

Business Standard

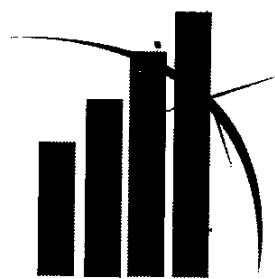
'Access India' at Monte Carlo

GEORGE SKARIA
Monte Carlo, 5 June

This week Monte Carlo will be on fast track once again. Famous for F-1 racing, the spotlight this time, however, will be on the World Entrepreneur of the Year (WEOY) award and World Summit of Ernst & Young which are being held from June 6-11. This year is unique in that the award function and the summit will be held together at the same place for the first time.

The WEOY recognises significant accomplishments of entrepreneurs around the world. In 2006, entrepreneurs from 32 countries will vie for The World Entrepreneur of the Year. The World Summit was established as a platform for past global winners to meet, share ideas and forge networking ties across the world. This is

just the second year that it is being held.



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WORLD
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MONTE CARLO
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Even as the World Summit has been billed as the "Davos for Entrepreneurs", if the Davos summit of the World Economic Forum (WEF) earlier this year had "India Everywhere" as a key theme, at Monte Carlo too, the country's participation will be celebrated in many ways.

For starters, Bharti Enterprises Chairman Sunil Bharti Mittal is the chairman of the nine-member jury that will interview the winners from 32 countries over three days this week before the global winner is announced in an Oscar type function on June 10, 2006. Importantly, this is the first time an Indian gets this honour though Infosys' NR Narayana Murthy has been the World Entrepreneur Award winner.

Says Mittal, "Our job is to select the right can-

didate. The E&Y Award is highly regarded worldwide and its credibility is high. There are a number of business awards globally, but this is the only one exclusively for entrepreneurs. Therefore, it has a special stature among global businesses."

The chairman of the Aditya Birla group, 38-year-old Kumar Mangalam Birla is the India candidate this year at Monte Carlo. Says Birla, "It is a great privilege to represent the country.

Further, it will be interesting to meet up with entrepreneurs from other parts of the world. One will get to debate different issues." There is a small group of business leaders from India participating in the deliberations this year, including Ajay Bijli of PVR Cinemas, BK Goenka of the Welspun group, Sanjeev Ag-

garwal of IBM Daksh, Sajjan Jindal of JSW Steel, Rajinder Gupta of Abhishek Industries and Rajiv Memani of E&Y India. There will also be an exclusive session "Access India", during which about 70 business leaders from across the world will deliberate the reforms process and the India story in depth in a closed door meeting. This session will be led by VV Ranganathan from India and US-based Donald Streizh Eim.

Of course there will be more to Monte Carlo than just the focus on India. While the main theme of the Summit this year will focus on Central East and Eastern Europe, like the India session, there will be another one focusing on China too. Clearly, the next few days will put entrepreneurship on a high pedestal at Monte Carlo.