
'India Everywhere' in Japan
14 June 2006 - 16 June 2006
Tokyo, Japan

Activity Report

Background

- A high-profile delegation comprising Ministers and senior bureaucrats from India led by Mr. Kamal Nath, Minister of Commerce and Industry, Government of India visited Tokyo from 14 - 16 June 2006 for the 'India Everywhere' campaign in Japan (at India Japan Business Summit and World Economic Forum on East Asia).
- A CEOs delegation comprising leading industrialists and entrepreneurs led by Mr. R Seshasayee, President, CII accompanied Mr Kamal Nath for the visit.
- 12 journalists from 9 leading Indian media publications/ channels traveled to Tokyo to cover the event namely The Times of India, Hindustan Times, The Economic Times, Hindu Business Line, The Financial Express, Business Standard, Press Trust of India (journalist + photographer), NDTV and CNBC. Senior journalists covering economy and trade were nominated for this trip, which reflected positively in their insightful and focused reportage on Indo-Japan economic relations.

India Japan Business Summit (14 June 2006)

- ‘India Everywhere’ in Japan kicked off with the India Japan Business Summit in Tokyo with over 350 delegates from across Japanese business, media, government and academia
- India Brand Equity Foundation (IBEF) released a special report titled “Proven Strategies: Japanese Companies in India” ahead of the Summit. The study, which surveyed 25 successful Japanese organizations in India, highlighted best practices adopted by Japanese companies to succeed in the Indian market. The report also included profiles of 17 Japanese companies with businesses in India in diverse sectors.
- Mr Kamal Nath presented the Japanese version of the report to Mr. Toshihiro Nikai, Minister of Economic, Trade & Industry, Government of Japan, who also addressed the gathering
- Mr. T. Nikai reinforced the importance of Japanese SMEs stating that the 4.32 million SMEs have proved to be the driving force behind the growing Japanese economy.
- Other prominent speakers at the Summit included
 - Osamu Wanatabe, Chairman, JETRO
 - Mr. Osamu Suzuki, Chairman & CEO, Suzuki Motor Corporation
 - Mr. R Seshasayee, President, CII
 - Dr Ajay Dua, Secretary, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry
- Sector-specific presentations (on India) were made on manufacturing, infrastructure, pharmaceuticals, R&D services, marketing & finance

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- A special “India Evening” was organized by the India Brand Equity Foundation to showcase India’s soft power at the forum. Over 300 high profile Japanese political leaders, CEOs and opinion leaders attended the evening, including the former Japanese Prime Minister Mori. The India evening was a colourful blend of Indian art, music, culture, fashion and cuisine. Top Indian and Japanese models showcased renowned fashion designer Kavita Bhartia’s exclusive Indian wear collection. Hemant Oberoi from Taj Group of Hotels, along with his team of expert chefs prepared a special Indian cuisine for the India evening.

World Economic Forum on East Asia (15 June 2006 - 16 June 2006)

- The two-day WEF Summit on East Asia (organized in Japan for the first time) brought more than 300 business, government and civil society leaders from 35 countries to discuss the theme "Creating a New Agenda for Asian Integration."
- Several Indian panelists addressed the World Economic Forum on East Asia over the two-day period namely Mr Kamal Nath, Minister for Commerce & Industry, Government of India; Dr. Ajay Dua, Secretary, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, India; Mr Nandan Nilekani, President, Chief Executive Officer and Managing Director, Infosys Technologies (also Co-Chair of the World Economic Forum Summit) and Mr Vikram Kirloskar, Vice Chairman, Toyota Kirloskar Motor, India.
- The discussion focused on the emergence of China and India into the global economy which has given Asia the opportunity to achieve greater economic self-reliance, diminishing its dependence on exporting to the US and the EU.

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- A survey of WEF delegates attending the Summit revealed interesting insights on issues having the potential to impact Asia.
 - The WEF delegates got a taste of "Incredible !ndia" on June 15th evening where India Brand Equity Foundation hosted a special "India Night". A reprise of the popular Soiree at Davos in January 2006, the evening featured Indian cuisine prepared by Chef Hemant Oberoi of Taj Hotels, singer Raghav Sachar and a colourful dance performance by actress Hrishita Bhatt, Ganesh Hegde and his troupe. Specially designed stoles, turbans and scarves will be given away as gifts to the delegates.
 - On the sidelines of the WEF Summit, Mr Kamal Nath, Minister for Commerce & Industry, Government of India and Mr Toshihiro Nikai, Minister of Economic, Trade and Industry (METI), Government of Japan had a bilateral meeting and signed a Memorandum of Understanding.
 - Giving a push to horticultural exports from India, Minister Nath also announced that Indian mangoes will be exported to Japan for the first time in 20 years starting next month.
 - Mr Kamal Nath, Minister for Commerce & Industry, Government of India and Mr Toshihiro Nikai, Minister of Economic, Trade and Industry (METI), Government of Japan signed an agreement at the opening of the Interior Lifestyle 2006 Tokyo exhibition at the Tokyo International Exhibition Hall (Big Sight). Indian handicrafts were showcased by the state of Madhya Pradesh through a display around the concept of 'Heart of India, Madhya Pradesh'.

Overall Media Impact

India

- Over 100 media exposures during the 5-day period in print and online media (pre-event, during and post-event)
- 20 electronic exposures (CNBC, NDTV, DD, Times Now, CNN-IBN, CNBC Awaaz)
- Front page story in The Economic Times
- Editorial piece on the edit page (premium) of The Economic Times - a key column for influencing public opinion
- 44 clips carried photographs
- Key messages focused on:
 - Economic Cooperation Pact with Japan
 - SEZ for Japanese companies in India
 - Announcements by Japanese companies/ organizations (eg. Suzuki, JETRO)
 - Mango exports to Japan
 - India Everywhere: India's growing importance as an economic power
- Prominent mentions of 'India Everywhere' and IBEF in key articles
- Positive feedback from the Indian press delegation

Some comments from the Indian press delegation

- "It was a very well organized trip and a good learning experience"
- "Appreciate the efforts to coordinate the media events"
- "Thanks for the great trip"
- "Thanks for all the arrangements"

International

- Most leading Japanese publications focused positively on Indo-Japan economic relations during the 3-day period. These included Nikkei Morning edition, Kyodo News and Tokyo Shimbun among others.