

ANGOLA



BOTSWANA



ETHIOPIA



KENYA



MOZAMBIQUE



NIGERIA



SENEGAL



SOUTH AFRICA



TANZANIA



UGANDA



ZAMBIA



Government of India
Ministry of Commerce & Industry
Department of Commerce

**REPORT
ON
CONFERENCE OF HEAD OF
INDIAN MISSIONS/
COMMERCIAL REPRESENTATIVES
IN SUB SAHARAN
AFRICAN COUNTRIES**

MUMBAI, PUNE, BANGALORE AND NEW DELHI

10-15 NOVEMBER, 2003

**FOREIGN TRADE (AFRICA) SECTION
DEPARTMENT OF COMMERCE
UDYOG BHAWAN, NEW DELHI**

**Government of India
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REPORT

ON

**CONFERENCE OF HEAD OF INDIAN MISSIONS/
COMMERCIAL REPRESENTATIVES IN
SUB SAHARAN AFRICAN COUNTRIES**

**(Angola, Botswana, Ethiopia, Kenya, Mozambique, Nigeria,
Senegal, South Africa, Tanzania, Uganda and Zambia)**

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Preface

The Commercial Representatives (CRs) posted in various Indian Missions abroad play a vital role in promoting our trade and economic ties. A need was felt to establish an appropriate platform for regular interaction between the CRs, Apex Chambers and the general business community so that first hand knowledge of the latest technological advancements and products manufactured in India could be provided to the CRs, who in turn could promote the same effectively to the trade bodies of their post country. Secondly, such interactions provides Indian businessmen an opportunity to interact with the CRs and to get to know about the markets available and about trade related information etc, which is vital in establishing trade contacts with the key people in industry and in capitalizing on the opportunities available.

2. Keeping the above in view, a Conference of CRs of Eleven Indian Missions in Sub Saharan Africa was held in Mumbai, Pune, Bangalore and New Delhi during 10-15, November 2003 in association with the Apex Chambers.

3. The Conference facilitated a one-to-one dialogue between the CR's and members of the business and trade community in the country. This helped identify strategies to increase Indian exports to the Sub Saharan Region both in qualitative and quantitative terms. The presentations made by the CRs were appreciated by the business community. The presentations covered issues like customs procedures and import duties, trade barriers, potential items of export and import, existing economic environment, banking channels, areas of cooperation with India, future prospects in joint ventures and trade relations and tips to promote exports.

4. It gives me great pleasure in presenting the report on the CRs Conference, which includes individual presentations by the CRs and the Apex Chambers and Conclusions and Recommendations.

5. The Conference proved to be very useful and productive for all. Sincere follow up on the decisions taken will play a useful role in boosting the trade between India and the region in the long run.

(S.Ramasundaram)
Joint Secretary

New Delhi
March 2004

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Chapter 1

Introduction

As there is no institutional mechanism for interaction on a regular basis between Indian Missions-Commercial Wings, the Territorial Division of the Department of Commerce and other Organisations dealing with bilateral trade, the Department of Commerce decided in November 2002 to organise meetings of Commercial Representatives (CRs) of India stationed in various countries on an annual basis, in Delhi and other cities in India. The aim was to facilitate effective interaction between them on the one hand and the apex trade bodies, business communities, State Governments, agencies of Government of India, financial institutions like Reserve Bank of India, Export Import Bank, Export Credit Guarantee Corporation, Export Promotion Councils, etc on the other. The meetings were intended to facilitate identification of problems faced by exporters, formulate suitable trade promotion measures by the Department and to re-orient the CRs' approach for effectively marketing Indian products in the countries where they are posted.

2. The salient features of the guidelines formulated by the Department in this connection were as follows:-

- The CRs would be invited to India for a period of 5 working days;
- They would visit at least three important cities with a view to have region-specific trade promotion seminars, which would be organized by the apex business chambers, co-hosting the seminars/meetings;
- The Department of Commerce would bear the expenditure on airfare. Other expenses for organising the seminars, logistics and other arrangements would be met by the business chambers co-hosting the event;
- All participants in the seminars would be charged participation fee, with a view to meet the expenditure on organising the meetings/seminars; the fee for the seminars would be decided by apex business chambers organising the events in consultation with the concerned Division in the Ministry;
- The Export Promotion Councils/Commodity Boards/ ITPO would be closely associated with the meetings/seminars

