



NAMASTE INDIA 2007

Namaste India is a flagship event organized by the Indo-Italian Chamber of Commerce, which showcases India and the growing opportunities that this market has to offer to Italy. Already in its 4th edition, the event is positioned to be ranked among the leading international events taking place in Italy. The previous 3 editions were held in Milan in 2003, in Rome in 2004 and once again in Milan in 2005.

There is a growing interest of the Italian economy in the country today, this can be gauged from the fact that **India** has been earmarked for the year 2007 as the **Focus Country**. **Namaste India 2007** is planned as a follow-up to the visit of the **Prime Minister Mr. Romano Prodi**, in February this year and the many high level business delegations that have visited India during the first few weeks of the year. This includes the delegations from the Lombardy Region specializing in the Environment sector, the delegation from Friuli Venezia Giulia specializing in food and wine, the delegation from Toscana focusing on the Agrifood and IT/Hitech sectors.....to name a few.

This has laid the foundation for an intensive period of contacts between Italian and Indian business entities. With a view towards maintaining the momentum and pace of the economic promotion, it is proposed to organize an institutional and business delegation to Italy.

While the Indian economy is experiencing a period of strong economic growth, there are important issues that need to be addressed particularly with regard to sustaining the levels of growth and development and for attracting new foreign investments. Keeping this in mind, **Namaste India 2007 will focus on the sectors of Infrastructure & Environment, Food Processing, ICT and Automotive**. The Infrastructure sectors will focus on Development of Roads, Airports and Urban areas. Infrastructure modernization represents a two-fold opportunity for both India and Italy. Similarly the Food Processing sector holds immense potential for Indian exports, however this would not happen without the improvement in applied technologies and techniques learnt from other countries, like Italy for example.

Namaste India 2007 is scheduled to be held this from September 23rd to 29th, 2007.

Key Focus Areas

- A) **Infrastructure, Environment, Food Processing and Engineering:** This delegation will commence from Emilia Romagna (Forli, Modena), move on to Veneto (Vicenza/Venezia) and conclude in Lombardy (Milan).
- B) **ICT, Biotech and Publishing:** This delegation will commence from Tuscany (Florence), move on to Lombardy (Milan) and conclude in Piedmont (Turin).
- C) **Automotive and Industrial Design:** This delegation will commence from Emilia Romagna (Modena), proceed to Lombardy (Milan) and conclude in Piedmont (Turin).

Namaste India 2007 will focus principally on economic issues through sectoral seminars, business meetings and educational visits. In order to add a cultural perspective to the country event a series of cultural events will also be organized to enhance the overall image of the program and provide an effective blend of business and culture.

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