



REPORT

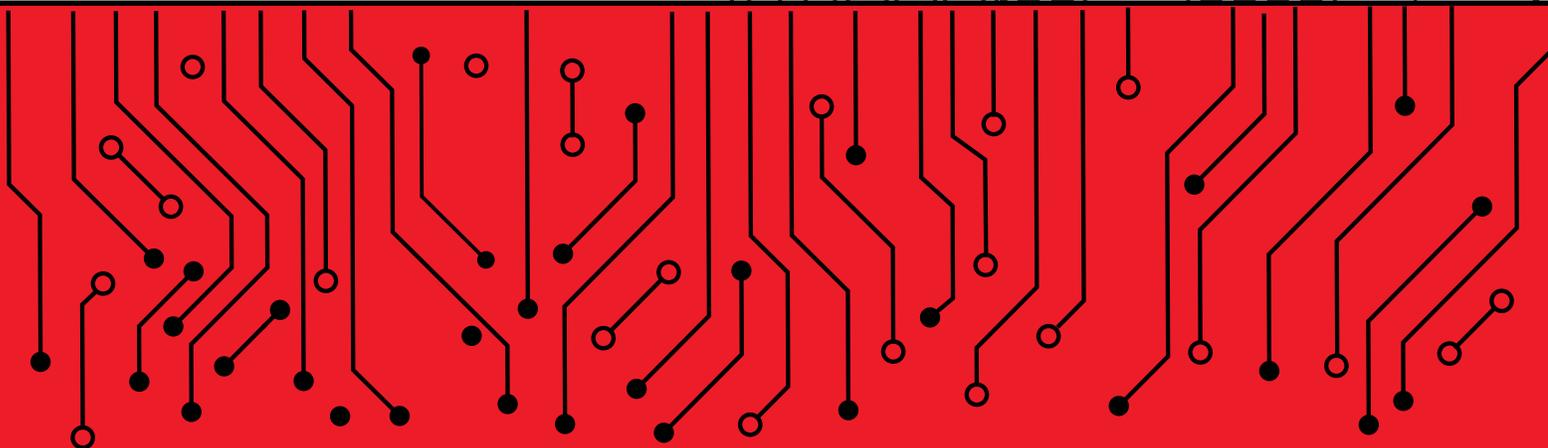
# CALGARY-INDIA DISCOVERY MISSION MARCH 2020

**calgary** economic  
development  
be part of the energy™



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Industry roundtables in:

**NEW DELHI  
BANGALORE  
MUMBAI**

Chaired by senior, industry leaders and  
designed to engage top leadership in:

 INVESTMENT

 TECHNOLOGY

 CREATIVE INDUSTRY

 EDUCATION

 GOVERNMENT





# SUMMARY

A delegation from Calgary travelled to India in the first week of March 2020. The delegation included: Mayor Naheed Nenshi; Calgary City Councillor, George Chahal; Dr. Ed McCauley, President and Vice Chancellor of the University of Calgary; Dr. Tim Rahilly, President and Vice Chancellor of Mount Royal University; Isha Sehgal, Admissions Advisor for South Asia Region, Bow Valley College; and from Calgary Economic Development Luke Azevedo, Commissioner of Film, Television & Creative Industries; Patrick Mattern, Vice President of Business Development and Nancy Knowlton, Chief of Staff.

Our on-the-ground partner was CII—The Confederation of Indian Industry. Support from both the High Commission of Canada in Delhi and the Government of Alberta’s India Office added great value to the programming. The weeklong market outreach included India’s capital Delhi, its global technology and innovation hub, Bangalore, and the home to Bollywood and the world’s leading entertainment hub, Mumbai. The mission was a powerpacked, multistakeholder, business and advocacy effort that has helped create a buzz around an India-Calgary connection, but also established tangible contacts for exploring opportunities for future collaboration.

The mission was designed as a launchpad for fostering a long-term partnership between Calgary and India, with the aspiration for consolidating leads and associations to develop a detailed and responsive plan.

Calgary as a destination for investment and talent is unfamiliar to Indian markets. One of the goals of the mission was to promote Calgary and its offerings, and to understand the appetite for investment in Calgary, through FDI and Creative industries, as well as the desire for high-skilled local talent to emigrate to Calgary. Throughout the mission there were a lot of learning and takeaways that will shape the future strategy for Calgary Economic Development and the post secondary institutions towards investment development with India.

The participants on the mission were able to engage with strategic stakeholders through business roundtables, one-on-one meetings and seminars. Exchanges with the Chief Minister of Delhi and senior most government secretaries provided the Mayor and the leadership team with the highest level bilateral meetings and business roundtables. The Social Summits and seminars provided the Mayor and the delegation the opportunity to promote Calgary and our learning institutes—our uniqueness, our attractiveness and our competitive advantages.

The strategy of focusing on three cities—New Delhi, Bangalore and Mumbai—was recommended by Indian industry leaders and policymakers as most effective for forging business partnerships in the complex and diverse market that India presents.