EFFORTS MADE BY FOREIGN TRADE (AFRICA) DIVISION

3. In the Sub-Saharan region, India has Missions in 18 countries namely Angola, Botswana, Ethiopia, Ghana, Ivory Coast, Kenya, Madagascar, Mozambique, Mauritius, Namibia, Nigeria, Senegal, Seychelles, South Africa, Tanzania, Uganda, Zambia and Zimbabwe. At a preliminary meeting held in the Foreign Trade (Africa) Division with the representatives of the industry and Business Associations it was decided that only selected Missions would be invited depending on trade flows, potential for increasing trade, strategic importance etc. It was decided in consultation with MEA to organise a meeting of the HoMs/CRs of 12 Indian Missions of Sub Saharan Africa (SSA) region having commercial wings namely Addis Ababa (Ethiopia), Nairobi (Kenya), Port Louis (Mauritius), Dakar (Senegal), Lagos (Nigeria), Pretoria (South Africa), Dar-es-Salam (Tanzania), Kampala (Uganda), Lusaka (Zambia), Luanda (Angola), Maputo (Mozambique) and Gaborone (Botswana) in India with Industry Organizations /Trade Community during 10-15, November 2003 at different cities. It was decided that these meetings would be coordinated by various Apex Chambers in India as per the schedule given below:

- | | |
|---|----------------|
| a. Meeting in Mumbai/Pune to be organised by FICCI | 10-11 Nov 2003 |
| b. Meeting in Bangalore to be organised by CII | 12-13 Nov 2003 |
| c. Meeting in New Delhi to be jointly organised
by ASSOCHAM/FIEO | 14-15 Nov 2003 |

Report of the Conference:

4. Except the representative from Mauritius, representatives from 11 Indian Missions in Sub Saharan Africa Region namely Ethiopia, Kenya, Senegal, Nigeria, South Africa, Tanzania, Uganda, Zambia, Angola, Mozambique and Botswana reached Mumbai as per schedule for the meeting which was organized in India for the first time. From the Deptt. of Commerce Sh.S.Ramasundaram, Joint Secretary attended the meetings at Bangalore and New Delhi and Sh.K.V.Eapen, Director attended the meetings at Mumbai, Pune & New Delhi while Sh.Gopal, Section Officer, FT (Africa) Section was present at all the places.

5. During the Meetings, the CRs had effective and fruitful interactions with members of trade and business Associations, State government officials, ECGC, EXIM Bank, Export Promotional Councils etc. The Conference also facilitated one to one dialogue to some extent between the CR's and members of the business and trade community in the country, which helped identify strategies to increase Indian exports to the Sub Saharan Region.

REPORT OF MEETINGS

6. The first meeting took place in Mumbai on 10th November 2003. This was preceded by a presentation from the Gems & Jewellery Export Promotion Council of India. The main meeting of the CRs in Mumbai was organized by FICCI in association with Indo-Africa Chambers of Commerce and Industry. The Focus Africa initiative and the activities undertaken there-under were discussed in detail. The MEA representative informed that the Government's focus is now on economic diplomacy. The Government's commitment on the New Partnership for Africa's Development Programme (NEPAD) and focus on Africa was conveyed.

7. The HoM/CRs made detailed presentations highlighting opportunities and constraints in doing business in their countries of accreditation and were able to evoke good response from the audience. The presentations were aimed to formulate viable strategies for increasing India's exports to the Sub-Saharan region. This was followed by one to one meetings with company representatives where questions were put forth regarding the business opportunities in Sub-Saharan African region. Over 100 representatives of exporters participated in the meeting.

8. After the meeting in Mumbai, the CRs reached Pune and on the next day i.e on 11.11.03, visited factories of M/s Kirloskar Oil Engines Ltd and M/s Tata Motors (TELCO) where they had an opportunity to see the state of the art production lines of these two industrial giants of India.

9. On 11th November 2003 afternoon, the CRs went to Bangalore for the CII arranged meetings. However, CII could not organize any interactive sessions for the visiting CRs as according to them, not many businessmen showed interest in the meeting. Therefore, the CRs spent next two days (12-13 November, 2003) in Bangalore making field visits to Telco Construction, Information Technology Park Ltd (ITPL), a leasing company, Institute of Bioinformatics/ Applied Biotechnology at ITPL and Infosys Technology. The CRs expressed their displeasure about the poor arrangement and indifferent attitude of CII in Bangalore.

10. The final meeting was organized in New Delhi on 14th November, 2003 jointly by FIEO and ASSOCHAM. Mr. Rajiv Sikri, Special Secretary, Ministry of External Affairs inaugurated the meeting. In addition to representatives of MEA and Ministry of Commerce, more than 200 representatives of leading exporters and export promotion councils took part in the meeting. The CRs made comprehensive presentations giving economic and

commercial overviews of their respective countries. This was followed by a question & answer session where exporters asked questions on business opportunities in the region.

11. After this the CRs visited the Noida Special Economic Zone and had a meeting with the Development Commissioner. It was followed by a field visit to two production units, namely M/s Silvia Apparels Ltd and M/s Goldwyn Ltd. The next day, on 15th November, 2003 the CRs visited ITPO and India International Trade Fair 2003.

