

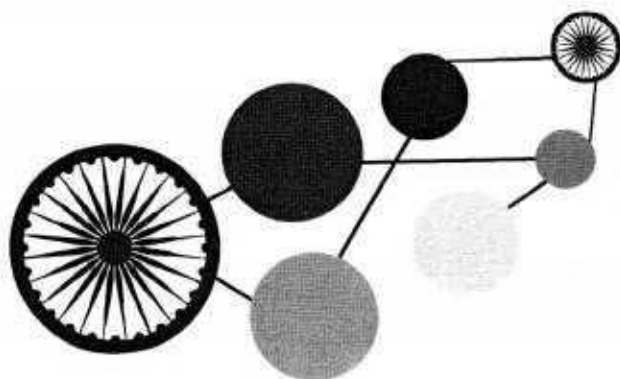


Confederation of Indian Industry



Department of Commerce
Ministry of Commerce & Industry
Government of India

SEPC
SERVICES EXPORT PROMOTION BOARD



Global Exhibition on Services

The India Opportunity

21-23 April 2016, India Expo Centre and Mart,
Greater Noida, India

**GES SHOW
REPORT 2016
2ND EDITION**



Global
Exhibition
on Services

The India Opportunity
Inaugural Ceremony



KEY HIGHLIGHTS

- The Government of India, Ministry of Commerce and Industry in association with Services Export Promotion Council (SEPC) and Confederation of Indian Industry (CII) organized the second edition of GES from 21 to 23 April 2016.
- GES 2016 was inaugurated by Hon'ble President of India, Shri Pranab Mukherjee, on April 20, 2016.
- The spotlight was on the international services sector and how to increase India's share in global services exports (which is currently at 3.2 percent) by understanding the potential of each sector to increase FDI flow.
- The event comprised International Exhibition, Sector Specific Seminars, One to One Business Meetings, International Delegations, Media and Entertainment Content Market, Networking Opportunities, Cultural Evening and Food Festival.

Block your dates for the 3rd edition of GES: 19 – 21 April 2017, at Pragati Maidan, New Delhi

The Global Exhibition on Services (GES) 2016 was organised with an objective to provide a global platform for increased trade in services, enhance strategic cooperation and strengthen multilateral relationships between all stakeholders to explore new business avenues



Number of visitors - over 20,000
 Number of exhibitors - over 450
 Over 50 Overseas exhibitors from 25 countries
 Overseas delegates - over 500
 B2B meetings - over 3000
 350 Buyers from 65 countries
 Number of sectors covered - 17
 Number of conferences - 20

INTERNATIONAL

Services sector drives the Indian economy in an inclusive and equitable manner. It is the 'sector of the current millennium', in terms of generating employment, skill development, bringing in FDI, enhancing trade and boosting strategic partnerships

*Hon'ble President
Shri Pranab Mukherjee*

The success of the second edition of the Global Exhibition on Services has given us confidence that India is emerging as a hub for global services

Smt. Nirmala Sitharaman, Minister of State for Commerce and Industry (I/C)

The GES platform has let entrepreneurs transcend international boundaries to join India's efforts to develop long-term ties in order to expand its services sector footprint globally



GIST OF GES 2016

- Skilled Manpower: Wellness services will require 600,000 additional skilled personnel over the next five years. This area has potential to create entrepreneurs and jobs.
- Effective cost-reductions made possible in cardiac surgery, thanks to low-cost, high volume business model of taking cardiac care to the masses.
- Uganda interested in tie-ups on the movement of orthopaedic doctors. An Indian institute will conduct OPD clinics in Uganda.
- Ethiopia link for Indian hospitals for opening consultancy services in Ethiopia and for movement of physicians on temporary basis to Ethiopia.
- Online Telemedicine arrangements have been initiated between the Labs / Hospitals and the Delegates from Zimbabwe during the
- Bhutan has expressed interest in tie-ups to train employees for emergency medical services and in outsourcing specialised services from India related to designing of HVAC and Medical Gas Systems for a mega project.
- Brand SAARC needs to put a working group together as SAARC countries can potentially fetch USD 200 bln from tourism. The issue of multiple-entry visa for 6-8 months for SAARC travellers and the idea of a Travel Card with a limited corpus for SAARC countries was mooted.
- Visa facilitation for shooting
- Supporting Indian cinema with funds to compete at the international festival circuit
- Rights and distribution process to be streamlined for buyer countries.