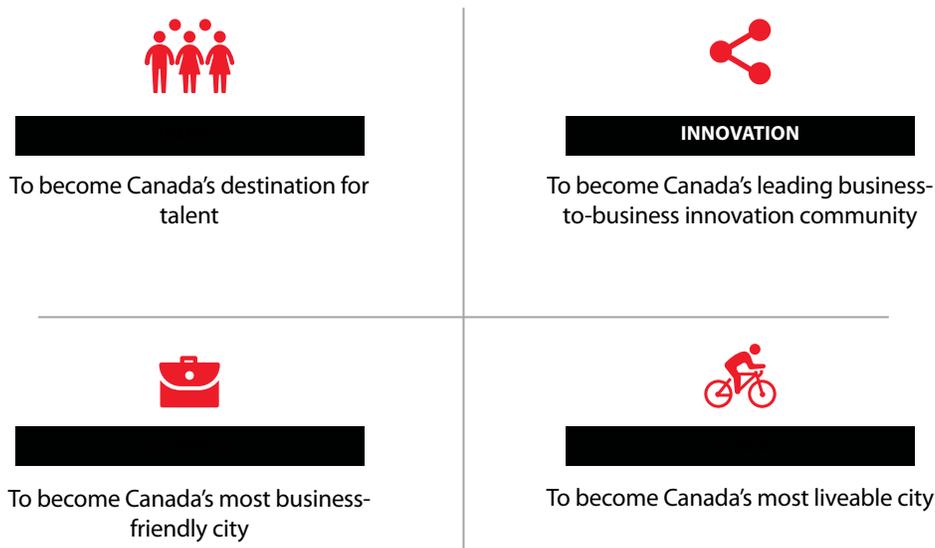
Several institutions and organizations were brought together to enable the delegation, especially post secondary institutions, to make linkages for nurturing future opportunities. The collaborating organizations included the World Economic Forum, Young Global Leaders, Global Shapers Hub (New Delhi and Mumbai), Centre for Fourth Industrial Revolution, Young Indians, Shastri Indo Canadian Institute and the Canadian High Commission in Delhi.

# CONTEXT AND BACKGROUND

## CALGARY-INDIA SYNERGY

Pursuing its economic strategy *Calgary in the New Economy*, the city of Calgary has been on the path to emerge as the city of choice in Canada for the world's best entrepreneurs, by embracing innovation and creating solutions to meet the world's greatest challenges in food, health, energy, and transportation.

The focus in the economic strategy is on **four key elements**:



India is a natural partner for Calgary to engage with. Calgary is a destination of choice for businesses, entrepreneurs, skilled talent, and creative industry. India, has one of the fastest-growing economies in the world, a vibrant creative industry, an unparalleled pool of skilled talent, a high-tech services base and a maturing startup ecosystem, is a natural choice for a partnership. The possibility for finding synergy and alignment between Calgary, and India, and creating win-win solutions is endless.

With a robust and stable political environment, and a majority government under Prime Minister Narendra Modi, the continuity of trade and policy reforms in India is both attractive and sustainable.

## MISSION, MANDATE AND OBJECTIVES

Based on this analysis and intensive research, Calgary Economic Development organized a technology, talent and investment attraction focused mission to India led by the Mayor of Calgary.

The mission was built in partnership with the CII, India's premier business association, and designed to connect delegates with key business, government, and educational leaders in India.

*Calgary in the New Economy* establishes clear goals for economic development in the Calgary region including sector-specific growth, fortifying the innovation ecosystem, attracting talent, and creating trade and investment opportunities in emerging markets, such as India. A big part of the mission was to emphasize at every opportunity that Calgary is the city of choice for the world's best entrepreneurs. We embrace technology to solve the world's greatest challenges: cleaner energy, safe and secure food, efficient movement of goods and people, and better health solutions. A mixture of traditional strengths and a fast-growing economy in India provides an opportunity also for Calgary's post-secondary institutions to form unique research partnerships and to promote trade in educational services in India. The purpose of the mission was to gain a deeper understanding of the opportunities in India and take advantage of multiple networking occasions to start developing relationships that will lead to economic development for Calgary.

The learning and outcomes from the mission will guide a longer-term strategy to build partnerships in India that provide critical linkages to advance business and investment attraction, accelerate talent development, and grow educational links between Calgary and India.

## MARKET ENGAGEMENT

A pre-Mission outreach campaign was undertaken by CII among its Indian industry members, trade officials and government to create an integrated market engagement approach. These included:

- **Industry roundtables** in New Delhi, Bangalore and Mumbai were designed to engage top leadership from investment, technology, creative industry, education and government. The three large roundtables were able to garner participation from over 100 invited participants. Each roundtable was chaired by senior industry leaders.
- **Business-to-business interactions** with elected leaders, senior government officials, state and national-level public personalities were organized taking into consideration protocol, sectoral focus and time available.
- **Seminars and social summits** were less formal in terms of structure, allowing for wider participation. Each of these events leveraged the specific strengths of the market in which they were conducted. For instance, the event in Delhi, held at the Canadian High Commission, was in partnership with the World Economic Forum's Young Global Leaders and Global Shapers Delhi with a theme of innovation and entrepreneurship. The roadshow in Bangalore was packed with some of the biggest names from technology and investment companies, including some who were already operating in Calgary. Similarly, the event in Mumbai saw a panel discussion on the theme of digital platforms and entrepreneurship. The panelists in Mumbai included influencers and content creators.