12. The presentations of CRs touched issues like customs procedures and import duties, trade barriers, potential items of export and import, existing economic environment, banking channels, areas of cooperation with India, existence of Indian companies, future prospects in joint ventures and trade relations and tips to promote exports.

OVERALL IMPRESSIONS

13. All the CRs were convinced that the conference proved very useful and productive as it gave an opportunity to them to make detailed presentations on the economic and commercial situation of their countries of accreditation and remove the misconceptions and doubts about the countries' economic potential, prevailing in the mind of Indian business community. The interactive meeting with the Indian business community also set the stage for the CRs to provide first hand information to the businessmen on the opportunities available and constraints in doing business with the countries of Sub-Sahara Africa region.

14. The field visits to various Industrial units have given the CRs the opportunity to see the state of the art production lines of Indian Industry, products of which they can confidently promote in the region. The CRs are now sure that the apex chambers like FICCI, ASSOCHAM and FIEO are keen to work with the Indian Missions in region to make strategies for development of markets for Indian products. However, the CRs were disappointed with the indifferent attitude of CII to this meeting, resulting in very poorly coordinated meetings, except for the visit to Infosys. The following points were also emphasized in the conference:

- 1) The Missions should create websites and keep the same updated
- 2) The Missions should set up a business centre with latest trade directories and trade related information.

Chapter 2

FEEDBACK FROM INDIAN MISSIONS

1. High Commission of India LUSAKA (Zambia)

(Sh. Parmod K. Bajaj, First Secretary)

The Conference of the Commercial Representatives of Indian Missions in Sub-Saharan Africa, organized by the Ministry of Commerce, was held in Mumbai on November 10, Bangalore on November 12 - 13, and Delhi on November 14 – 15, 2003. The programme included field visits to several prominent industrial units, who have either presence in countries of Sub-Saharan African or are keen to enter these markets.

2. The programme began in Mumbai on November 10, 2003 with a breakfast meeting-cum-presentation by the Gems & Jewellery Export Promotion Council. The Council highlighted its successes and growth of jewellery exports from India in recent years. As some countries in the Sub-Saharan Africa have large mines of diamonds, gems and semi-precious stones, the Council explained that its members were keen to source raw diamonds, gems etc. from these countries. This was followed by an interactive session, arranged by FICCI and Indo-African Chamber of Commerce. Representatives of 60-70 companies relating to textiles, agro-products, pharmaceuticals, chemicals and petro-chemicals, electrical items, leather, plastic and rubber products, herbal products, auto components, heavy and light machinery, stationery and writing instruments, kitchenware, hospital furniture and surgical instruments, health and power sectors were present on the occasion.

3. Programme in Pune on November 11 was mainly field visits to the Kirloskar factory, manufacturing water pumps and diesel engines, and Tata Motors. Both these companies are well known in Zambia and other countries in Africa and have substantial exports to Sub-Saharan Africa. Visits to these companies were well organized and the company executives briefed about the latest technologies adopted by them and showed their manufacturing facilities so that CRs could have first hand information of their products.

4. The programme in Bangalore on November 12 and 13 involved field visits only. CII was unable to arrange any meeting with the exporters or businessmen interested in Africa, which was somewhat disappointing. However, visit to Infosys on November 13 was an eye-opener and a fascinating experience. CRs were briefed on the activities of the company, particularly the banking solutions being developed by them. The company is active in Zambia

and has reportedly provided banking software to a couple of banks in Zambia. Infosys experts are likely to visit Zambia. They were requested to keep the Mission informed of their programme. Visit to IT Park, Bangalore and TATA's construction unit Telcon were also informative for the CRs.

5. Federation of Indian Export Organisations (FIEO) and Associated Chambers of Commerce (ASSOCHAM) organized the business session in Delhi on November 14. About 100 companies from diverse areas attended the meeting. Special Secretary (Economic Relations) of Ministry of External Affairs addressed the gathering. He highlighted the government's policies on Africa, Focus Africa programme and the government's commitment to enhance economic and commercial ties with Africa. He said that the focus of the government was on the economic diplomacy. India had pledged assistance to Africa's 'New Partnership for Africa's Development (NEPAD) and the government had given a credit line of US\$200 mn for African countries.

6. All the CRs made power point presentation in Mumbai and Delhi on the country of their posting. As far as Zambia is concerned, the presentation included basic facts about the country, economic situation and foreign trade of Zambia, Indo-Zambian bilateral trade, identification of country-specific products having export potential, taxes and tariffs, sector-specific information (pharmaceuticals, leather, ready-made garments, infrastructure, biotechnology, IT, engineering, automobile and auto components, agro and food-processing, gems and jewellery sectors), opportunities for Indian businessmen and investment potential in Zambia and general guidance/tips to Indian businessmen.