B2B MEETINGS

Digital India provides platforms for digital empowerment. In five-six years, Digital India will be a trillion dollar industry. We are soon going to launch business processing operations, call centres in small C, D type cities and semi-urban areas of India to make them digitally more inclusive

Shri Ravi Shankar Prasad, Union Minister for Communication and Information Technology

The success of the GES was reflected in the large number of individual meetings between businesses, between governments and between government and business

**Chandrajit Banerjee
Director General
CII**

B2B meetings were among the most important highlights of GES 2016. Enquiries for B2Bs started coming in soon after the event was announced. Most participants fixed their B2B Meetings online.



Over 3,000 B2B meetings fixed even prior to the start of GES

Around 300 B2B meetings at SEPC Healthcare Mart

More than 150 B2Bs happened at the Media & Entertainment content market

EXHIBITION

We have come up with a Tourism Policy after a gap of 13 years where we propose to take India's 0.68 percent of world tourism share to 1 percent by 2020 and 2 percent by 2025. Last year, we have seen a growth in foreign tourist arrival to the tune of around 10.96 percent despite economic recession

Shri Mahesh Sharma,
Union Minister of State
for Culture, Tourism, and
Civil Aviation (I/C)

India's growth rate of services exports between 2010 and 2014 was the highest in the world and the country became the world's 8th largest exporter of services, despite being an emerging economy

Rita Teotia,
Secretary, Department
of Commerce, Ministry of
Commerce and Industry

GES 2016 has emerged as an apt platform to showcase India's capabilities in the services space. India took the opportunity to highlight some of the fast emerging sectors in services at this year's edition of the mega event. Here are some of the exhibits



- Banking & Financial Services
- Education
- Environmental Services
- Exhibition and Event Services
- Facility Management
- Healthcare
- International Pavilions
- IT & Telecom
- Logistics
- Media & Entertainment
- Professional Services
- R & D
- Skills
- SMEs in Services

KNOWLEDGE SESSIONS

We need to identify how to grow productivity in services so that India can lead the world in services exports

Dr Naushad Forbes
President, CII

I am happy to inform that much before the exhibition was to start and inaugurated most of the B2B meetings, which are really the crux of what happens during the exhibition, were all tied up. Of the 12 services sectors identified by the WTO, 8 are being represented at the GES.

Smt. Nirmala Sitharaman, Minister of State for Commerce and Industry (I/C)

GES provided a definitive platform for exchange of knowledge between service sector industry, world statesmen, business leaders, academia, policy makers and media leaders. The issues most important for the sector's growth were discussed at length. As many as 18 seminars took place in two days



- 2nd Edition India-Africa Health Forum 2016
- Making Indian Healthcare Accessible Globally
- Partnerships in Education
- MSME: The Driving Force of Indian Services Sector
- TPM for Global development: Preparing Indian Companies for Global Requirement
- Making Indian Healthcare Accessible Globally
- India - Entertainment as Soft Power
- Towards a Digitalized World: "Bridging the Digital Divide"
- Indian States - Working towards a Streamlined Services Ecosystem
- Seminar on Partnerships with Incredible India: For SAARC Tourism
- Exhibition, Event & Retail Design Industry
- Environmental Services for Sustainable Development
- Skill Development - Global Experiences on Service
- India - China: towards a Strategic Partnership in Services
- Opportunities in Export of R&D Services in Healthcare and Life Sciences
- Global Wellness Industry witnessing a Change
- E-commerce the Game Changer
- How to Accurately Map the Export of Services from

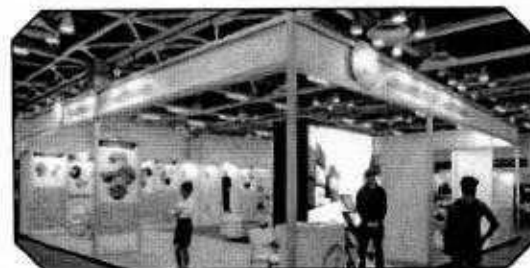


INDIAN PARTNER STATES

There were eight states participating in the mega event this year. It was stressed that the real power to improve services sector rests in states which can help grow the sector by making policy changes

The role of state governments in providing the right infrastructure and right regulatory environment is important. Hope the participation of states would increase from eight this year to 20 in the coming year

Sudhanshu Pandey, Joint Secretary, Department of Commerce, Ministry of Commerce and Industry



To achieve much-needed harmonization in regulations at a policy level in order to enable a regulator-friendly regime was emphasised.

