

# India

## Steps for Business Success

### Friday, February 25, 2011

Holiday Inn Campus, Northwoods Room  
2703 Craig Road | Eau Claire, WI | 10:00 a.m. to 2:00 p.m.



#### SEMINAR OUTLINE

9:30–10:00 a.m. Registration

10:00–11:00 a.m.

#### The Indian Market: What Businesses Need to Know

**Sachin Tuli**, Lecturer, Wisconsin School of Business

As director of International Programs, Mr. Tuli works to advance internationalization through curriculum initiatives and study abroad, exchange and faculty-led programs. He teaches international business courses and leads international business study tours at the undergraduate and graduate level. Previously, he worked as a business analyst in wireless telecommunications and as a marketing associate at the Consulate General of India in Chicago. Mr. Tuli holds a BBA in Marketing and an MS in Higher Education Administration from the University of Wisconsin-Madison.

#### Topics:

- Business indicators in the Indian market (GDP, growth trends, currency/exchange rate, major cities, population densities, demographic data about income distribution – 40% of Indian population is the target market for U.S. products and services).
- Brief overview of Indian government and how its policies impact the business environment: industrial zones, tax rates, opportunities for importers and foreign manufacturers.
- Opportunities in key sectors (manufacturing, agriculture, food products).
- What do you need to know when doing business in India? Info on language, business customs, relationships.

11:00–11:40 a.m.

#### Government Services to Support Your Indian Entry Strategy

**Sunny Kessel**, International Trade Specialist, U.S. Department of Commerce, Commercial Service; Milwaukee U.S. Export Assistance Center

Sunny brings with her over 20 years of industry experience in the private sector, and began her career with the U.S. government with the Veterans Administration. She joined the U.S. Department of Commerce in 1993, focusing on international trade assistance for Wisconsin's export-ready companies. Her territories include most of rural Wisconsin, with industry specialties in travel and tourism and agriculture.

#### Topics:

- Legal and regulatory environment, barriers to trade.
- U.S. government and state government services that can assist companies and how to take advantage of them.

11:45 a.m.–12:30 p.m. Lunch and keynote speaker.

#### Harley-Davidson: Strategies and Lessons from the Indian Market

**Jeff Pharris**, Director of Business Planning for H-D Global Sales; Harley-Davidson Motor Company

Jeffrey Pharris has worked at Harley-Davidson for over 17 years and currently serves as Director of Business Planning for H-D Global Sales. In this position, he supports business planning activities for all international markets. This includes strategy development and evaluation as well as investigations and initial implementation of initiatives related to new business and/or market opportunities. He also handles regulatory compliance matters with other H-D functions as well as the markets themselves.

12:30 – 2:00 p.m.

#### Real Stories of Doing Business in India: A Panel of Companies

**Sachin Tuli**, Moderator.

**Dean Gilge**, Associate Vice President International Business Operations; Cooperative Resources International (CRI).

**Sarvin Patel**, Investment Manager; Cargill International.

**Craig Newman**, General Manager of Global Trade; Schreiber Foods.

**Bruce Dammann**, Director of Global Strategic Marketing; Spacelabs Healthcare.

Hear from a panel of companies that have a presence in the Indian market and learn from their experiences.

#### Topics:

- Tips on finding a good distributor.
- Key differences between the U.S. and Indian business cultures (e.g., HR issues such as recruitment, performance reviews, holidays; business etiquette issues such as caste system, vegetarianism, other.)
- Tips on taking advantage of industrial zones and other Indian government incentives, intellectual property concerns, banking and getting paid.

2:00 p.m. Adjourn

#### HOW TO REGISTER

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**Online:** www.uwec.edu/ce

**Phone:** 715-836-5811 or  
1-800-582-5182

**Questions?** Call or e-mail  
ce@uwec.edu

**Cost: \$49** (includes lunch).  
Student Registration: \$20  
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