7. As regards investment potential and opportunities in Zambia, it was conveyed that Zambia is an investor-friendly country and it follows liberal economic policies. The country enjoys political stability and a strife-free multicultural society. The Zambian market is completely open for imports and investments and the country has abundant natural resources. Investment opportunities existed in agriculture, agro and food processing (availability of large quantities of mangoes, apples, tomatoes, pineapples and citrus fruits for processing), agri-equipment, mining, semi-precious stones processing, tourism, manufacturing, pharmaceuticals and infrastructure (power and road) sectors. It was highlighted that the Indian businessmen interested in investing in Zambia should look at integrated projects, which should involve producing raw material to manufacturing products and marketing. Zambia has abundant fruits and vegetables but a large part of it is wasted due to non-availability of processing facilities. It was emphasised that Indian technology was most suited for Zambian requirements in the agro industry and would be welcome.

Potential areas for joint ventures in Zambia are commercial farming, agriculture, tractors, SMEs, Power, Telecom, Irrigation equipment, Pharmaceuticals and Food-processing sectors.

8. After the presentation, both in Mumbai and Delhi, I had interactive meetings with the businessmen interested in Zambia. We exchanged ideas and views on the trade opportunities and investment potential in Zambia. There were several on the spot enquiries from various companies (both in Mumbai and Delhi) which were attended to and many companies are following-up on their initial enquiries. Keeping in mind the patterns of trade in Zambia and the marketing strategies of our competitors, we need to concentrate on a product and exporter-focus strategy. In this respect, the Mission has identified the following products as meriting special attention for the Zambian market: drugs and pharmaceuticals; rubber and plastic items; machinery and equipment; project equipment; food-processing machinery; irrigation and water pumps; agricultural implements and equipment; transport equipment; chemicals; electrical machinery and goods; electrical and home appliances; kitchenware; fabrics, garments and made-ups (particularly chitengas); books, newspapers and publications; and articles of iron and steel. These are the items, which the Mission thinks can penetrate the Zambian market without too much investment in the short-term.

9. Our strategy for the promotion of our exports to sub-Saharan Africa, including Zambia should involve identification by the Ministry of Commerce and the apex Chambers, Export Promotion Councils and industry organizations of a core group of Indian exporters interested in this region. They could work out a time-bound promotion plan for the thrust items identified for this area. Ministry of Commerce should encourage Indian investment in Zambia, particularly in the manufacturing and food processing sectors. Regular participation of Indian Trade Promotion Organization and other Indian companies in the Zambian Trade Exhibition consistently for a period of 4-5 years would also be useful. Though the Zambian market may not be very lucrative and big due to its small population and limited purchasing power, the central location of Zambia can serve as a springboard for Indian products to penetrate other countries in the region.

10. The interactive sessions in Mumbai and Delhi and the field visits were well planned by Federation of Indian Chamber of Commerce and Industry, Indo-African Chamber of Commerce, Federation of Indian Export Organizations and ASSOCHAM. It was a good opportunity both for the CRs and the Indian businessmen and industry to sit face to face, and discuss issues for promoting trade. The exercise was extremely useful and helped to enhance awareness among the Indian business community about the opportunities

available in various countries of Africa. It also gave an opportunity to the CRs to have a first hand information of the developments in the Indian industry, particularly the IT sector and understand the requirements and expectations of the business community from CRs.

2. Embassy of India, Luanda (Angola)

(Sh.R. M. Aggarwal Ambassador)

The joint effort by Ministry of Commerce and Ministry of External Affairs in holding the CRs Conference for 11 Indian Missions in Sub Saharan Africa proved extremely useful in (a) projecting bilateral economic and commercial relations between India and Africa; and (b) acquainting oneself with counterparts from other participating Indian Missions and to learn the overall picture of emerging India's economic and commercial relations with these countries.

2. The programme charted out during the six days of tour in India was a full package in the form of meeting the cross section of industrialists, businessmen and listening to them in the four important metropolitan cities of India viz., Mumbai, Pune, Bangalore and New Delhi. Such conferences should be more often held in India, which would cover different cities of India of more economic importance to us. Equally useful would be CRs Conferences held abroad.

In so far as Angola is concerned, I would like to mention the following:

MUMBAI:

i) In Mumbai, the meeting with the members of the Gem & Jewellery Export Promotion Council was very interesting. Angola has strength in diamonds; producing approximately five million carats per year with 180 million carats as untapped reserves. However, the diamond mining and trading is yet to become an organized sector here and it could not be organized until now because of long civil war in Angola which came to an end only in the year 2002. The Government of Angola is soon to formulate firm policies to allow trading by foreigners in diamonds. Once this is done, India can have a sizeable presence in Angola.