The immersion visits for the delegation ensured exposure to the unique environment and history of each city. These included a tour of historical monument Humayun's Tomb, a visit to one of the oldest government schools, the iconic Wipro campus, Yashraj Studios, the 500-acre Film City and the Gateway of India.



Mayor Nenshi, High Commissioner Nadir Patel and Tech Mahindra's Harshvardhan Soin, Chair for the Industry Roundtable

# MISSION UPDATES

## NEW DELHI

The first destination for the delegation was New Delhi. The focus of interactions was with high-level officials, policymakers and institutions, with a cross-section of top industry leaders. The business engagements were preceded by a briefing dinner at the residence of the Canadian High Commission on March 1st, 2020. The next power-packed days involved three roundtables, several one-one-one meetings, and a welcome reception adjacent to the social summit, with the Mayo social summit with the Mayor as a keynote speaker. Additionally, the delegation participated in a media interviews.

## INDUSTRY ROUNDTABLE

The industry roundtable in New Delhi was attended by over 35 high-level participants from media, education, technology, finance and investment sectors. The Chief People Officer at Tech Mahindra, Harshvendra Soin, chaired the roundtable with the High Commissioner of Canada to India, Nadir Patel.

Some of the companies and organizations that attended the round table were: Oil and Natural Gas Commission Videsh, Export-Import Bank of India, SREI Infrastructure Finance Limited, ICIC Bank, Tech Mahindra, Doordarshan, NITI AYOJ, AMITY University, Max Healthcare Institute, Flow Link Systems, NASSCOM, and Apollo Hospitals Enterprise Limited.

The two-hour roundtable saw impressive and impassioned presentations by the University of Calgary, Mount Royal University and Calgary Economic Development.

Mr. Soin laid the ground for the discussion and highlighted the incredible potential that India and Canada have in terms of bilateral trade and investments. He reiterated the need for industry and governments to continue working on improving ease of doing business, while adding that the Calgary mission played an important role in positioning the opportunities that Indian companies have in one of the most promising cities in Canada.



High Commissioner Patel reiterated the point highlighted by the chair on the favourable opportunities that the two national economies have, and added that many of the prospects are yet to be explored.

“India has grown in recent years as a destination and trade partner for Calgary’s goods and services, and we’ve only just begun to scratch the surface of our economic potential in this market,” said Mayor Naheed Nenshi. “This mission is part of our strategy to develop a partnership that will advance investment interest, attract key tech talent, grow the roster of filmmakers and studios coming to Calgary to take advantage of our landscapes and film centre, and cultivate links between our respective educational institutions.”



Mayor Nenshi presented the Calgary narrative with a focus on diversity as being the bedrock of society and business in the city. He provided an ample outline of the tech-talent attraction, creative industries and investment opportunities. He also interacted with the media. The Q&A with the participants, especially on creative industries, was well received and animated.

## SECTORAL ROUNDTABLES

In addition to the industry roundtable, two sectoral roundtables were hosted in Delhi. These included one with post-secondary institutions, co-hosted by CII and Shastri Indo-Canadian Institute. The roundtables brought together vice-chancellors and deans from prominent universities and institutions. The second roundtable was with technology companies cohosted by CII and the Canadian High Commission.

The industry and government participants responded with enthusiasm to the synergies and opportunities that Calgary offers as the members of the mission made focused, yet engaging presentations.

## ONE-ON-ONE MEETINGS

With New Delhi being the seat of power for the federal and union government, several one-on-one meetings were organized for policy influencing and providing the delegation with an opportunity to get valuable insight and feedback on the approach and focus areas.

## DEPUTY CHIEF MINISTER OF DELHI

One of the highlights of the delegation's visit in Delhi was an hour-long interaction between Mayor Nenshi and Mr. Manish Sisodia, Deputy Chief Minister of Delhi, who has been a driving force behind the outstanding success of the public education system in the capital state of Delhi.

The political leadership in Calgary and Delhi have a similar framework and approach when it comes to engaging communities and citizens for mapping aspirations and developmental needs. Both Mayor Nenshi and Chief Minister Arvind Kejriwal, have been elected three times canvassing the agenda of development and good governance.

Delhi has emerged as a world-class education centre with unprecedented state investment and strong administrative commitment focused on developing as a global knowledge and skilling hub. The current government is developing several global skill centres, with seven already in place, to create a global workforce through post-secondary technical education that is linked with the market and entrepreneurial mentoring.

With a natural alignment around the agenda of skill development and creating a global workforce, the two cities discussed the possibility of working together to:

- Map the skill needed in specific areas with industry Linkage to global companies;
- Co-create training modules, technical infrastructure, and exchange programs;
- Invest jointly in a long-term partnership for developing global skill centres.

The meeting was held at of one of Delhi's oldest government-run schools that has emerged as a showcase of the government's focus on education as an enabler for society and economic growth.



India's national broadcast channel aired a live, hour-long panel discussion with Mayor Nenshi, Councilor Chahal, University of Calgary President and Vice-Chancellor Dr. Ed McCauley, Mount Royal University President, Vice-Chancellor Dr. Tim Rahilly and Luke Azevedo, Commissioner of Film, Television & Creative Industries. The program in which the panel discussion was aired has viewership of 30 million people.



