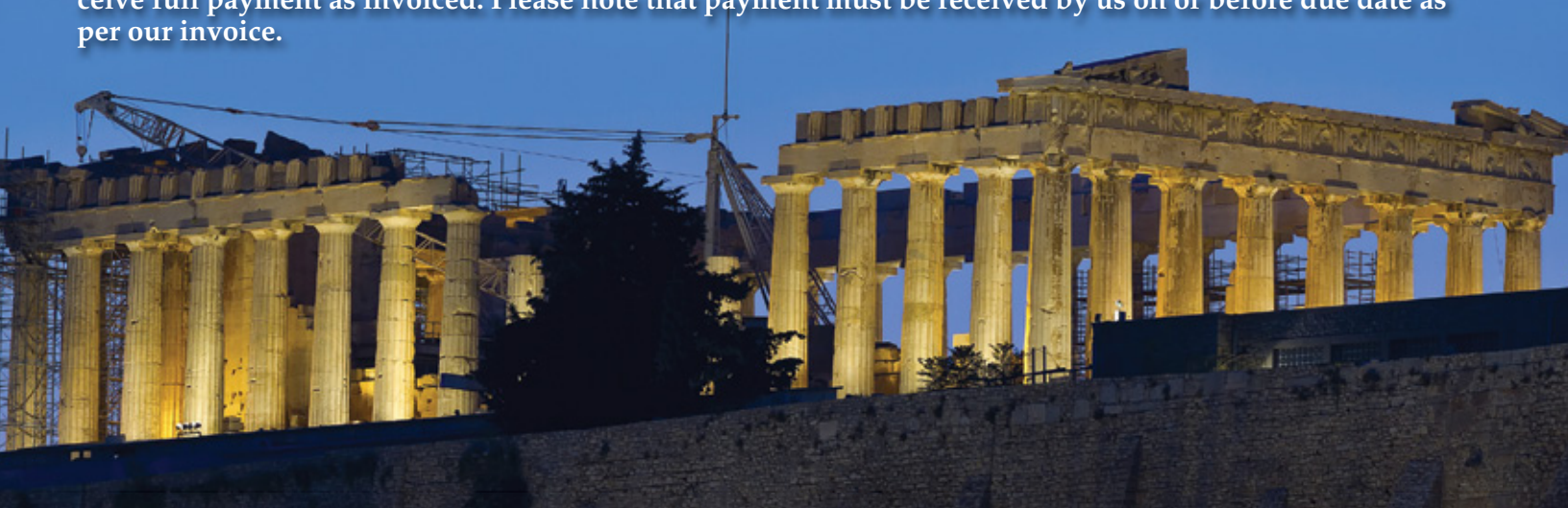
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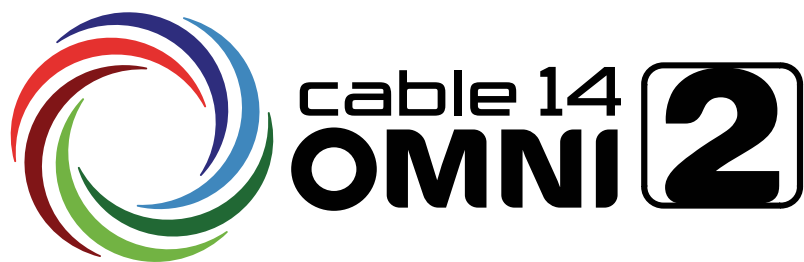
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