ii) The other meeting held in Mumbai at World Trade Center under the aegis of Indo-African Chambers of Commerce & Industry was very impressively held where a large number of businessmen operating in various areas of activities were present. The presentations made by commercial representatives at the meeting were well taken by the

participants. The question and answer session followed by informal meetings of the businessmen with the CRs provided an insight to the prospects and potentialities in the economic and commercial field for Angola.

iii) Angola has just emerged from the effects of civil war and its emphasis is on construction and development besides diversifying trading with other countries. At present, Angola's trading is mostly confined to Portugal and South Africa. Availability of Indian line of credit to Angola would help a lot in the growth of Indian business with Angola as well as setting up of Indian projects in Angola, particularly in the fields of construction of houses, roads, telecom and railways and also setting up of small scale industries in Angola. The Mission is already working towards the project of rehabilitation of Angolan railways to be implemented by RITES India Limited, Gurgaon. It is at present under the consideration of the Government of Angola.

PUNE :

The visit to Kirloskar Brothers Limited and Telco were quite impressive. Pune is a place where one could feel the pulse of India's economic strength. No doubt, Pune with its salubrious climate and a rich industrial heritage topped with defence establishment offers an excellent venue for growth of economic and commercial relations with other countries. As for Angola, Kirloskar's representative based in Johannesburg, South Africa visited Luanda in September – October 2003. The proposals given by Kirloskar are under the consideration of the Government of Angola. As for Telco, Tata's representative based in London has visited Luanda a few times in the recent past with a view to the export of Tata trucks to Angola. In the past, Tata has already supplied some trucks to Angola.

BANGALORE :

i) In Bangalore, the meetings with Telco Construction Equipment Company Limited (Telecon) and Infosys were very useful. Particularly one was extremely impressed with the great progress made by Infosys in the software development matching international standards. It was very heartening to actually see the economic strength of India in software. No wonder, Bangalore is termed as the silicon valley of India. As for Angola, the computer and software development is yet to pick up the pace. In future, the demand both for the software and hardware is bound to increase in Angola and India can definitely interact with Angola. The only limitation would be that Angola is a Portuguese speaking country but I am told that software these days can be developed into any language.

ii) As mentioned earlier in this note, Angola is placing a lot of emphasis on construction and development and therefore Telco could have a good presence in Angola in the times to come. The areas mentioned above will be pursued by the Mission. The above meetings were held under the aegis of CII.

NEW DELHI:

i) The meetings held at New Delhi under the aegis of FIEO and ASSOCHAM were widely attended by the Delhi businessmen. The interaction proved very useful as I could gather there was lot of interest among the businessmen in exploring the uncharted paths in Angola and some of the other western African countries.

ii) Later, the visits to NOIDA Export Promotion Zone and ITPO were quite educative. It was noteworthy that garments produced in NEPZ were meant for the internationally renowned stores like Marks & Spencers. At another unit, the car electronic components produced were for German market. At ITPO International Trade Fair, we had an opportunity to see the computer center established on the ITPO campus. The computer center with its web site www.tradeportalofindia.com is exhaustive in information and data, which relates to every aspect of exports and imports from and to India. This web site will be now increasingly utilized by the Mission.

GENERAL:

India's exports to Angola which are US \$ 37.31 million for the year 2002-2003 are expected to pick up further. The items of exports to Angola are petroleum, meat and dairy products, machinery, cotton yarn, textiles and bicycles. India's imports from Angola are nil.

In the end, I would like to express my thanks once again to the organizers in the Ministry of Commerce and Ministry of External Affairs for arranging the CRs Conference.

3. High Commission of India, Gaborone, Botswana

(Sh.M.L.Bajaj, First Secretary)

The CR's Conference held recently provided important inputs both ways. While this provided opportunity to the CRs to transmit crucial information on the countries where their work to the Indian business community face to face, it was also educating to the CRs to learn first hand the potential and capacity of the Indian exporters' capabilities and the

areas of interest to respective countries. It was also interesting to listen to the apex trade bodies how India had advanced in core competence, e.g., gems & jewellery market and sourcing of gems in the case of Botswana. Constraints of time came in the way of having one to one meeting with all those present during our deliberations. The same is also the case while visiting some of the manufacturing units. For example, in Pune, visits to Bajaj Auto as well as Kinetic Engineering could have been added. I hasten to say that the Ministry of Commerce made excellent arrangements to give exposure to the CRs and may be in the future this can be an annual exercise wherein the CRs could have more time for interactive sessions with business community. Perhaps, the dates can be fixed well in advance so that there is no last minute uncertainty.

2. In the case of Botswana, the 'knowledge market' is emerging. The second sector is the financial services sector. It is interesting to see that while Indian exporters are getting interested in the Botswana market, it is equally good that Botswana is outsourcing IT services and looks to India as a potential investor in Botswana.

3. In the case of Botswana, while the volume of our exports remains negligible, a silver lining is that the direction of exports is in the areas of engineering products, machinery, transport equipment, textiles, education scientific instruments and packaging goods. There is need for Indian exporters to put Botswana on the itinerary while making a visit to the Southern African region.