Deputy Chief Minister of the National Capital Territory of Delhi, Mr. Manish Sisodia, presented his book on the journey of the AAP government in his aspiration to convert the city state into a global centre for higher and secondary education. The two leaders had a heart-to-heart conversation about transformation, that education enables people, especially those living in poverty.

The roundtable with post-secondary institutions in Delhi saw deep discussions with the members of the mission on future collaborations. The participating institutions included Assam University, IIT Tirupati, Ambedkar University, New Delhi, BITS Pilani, National Law University, Delhi, Indian Council of Philosophical Research, New Delhi, University of Jammu, and Indian Agricultural Research Institute.



Delhi Government has an impressive 26 per cent of the total budget allocation for education in the 2019-2020 year and has emerged as a global case study by introducing entrepreneurship mentoring in the school curriculum.



## MINISTRY OF EXTERNAL AFFAIRS | ECONOMIC DIPLOMACY DIVISION

One of the important engagements for the delegation was interaction with the Ministry of External Affairs' Economic Diplomacy Division's lead Additional Secretary Mr. P. Harish.

The meeting was well appreciated by the delegation as Mr. Harish delved deep into the energy, agriculture and education sectors offering direct insights for building partnerships.

Calgary being a world energy city and home to Canada's energy sector, it can provide greater prospects for partnership with India. Patrick Mattern, Vice-President Business Development at CED stressed that Calgary would be a strong contributor to India's energy needs. India is now importing nearly \$6 billion worth of oil and natural gas and imports are slated to increase to \$8 billion this year.

Mr. Harish made a pointed suggestion about the opportunity that Canada has for developing the market and production capacities for plant-based protein. India would have a growing demand for plant-based protein if it was made affordable and customized as products that are more suitable for the palate of Indian consumers.

He also noted that since India was moving towards a gas-based energy mix, and aims to grow from five per cent to 16 per cent usage by 2025, there is a real opportunity for Canada in general and Calgary, in particular, to focus on house distribution and gasification of supply in tier two cities, especially in the northeastern states of India.



Additional Secretary requested CII to come up with a plan for university collaborations that allows exchanges of students and their placement in live industry settings that will help Calgary and Indian postsecondary institutions.



## MINISTRY OF INFORMATION AND BROADCASTING | CREATIVE INDUSTRIES

Creative industries, or media and entertainment, as it is referred to in India, is a key sector. A delegation, led by Luke Azevedo, Commissioner of Film, Television & Creative Industries, Calgary Economic Development, met with Joint Secretary, Ms. TCA Kalyani, at the ministry in the presence of her senior officers and members of the National Film Development Finance Corporation.

Ms. TCA Kalyani updated the Calgary team on the upcoming national policy to provide incentives for film shooting and production in India. Mr. Azevedo talked about the opportunities for international partnerships and film market trends in Calgary and Canada. The discussion concluded with an understanding of exploring the next steps to create a value proposition that aligns with the respective markets.

Some of the key aspects that were highlighted by Mr. Azevedo to Ms. TCA Kalyani focused on what makes Calgary an attractive destination, including the highly-skilled crew, ease of doing business processes, incentives for the filmmakers and location advantages. The conversation also touched upon the linkage between cinema and tourism, as films have been used in Bollywood as a medium to introduce different foreign cities to a whole range of audiences and many of the filmgoers have gone to visit the destinations featured in the film.

The Joint Secretary, Ms. TCA Kalyani and Luke Azevedo, Commissioner of Film, Television & Creative Industries, CED were able to develop a quick understanding and rapport around exploring the partnership.



## INDIAN INSTITUTE OF TECHNOLOGY, DELHI

Dr. Ramgopal Rao, Director, Indian Institute of Technology Delhi (IIT-D), and a handful of graduates, along with members of the international partnership team, met with the Mayor and representatives from post-secondary institutions who were part of Calgary's delegation.

The discussion was vibrant and compelling, and the synergy was palpable as the Mayor spoke at length about his journey and the amazing opportunity Calgary provides for young tech talent. He drew anecdotes from his personal life and journey as a migrant family with Indian ethnicity.

Dr. Ramgopal Rao explained the genesis of these premier technology/science academic institutions that have been the source of some of the most brilliant and sought-after tech talent in the world.

The Calgary post-secondary institutions shared how IIT-D can partner in placements, research education and conducting exchange programs. It was also highlighted that the University of Calgary has partnerships with IIT-D through industry-linked programs. One immediate idea was to conduct webinars for IIT-D students and representatives.



## SOCIAL SUMMIT

To leverage the presence of the Mayor, a social summit, titled *Imagining and Creating Ecosystems for Global Change and Entrepreneurial Innovation*, was organized by the Confederation of Indian Industry (CII) in collaboration with the Global Shapers Community New Delhi Hub, a World Economic Forum initiative, and the Young Indians.

Mayor Nenshi delivered a keynote address drawing from his extensive experience of shaping Calgary as the city of choice in Canada for the world's best entrepreneurs, via embracing innovation, and creating solutions to meet the world's most fundamental needs in food, health, energy, and transportation.

This was followed by a line up of speakers ranging from NITI Ayog to social influencers, and from public policy influencers to woman entrepreneurs and venture capitalists.