It was also noted that in most sectors, regulations are absent; however, some good practices have developed in India and some overseas.

Co-operative Competitive Federalism is necessary for India's Growth.

Skill development and education are the engines of economic growth.

Friendly regulatory structure is necessary for development of services sector.

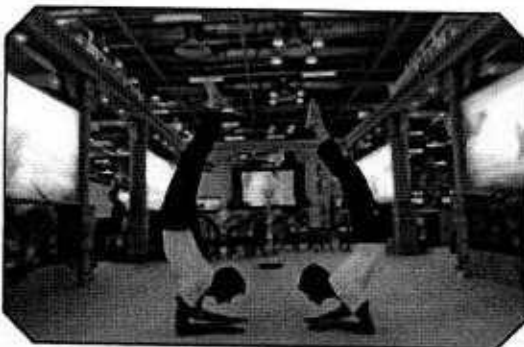
18 seminars spread over two days

SOME LIGHTER MOMENTS AT GES

While it was the real business that dominated GES 2016, beating the heat, visitors also spent time enjoying various exhibits and taking selfies. Shillong Chamber Choir enthralled them during the GES cultural show facilitated by ICCR. T delegates also got a glimpse of vibrant folk dances of India presented by the Song & Drama Division of the Ministry of Information and Broadcasting

The Hindi word for services is 'Seva' which has a special meaning for me when expanded – Speed, Efficiency, Value and Advantage India. The Indian healthcare sector is able to provide the best services in the world at 1/10th of global prices. Further, the word medical tourism should be replaced by medical value travel to indicate the Indian price point. I am energised by the dialogue generated at the GES

*Malvinder M Singh,
Chairman, CII
Services Council*



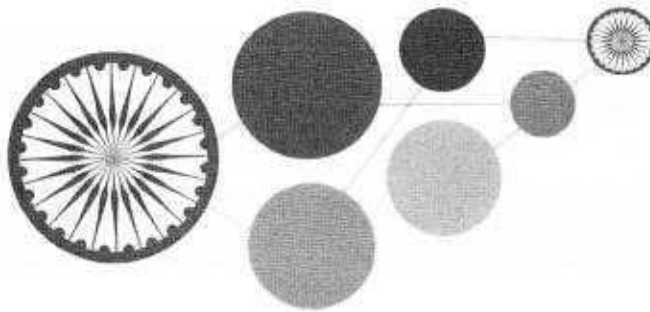


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GES 2017

- Your platform to proliferating opportunities of trade in services, enhancing strategic cooperation and fortifying multilateral relationship between all stakeholders.
- Your opportunity to mark your potential for the services exports to increase FDI flow in the sector.
- Your platform to a rewarding tryst of service sector industry with eminent industry leaders, academia, policy makers and media leaders.
- Your global platform of networking opportunities with business delegations from across the world.

Why Participate

- Dedicated Knowledge Sessions
- Exclusive Round Tables
- Prefixed B2B Meetings which can be fixed online
- Networking Opportunity
- Dedicated B2B Space

Why Exhibit

- More than 60 countries likely to participate
- Exhibition Area spread over 40,000 sqm
- Sector Specific Halls
- Participation of buyers from India and Overseas
- Participation of Senior Industry Leaders and Policy Makers



SNAPSHOT OF GES 2016



Inauguration of GES 2016 by Hon'ble President of India on 20 April, 2016



US
ORS



Banking &



Education



Environmental



Exhibition





Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 8000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 200,000 enterprises from around 240 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

The CII theme for 2016-17, **Building National Competitiveness**, emphasizes Industry's role in partnering Government to accelerate competitiveness across sectors, with sustained global competitiveness as the goal. The focus is on six key enablers: Human Development; Corporate Integrity and Good Citizenship; Ease of Doing Business; Innovation and Technical Capability; Sustainability; and Integration with the World.

With 66 offices, including 9 Centres of Excellence, in India, and 9 overseas offices in Australia, Bahrain, China, Egypt, France, Germany, Singapore, UK, and USA, as well as institutional partnerships with 320 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry

The Mantosh Sondhi Centre, 23 Institutional Area Lodi Road, New Delhi 110003, India

Tel : 91 11-45771000/24629994-7 Fax: 91 11 24626149

E: info@cii.in W: www.cii.in