4. Embassy of India, Addis Ababa, Ethiopia

(Sh. R. L. Negi, First Secretary)

For the first time a conference of CRs of Indian Missions in Sub- Sahara Africa region was organized in India from November 10-15, 2003. The CRs from 11 Missions participated in the conference. The first meeting took place in Mumbai on 10th November 2003 and it was preceded by a presentation from the Gems & Jewellery Export Promotion Council of India. Mr. Sanjay A. Kothari, Chairman, Mr. Bakul R. Mehta, Vice Chairman and Mr. A Ramswamy, Executive Director of GJEPC attended the presentation.

2. India's share in the global diamond market was highlighted in the presentation. Mr. Kothari mentioned that over all India's share in gems and jewellery sector constitutes 60% in terms of value, 85% in terms of volume and 92% in terms of pieces. India's main competitors are Israel and Belgium. India is also the largest diamond-cutting centre in the world with 1 million strong work force, accounting for more than 90% of the total work force

in the world. The Gems and Jewellery sector is India's leading foreign exchange earner and it accounted for 18% of India's total merchandised exports for the year 2002-2003. USA is the major market for Indian gems & jewellery with 38% share in India's total exports of these items followed by Asian countries with 31%, Europe with 16% and Middle East with 8%.

3. The main meeting of the CRs in Mumbai began with the welcome address from Mr. Nanik Rupani, Co-Chairman, FICCI-MSC & Vice President, and Indo-Africa Chambers of Commerce and Industry. Mr. Rupani welcomed the initiative taken by the Ministry of Commerce and Industry to convene the meetings of CRs and business community. He mentioned that the deliberations and presentations in the meeting would result in formulating viable strategies for increasing India's exports to the Sub-Saharan region. Mr. R Vishwanathan, Joint Secretary (ITP), Ministry of External Affairs, Mr. K.V. Eapen, Director, Ministry of Commerce and Industry and Mr. Y. P. Trivedi, President Indo-Africa Chamber of Commerce, were also present in the meeting.

4. Initiating the meeting, Mr. Eapen stated that in order to enhance India's economic involvement in general in the Sub-Sahara Africa Region and to increase our export in particular to this region the Govt. of India has launched the "Focus Africa programme in March 2002. During the first year i.e. 2002-2003 of this programme emphasis was laid only on seven targeted countries namely South Africa, Ghana, Tanzania, Mauritius, Nigeria, Kenya and Ethiopia. From April 1st, 2003 the programme has been extended to 24 countries covering the whole of Africa. Also in order to review India's trade relations with the countries of this region CRs' conferences were organized in Nairobi in Dec. 2001, Lagos in May 2003 and Cape Town and Dar-es-Salaam in June 2003. These conferences were chaired by the Minister of State (C&I). The Commerce Ministry has decided to convene the CRs' conference this time in India so that HOMs and CRs of this region could get an opportunity to interact with the Indian business community and highlight the opportunities available in the region to enhance our trade to the region and come up with the constraints, if any, exist in doing business with the countries of this region.

5. Mr. R Vishwanathan, in his address, informed that the Govt.'s focus is now on economic diplomacy. He also mentioned about the New Partnership of Africa's Development (NEPAD) Programme and said that the Govt. is according more focus to Africa by conveying its commitment to NEPAD process. The Govt. has extended credit line of 200 million for NEPAD projects and also made available credit lines through EXIM bank on concessional terms for NEPAD projects. He also shared his experience in

Venezuela where he served as India's Ambassador, like bringing out booklets "Doing business with Venezuela" and setting up of a business centre in the Embassy. He advised the CRs to do the same in their Missions.

6. The CRs made detailed presentations indicating the opportunities and constraints in doing business in their countries of accreditation. Mr. Y.P. Trivedi, President, Indo-Africa Chamber of Commerce, in his vote of thanks, expressed his gratitude to the Ministry of Commerce for its initiative to organize the conference and the CRs for their elaborate presentations of the economic and commercial details of the respective countries. This was followed by one to one meetings with company representatives where they put forth questions regarding the business opportunities in the region of Sub-Sahara Africa. Over 100 representatives of exporters participated in the meeting. FICCI and Indo- Africa Chamber of Commerce jointly organized the meeting.

7. After the meeting the CRs were taken to Pune by road for night halt. The next day, on 11.11.03, the CRs were shown the factories of M/s Kirloskar Oil Engines Ltd and M/s Tata Motors (TELCO) where they had an opportunity to see the state of the art production lines of these two industrial giants of India. The CRs were flown to Bangalore the same day.