The social summit audience and the event blended into a welcome reception hosted by CII at the Canadian High Commissioner's residence. The guests, invited jointly by the High Commission and CII, were from industry, government, academia and media.



Mayor Nenshi throughout his speeches highlighted that Calgary as a city has been built and run by people from different nationalities and ethnicities, and added that “Calgary remains defiantly open”, despite the emerging protectionism.

**Embracing innovation,  
and creating solutions to  
meet the world’s most  
fundamental needs in  
food, health, energy,  
and transportation.**



High Commissioner Nadir Patel delivered a crisp welcome speech for the guests and the Mayor at the reception dinner. The dinner that followed allowed the delegates and invited guests to exchange ideas in the comfortable and informal setting of the High Commissioner’s residence.

The visit to Gujarat Sadan was seeped in symbolism and history as Mayor Nenshi and High Commissioner Patel have their ethnic roots in Gujarat. The latter organized a surprise lunch for the delegation giving an opportunity to savor the flavors of Gujarat.



# BANGALORE

The next location for the mission was the city of Bengaluru or (Bangalore in Karnataka) which is dubbed as the Silicon Valley of India and is a global centre for technology innovation, high tech and startups. The city is home to Infosys and Wipro, among others. While in Bangalore, the delegation participated in an industry interaction and summit, and a visit to Wipro Campus. At Wipro, the team was shown a demonstration of the cutting-edge work that the company is undertaking, along with meeting with its leadership on prospects and collaboration.

## INDUSTRY ROUNDTABLE

On March 4th, the participants for the Bangalore industry roundtable came together from the city's vibrant technology startups, and high-tech companies, to engage with Calgary's focus as an emerging, leading technology and startup innovation ecosystem. The roundtable was chaired by Mr. Vinay L. Deshpande, Past Chairman, CII Karnataka, and Chairman & CEO Encore Software Ltd. Mr. Deshpande is seen as one of the pioneers in technology and innovation. He is linked to an extensive network of companies in India and global markets, allowed him to engage with the participants in detail.

Some of the companies that took part in the industry roundtable included ADI Electronics Manufacturing Technologies Pvt. Ltd, Avistrat Academy of Aerospace & Design, SKaaS Technology Solutions Private Ltd., Avohi Solutions, Micronel, Quess, ASM Technologies, Titanium, IoTian Technologies Pvt. Ltd., CAD World Infotech, Microland, Unisteel, i-ZAR Technology Solutions, Brickwork India Pvt. Ltd., Infosree Technologies, Sona Group, Processware Systems, Cache Technologies, Finixel, Prime Tech Service Pvt. Ltd., Wendt India Ltd, SKaaS Technology Solutions Private Ltd., XIPHIAS, Genser Aerospace, and Drishya.AI.



**The Mayor of Calgary underlined that companies will lead the \$18.4 Billion spend on digital transformation in Alberta through 2022.**



Mr. Vinay L Deshpande, the chair for the industry roundtable, conducted the meeting in an interactive and engaging format encouraging the participants to ask questions to the delegates on the mission.



Mayor Nenshi delivered a focused and high-energy keynote address to kick-off the industry roundtable with a short film on Calgary that showcased the opportunity and energy that the city represents. The Mayor of Calgary underlined that companies will lead the \$18.4 billion spend on digital transformation in Alberta through 2022. He also highlighted that digital transformation will be one of the largest drivers of new solutions and technology, with the spend representing a compound annual growth rate of 20 per cent.



Patrick Mattern, Vice-President Business Development, Calgary Economic Development, highlighted the location advantages of Calgary and its highly-integrated transportation and logistics system, as well as the highly-competitive cost of office space and infrastructure.



Luke Azevedo, Commissioner, Film, Television & Creative Industries, Calgary Economic Development, pitched Calgary as home to award winning talent and crews, world renowned locations, and a purpose-built film studio.



University of Calgary President and Vice-Chancellor, Dr. Ed McCauley, spoke about the opportunities and partnerships that make the University one of the most sought after institutions in Canada.



Admissions Advisor (South Asia Region), Bow Valley College, Ms. Isha Sehgal, provided insights into the opportunities and highlights of the College.



Mount Royal University President, Vice-Chancellor Dr. Tim Rahilly, highlighted what makes MRU one of Calgary's best post-secondary institutions.



## SOCIAL SUMMIT

Titled Technology, Entrepreneurship & Start-up ecosystem, the event in Bangalore was a powerpacked affair with several high-profile speakers and companies making presentations. Some of the companies represented were Wipro, Tech Mahindra and Philips.

Mr. Aman Choudhari, Chairman, CII Karnataka State Council 2020 and Managing Director, Surin Automotive Pvt. Ltd., delivered the welcome remarks. Mr. Ajay Nanavati, Chairman Syndicate Bank, President - Grey Gurus Management Advisors LLP, spoke on technology, entrepreneurship and the startup ecosystem. Mr. Rabindra Srikantan Co-Convenor CII Karnataka Innovation & Technology Panel, Managing Director, ASM Technologies Ltd., spoke on the Bangalore IT evolution and Brand India's dominance in IT and innovation globally. Mr. Ravi Ramaswamy, Sr. Director & Head - Health Systems, Philips Innovation, spoke on a futuristic look on the healthcare sector in India. Mr. Ashish Khare, General Manager and Global Head, IoT & Smart Cities, Wipro Ltd, spoke on building cities for the future. Mr. Nilesh Auti, Global Head - Manufacturing, Tech Mahindra, spoke on the global manufacturing industry.

The presentations highlighted how Bangalore, over the past two decades or more, has emerged as a global-aggregating point for technology companies and new startups due to the role of tech talent, ease of doing business and policy frameworks. Some of the speakers also highlighted the global solutions, including social good, that were being developed in Bangalore's tech environment. The participants and speakers, thereafter, joined a networking dinner to continue business conversations.

## VISIT TO WIPRO CAMPUS

On March 5th, the delegation was hosted at the Wipro campus where they held a detailed meeting with: Mr. K.R. Sanjiv, Global Chief Technology Officer; Mr. Anurag Seth, VP & Head – Talent, Transformation, Crowdsourcing & Business Continuity; Mr. Nagarjuna Sadineni, Vice President, Global Delivery Enablement, Near Shore Centers; Mr. Arjun Ramaraju, Senior Vice President, ENU; and Mr. Parminder Kakria, General Manager, Corporate Affairs. The delegation was taken around the incubation labs and innovation centers where the Mayor and delegates witnessed the cutting-edge work that the company is doing and how they are serving global markets. Since Wipro has a substantial presence in Calgary, Alberta, the meeting allowed both sides to re-affirm the plans.

**Bangalore,  
is a global  
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and policy  
frameworks**



## MUMBAI

The delegation's last stopover was India's commercial and entertainment capital Mumbai. The engagement in Mumbai, included participation in the India International Film Tourism Conclave (IIFTC), a gala event for promotion and recognition of cinema and tourism.

### INDIA INTERNATIONAL FILM TOURISM CONCLAVE

One of the key engagements for the Calgary Economic Development team and Mayor Naheed Nenshi during the 2020 India mission was to participate in the 8th annual edition of the India International Film Tourism Conclave (IIFTC) held in Mumbai.

Dubbed as one of Asia's largest film and tourism events, the conclave brought together close to 100 business delegates from 27 countries and 170 film industry delegates from 115 companies from Bollywood and Regional Language Film Industries.

Leading from the front, Mayor Nenshi was guest of honor at the Gala Dinner and presented the IIFTC Tourism Impact Award 2020 to Zoya Akhter. Besides the media visibility and networking opportunities.

Luke Azevedo, Commissioner, Film, Television and Creative Industries, held several meetings with prominent members of the entertainment fraternity.

Mr. Azevedo also participated in a panel discussion with Mayor Nenshi to present to a focused audience on what filming was like in Calgary.

The delegation also visited the famous Film City in Mumbai that is home to most of Bollywood shooting and production, in facilities spread over 520 acres.

### INDUSTRY ROUNDTABLE

The industry roundtable in Mumbai was attended by close to 25 participants, which included entertainment companies. The roundtable was led by Mr. Ashank Desai Chairman, CII Western Region, and the Sub-Committee on Start-ups. The Mayor led the Calgary pitch, starting with a Calgary film, and then invited post secondaries and a Calgary Economic Development representatives to present.

### SOCIAL SUMMIT

The industry roundtable was followed by a social summit and a networking dinner. The summit was streamed live. The summit was jointly organized by CII, the Global Shapers Hub in Mumbai and the Centre for the Fourth Industrial Revolution. Canada's Consul General in Mumbai, Annie Dubé welcomed the Mayor with an impressive speech that highlighted the tremendous potential India and Canada have in terms of strengthening bilateral trade and business relations.

The summit moved on to a panel discussion on the theme of media, entertainment, and innovation and technology industries as drivers of social change. Speakers and influencers included: Executive Editor of Rolling Stone India, Nirmika Singh; Award winning creative leader Zahra Khan at Impresario; Varun Duggirala Co-founder of The Glitch; Blaise Fernandes, President and CEO, Indian Music Industry, and was moderated by Ridhesh Sejpal, Good Fellas Studios.

# Imagining and Creating Ecosystems for Global Change and Entrepreneurial Innovation

March 2020

Mumbai



## SOCIAL MEDIA AND MEDIA OUTREACH

During the phase of research and build-up to the mission, CII and the Calgary Economic Development communication teams developed a media and social media engagement plan to create visibility around the Calgary narrative and leverage the presence of the Mayor.

The goal was to establish Calgary as the destination of choice in Canada for the world's best entrepreneurs, embracing innovation, and creating solutions to meet the world's most fundamental challenges in food, health, energy and transportation.

The objectives were to present Canada as the destination for talent; to highlight Canada's leading business-to-business innovation community; to showcase Calgary as Canada's most liveable city; and to become Canada's most business-friendly city.

Creating visibility in wider media and focused coverage around the opportunities that Calgary and India have, in terms of business relations and bilateral exchange, will enable a long-term activation beyond duration of the mission.

**WATCH THE SOCIAL  
SUMMIT WEB  
STREAMING**



<https://bit.ly/3j7UmtC>



◀ **#CALGARYCALLING** hashtag was created to generate social media synergy and it was used effectively on Twitter. View the feed

<https://bit.ly/3hrw9wH>



◀ **READ THE CII BLOG**

<https://bit.ly/2OHo4re>

A pre-mission blog was created and circulated to the media to develop an interwinds the mission.