8. The CII was supposed to organize a meeting for CRs with the Business Community on 12.11.03 in Bangalore. However, it could not be organized as, according to the CII, no businessmen showed interest in the meeting. Therefore, the CRs spent two days (12-13 November, 2003) in Bangalore making field visits to Telco Construction, Information Technology Park Ltd (ITPL), a leasing company, Institute of Bioinformatics Applied Biotechnology at ITPL and Infosys Technology. They were flown to New Delhi on 13th November 2003.

9. The meeting in New Delhi was organized on 14th November 2003 jointly by FIEO and ASSOCHAM. Mr. Rajiv Sikri, Special Secretary, Ministry of External Affairs inaugurated the meeting. Shri Subhash Mittal, Vice President FIEO, Shri G. Balachandhran, Director General, FIEO, Shri Ajay Sahai, Additional Director General, FIEO, Shri Govind Hari Singhania, Past President of ASSOCHAM, Shri P. K. Sandell, Senior Managing Committee Member of ASSOCHAM were present in the meeting. Shri R. Vishwanathan, Joint Secretary (ITP), Ministry of External Affairs, Shri S. Ramasundaram, Joint Secretary (FT) and Shri K.V. Eapen, Director (FT), Ministry of Commerce and Industry represented the govt. side in the meeting. More than 200 representatives of leading exporters and export promotion councils took part in the meeting.

10. Shri G. Balachandhran, DG of FIEO, in his welcome address, mentioned that India's exports to Sub-Saharan Africa recorded a very good growth of almost 19% in 2002-2003. However, India's export to the region was only 5% of its global exports. He, therefore, pointed out that a lot of efforts needed to be done to increase our exports to the region and hoped that presentations and discussions of the meeting would bring forth the factors constraining the increased flow of Indian products to the region and plan strategies for increasing the exports to the region.

11. Shri Subhash, Mittal, Vice President, FIEO, in his address, said the "Focus Africa" programme, started by the Govt. in 2002 has already started yielding results with our exports to the region rising about 57% in the first year itself. He hoped that the extension of programme to a total 24 countries of the region would enlarge the scope of Indian exporters to enter in the region in a big way. He also said that the interactive meetings of CRs with the business community would help the Indian exporters to have the latest information on political and economic situations of the countries and future prospects for business.

12. Mr. Singhania, Past President of ASSOCHAM, also spoke on the occasion. He said India and African countries have been enjoying traditionally close and friendly relations. However, commercial relations between them have not grown commensurately. He commended the initiative taken by the Ministry of Commerce to convene the CRs' meeting and hoped that it would result into increased trade between India and African countries.

13. Inaugurating the conference Mr. Rajiv Sikri, Special Secretary, MEA, mentioned that the Ministry of External Affairs was concerned about the economic dimension of Indian relations with Africa. He said that there were no great political or strategic issues with Sub-Saharan Africa and the real objective was to enhance economic cooperation with the region. This is the number one priority and task before the Head of Missions and CRs in the region, he added. He further stated that the focus of the Govt. is now on economic diplomacy, which is a very important component of over all diplomacy. He also informed that MEA is giving more focus to Africa and the Govt. has extended a credit line of USD 200 million for NEPAD projects. Credit is also available through EXIM bank on concessional terms for NEPAD projects. In the case of countries where credit rating was not very good, the Govt. had agreed to also give a guarantee to encourage industry to look at these projects. He further said that in Sub-Sahara Africa a number of countries in the West Africa had sought partnership with India, as they had been impressed with many joint ventures set up by Indian companies. He mentioned about the huge investment made by ONGC in Sudan last year, which was of USD 1 billion. He felt that the interactive meet between CRs

and Indian exporters would give much needed impetus to India's economic cooperation with region.

14. Mr. S. Ramasundram, JS (FT), Ministry of Commerce & Industry, in his address, pointed out that Ministry of Commerce and Industry started the exercise of convening the conference of CRs in India so that they could meet cross section of Indian exporters and also visit factories of leading Indian Industrial Houses to get the first hand knowledge of Indian industrial potential. Mentioning about the opportunities available under the Focus-Africa Programme he informed that the corpus fund had been increased from Rs. 2 to 5 crores which would help in organizing more programmes, besides sponsoring delegations to Sub-Saharan Africa and inviting buyers from this region to India. He also mentioned about the Market Access Initiative Programme (MAI) started by the Ministry of Commerce.

15. The CRs made comprehensive presentations giving economic and commercial overviews of their respective countries. It was followed by question & answer session where exporters asked questions on business opportunities in the region.

16. Mr. P. K. Sandell, Chairman, ESC and Senior Member of Managing Committee, ASSOCHAM, in his vote of thanks, expressed his gratitude to the Ministry of Commerce for its initiative to organize the conference and the CRs for their detailed presentations on the economic and commercial situations of their respective countries. He appreciated the initiatives and supportive measures taken by the Govt. for enhancing the bilateral trade relations between India and the countries of Sub-Sahara Africa.