◀ **READ THE CII MEDIA RELEASE**

<https://bit.ly/2E78vqR>

A media release was widely shared and published with a focus of key messages developed for the mission



**READ THE COVERAGE** ▶

<https://bit.ly/2CDpO2a>



**Calgary's Indian origin mayor Naheed Kurban Nenshi says Canada is defiantly open**

WION | New Delhi, Delhi, India | Mar 02, 2020, 01:57 PM(IST) | Written By: Sidhant Sibal



**Outlook**

THE NEWS SCROLL

02 MARCH 2020 Last Updated at 9:22 PM | SOURCE: IANS

**Canada's Calgary city invites Indian investment**



Canada's Calgary city invites Indian investment

New Delhi, March 2 (IANS) The Canadian city of Calgary on Monday invited Indian business to invest in Canada's th

**ONLINE LIST**

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|----|-------------------|---|
| 1  | Outlook India     | <a href="https://bit.ly/2CDpO2a">https://bit.ly/2CDpO2a</a> |
| 2  | DNA India         | <a href="https://bit.ly/2WGgX6Y">https://bit.ly/2WGgX6Y</a> |
| 3  | Daiji world.com   | <a href="https://bit.ly/3jweDcy">https://bit.ly/3jweDcy</a> |
| 4  | The Pioneer       | <a href="https://bit.ly/3eQU3Qg">https://bit.ly/3eQU3Qg</a> |
| 5  | NewKerala.com     | <a href="https://bit.ly/3g17Q8c">https://bit.ly/3g17Q8c</a> |
| 6  | News              | <a href="https://bit.ly/3jsqFDx">https://bit.ly/3jsqFDx</a> |
| 7  | Cnbctv18.com      | <a href="https://bit.ly/2CDcyL9">https://bit.ly/2CDcyL9</a> |
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| 9  | Wion              | <a href="https://bit.ly/2WlBEE5">https://bit.ly/2WlBEE5</a> |
| 11 | Newyorkindia.com  | <a href="https://bit.ly/2OKO1Gq">https://bit.ly/2OKO1Gq</a> |
| 12 | NP News 24        | <a href="https://bit.ly/3hoPiz6">https://bit.ly/3hoPiz6</a> |
| 13 | Window to news    | <a href="https://bit.ly/30xnba9">https://bit.ly/30xnba9</a> |
| 14 | Newsdig           | <a href="https://bit.ly/3jnTIZ7">https://bit.ly/3jnTIZ7</a> |
| 15 | Andravillas       | <a href="https://bit.ly/2WFWnrN">https://bit.ly/2WFWnrN</a> |



# LIST OF PARTICIPANTS

## DELHI ROUNDTABLE

NAME	DESIGNATION	COMPANY
Dr. A. K. Nagpal	Chairman (International Forum)	Amity University
Ms. Vinita Sethi	Senior Vice President	Apollo Hospitals Enterprise Ltd
Ms. Mamta Saikia	Chief Executive Officer	Bharti Foundation
Ms. Kanika Dewan	Group President	Bramco Group
Mr. Sree Kumar Nair	Senior Director - International Division	Confederation of Indian Industry
Mr. Anirban Bhaumik	Special Correspondent	Deccan Herald
Ms. Rhea Singhal	Founder and Chief Executive Officer	Ecoware
Mr. Vikram Chandra	Founder, FOMER CHIEF Executive Officer Technologies	NDTV Group
Mr. Aditeesh Vashishth	Chief Manager	EXIM Bank of India
Mr. Virendra Pal Singh Mongia	Chief Manager	EXIM Bank of India
Mr. Abhishek Bhatnagar	Managing Director	Gadgets To Use

<b>NAME</b>	<b>DESIGNATION</b>	<b>COMPANY</b>
Mr. Pankaj Pachauri	Founder and Editor-In-Chief	Gonews
Ms. Anjali Ojha	Principal Correspondent	Indo Asian News Service
Mr. Shouvik Nag	Director (Advocacy)	Indo-Canadian Business Chamber
Mr. Vikram Moorjani	Defense Consultant	Maccaferri
Mr. Basab Banerjee	Co-Founder	Magic Billion
Mr. Vishal Mathur	Associate Editor - Technology	Mint
Ms. Elizabeth Roche	Editor - Foreign Affairs	Mint
Ms. Hazel Siromani	Chief Executive Officer	Modi Edutech
Mr. Apu Chandra Saha	Founder	Motion Imager
Mr. Shivendra Singh	Vice President and Head	NASSCOM
Mr. Mayank Gautam	Lead Initiatives - North	NASSCOM
Mr. Sanjay Baveja	Vice President - Business Development (Americans)	ONGC Videsh Ltd.
Prof (Dr.) Goutam Ghosh	Senior Vice President	Panacea Biotech Ltd.
Mr. Sunil Jagtiani	Director	Planetum Intertrade
Mr. Sunil Srivastava	Additional Director General (International Relations)	Prasar Bharti
Dr. Ratiranjana Mandal	Senior Advisor	SREI Infrastructure Finance Ltd.
Mr. Harshvendra Soin	Chief People Officer	Tech Mahindra
Ms. Kiran Rathee	Assistant Editor	The Financial Express
Ms. Shalini Saxena	Senior Assistant Editor	The Pioneer
Mr. Sachin Parashar	Journalist	The Times of India
Mr. Sandeep Dixit	Deputy Editor	The Tribune
Mr. Manash Pratim Gohain	Assistant Editor	Times of India
Mr. Pankaj Doval	Senior Editor	Times of India
Mr. Rajesh Ahuja	Senior Correspondent	United News of India
Mr. Anand Vijay Jha	Chief Public Policy Officer	Walmart India

## BANGALORE ROUNDTABLE

NAME	DESIGNATION	COMPANY
Mr. John Abraham	Managing Director	
Mr. Rabindra Srikantan	Managing Director	ASM Technologies
Mr. Shashank Rawat	Programme Director	Avistrat Academy of Aerospace & Design
Mr. Rajesh Kumar	Managing Director	Avohi Solutions
Ms. Sangeeta Kulkarni	Chief Executive Officer	Brickwork India Pvt. Ltd.
Mr. Mohan Rajamani	Founder & Managing Director	Cache Technologies
Mr. Nagesh H S	Founder & Solution architect	Cad World Infotech
Mr. Amardeep Sibia	CEO	Drishya.AI
Mr. Saumil Sheth	COO	Drishya.AI
Mr. Somasundaram N	Managing Director	Finixel
Mr. Arunakar Mishra	MD & CEO	Genser Aerospace
Mr. Rashmi Rau	Lead - International Business Development	Genser Aerospace
Mr. Dorai Arasu	Managing Director	Infosree Technologies
Mr. Atulya Joshi	Co-Founder and CEO	IoTian Technologies Pvt. Ltd.
Mr. Rajib Gohain	Vice President	IoTian Technologies Pvt. Ltd.
Mr. Asif K Nalakath	Director	i-ZAR Technology Solutions
Mr. Arjun Ravindran	Head - Partner Sales & Global Solutions	Microland
Mr. Sanjeev Sikka	Managing Director	Micronel
Mr. Gaurav Sikka	Director	Micronel
Mr. Arun Matthan	Technical Advisor	Micronel
Mr. PN Karanth	Director	Prime Tech Service Pvt. Ltd.
Mr. Guru Murthy	CEO	Processware Systems
Mr. Anand Ramakrishnan	Chief Executive Officer	Quess
Mr. Vijay Rajagopal	Head - Corporate Development and Strategic Initiatives	Quess
Mr. Rajkiran N	Director	SKaaS Technology Solutions Inc.
Mr. Raja Gopalan Varadan	CEO	SKaaS Technology Solutions Private Ltd.
Mr. Yajnanarayana Kammaje	Chairman	Sona Group
Mr. Guruprakash S K	Chairman	Sona Group

<b>NAME</b>	<b>DESIGNATION</b>	<b>COMPANY</b>
Mr. Gautham Kammaje	Vice President	Sona Group
Ms. Sameera Fernandes	Director and Dean	St. Francis College
Mr. Vasanth Klni	Managing Director	Titanium
Mr. Bipin Surelia	Partner	Unisteel
Mr. Rajesh Khanna	Executive Director & CEO	Wendt India Ltd
Mr. Varun Singh	Managing Director	XIPHIAS
Mr. Bharat Murthy	Manager	XIPHIAS

## MUMBAI ROUNDTABLE

<b>NAME</b>	<b>DESIGNATION</b>	<b>COMPANY</b>
Ms. Meera Tenguria	Founder & CEO	Aarohan Communications
Mr. Vinayakk Bhokre	Creative Head	Banijay Asia
Ms. Kashmera Shah	Actress & Producer	BOO Filmz
Mr. Mihir Pandit	Co-Founder	Cyphersec Technologies
Mr. Mihir Karlekar	GM - Commercial	Eros International
Mr. Rohit Rane	Movie Acquisition	Filmwala Factory
Mr. Chirag Shah	Founder	Gocelab Opulent Event
Mr. Siddhartha Roy	Chief Executive Officer	Hungama.com
Mr. Anil Nagrath	Secretary	Indian Motion Picture Producers Association
Ms. Sonali Bhawe	Global Head - HR	Infrasoft Technologies
Mr. Rajesh Patel	Producer & Director	MAA Movies International Pvt. Ltd.
Mr. Ashank Desai	Chairman, CII WR (Sub-Committee on Start-ups and Founder)	Mastek Ltd.
Ms. Saloni Jhaveri	Head – Investor Relations and Partnerships	National Investment and
Mr. Abraham Kuruville	Financial Services Professional	ORGware Technologies
Mr. Ravi P. Doshi	Director - Marketing	Oswal Industries Ltd.
Mr. Dhruv Sinha	Head - International Businesses	Reliance BIG Entertainment Pvt. Ltd.
Mr. Ruzbeh Melhi	Corporate Affairs	Tata Consultancy Services
Mr. Kunal Bhat	Founder	Tretheus
Mr. Vibhu Agarwal	CEO	Ullu APP
Mr. NC Mehta	CFO	Vayve Technologies Pvt. Ltd.



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