17. The ASSOCHAM and FIEO are keen to work with the Indian Missions in region to make strategies for development of market for Indian products, he added. He hoped that through the concerted efforts of Govt., business organizations and Indian Missions healthy and prosperous economic and commercial relations between India and the region would be developed.

18. After the meeting the CRs visited the Noida Special Economic Zone (NSEZ) and had a meeting with Ms. Nutan Guha Biswas, Development Commissioner where she explained to the CRs about the NSEZ. It was followed by a field visit to two production units, namely M/s Silvia Apparels Ltd and M/s Goldwyn Ltd. The first is a garment factory, which produces garments for exports to European and American markets and the second is an outsourcing Electro-mechanical assembly unit.

19. The next day, on 15th November, 2003 the CRs visited ITPO and India International Trade Fair. They met Mr. R. Chatterjee, Executive Director and Ms. S. Kishore, Senior Manager, ITPO.

Conclusion

The conference proved very useful and productive as it gave an opportunity to the CRs to make detailed presentations on the economic and commercial situations of their countries of accreditation and remove the misconceptions and doubts about the countries' economic potentials, prevailing in the mind of Indian business community. The interactive meeting with the Indian business community also set the stage for the CRs to provide first hand information to the businessmen on the opportunities available and constraints in doing business with the countries of Sub-Saharan Africa region.

The field visits to various Industrial units have given the CRs the opportunities to see the state of the art production lines of Indian Industry, products of which they can confidently promote as "Brand India" in the region. The following points were also emphasized in the conference:

- 1) The Missions, which do not have websites, should create websites and keep the same updating with the latest information on economic, commercial and trade related issues of India as well as of the host country. The websites be super linked to the websites of ITPO, Export Promotion Councils, Ministry of Commerce and other business organizations, and it also contains information on investment opportunities available in the host country and projects being funded by the international monetary organizations and open for global tendering.
- 2) The Missions should set up a business centre in the Embassy where the visiting Indian exporters and local businessmen can come and get information on trade related matters. The Business centre should be equipped with the latest trade directories and other trade related information.

5. High Commission of India, Nairobi, Kenya

(Sh.L.D. Ralte, Deputy High Commissioner)

The idea is laudable. As this is a series that has just begun, there are areas where some more work or emphasis is needed. Overall, the idea is excellent and useful for both

the CRs as well as businessmen/entrepreneurs. The choice of cities – Mumbai, Pune, Bangalore and Delhi – were useful. In future meetings, cities could be chosen depending on focus of industry, e.g. if pharmaceuticals, may be Ahmedabad could be included. Interaction programme and visits were good. There were some problems in Bangalore but Ministry is aware of that and will make sure it does not happen again.

2. As the number of CRs was rather large, the presentations, made one after the other, became too long. It is a measure of interest of participants that all of them stayed put throughout the presentations without any break. Subsequently, there was also no time for interaction except during lunch, which in both Delhi and Mumbai, happened to be buffet, not leaving much room for structured discussion. In effect, what we presented was mostly what Economic and Trade officers of these countries posted in India should be doing.

Suggestions:

- i) On the day of presentation, do not organise site visits. Start earlier; say at 9:00 a.m. and not at 10:00 a.m. (If Chief Guest is late, start the proceedings and Chief Guest can make speech when he/she arrives, or at lunch).
- ii) Continue in the afternoon with interactive session. It is in the interactive sessions that both sides learn more of each other's requirements.
- iii) Presentation contents need to be changed. There is no need for details of bilateral trade, GDP and economic history. These should be prepared in advance and given out to intending participants from industry either by the Associations or by Ministry. In any case, they would be available with resident Embassies.
- iv) CRs' presentations should instead focus on trade policy; economic stability of the country; focus areas of the country – its strengths and interests; trade regime including NTBs if any; competition from other exporters or local manufacturers in our areas of export interest; identification of areas/projects for joint ventures/investment opportunities and a very brief introduction to services and infrastructure availability/constraints. It could also include a brief introduction to business practice prevalent in the country.
- v) Bottlenecks in bilateral trade/investment should be identified beforehand and could be discussed during the interactive sessions.

6. High Commission of India, Maputo, Mozambique

(Sh. H.K.L. Batra, Acting High Commissioner)

On the whole, CRs conference went very well and it was a very useful experience for me personally. Arrangements at Mumbai and Pune were excellent. I only wish that we had some more time for one-to-one interaction with some of the Indian companies. In fact, as I arrived in Mumbai on Saturday, November 8, 2003 I took the opportunity to meet at least 7 companies at my hotel on Sunday, November 9, 2003 as I had informed them in advance. The visit to Pune was very interesting and was very educative. But the time available was too short. The visit to Bangalore was complete washout except for our visit to Infosys headquarters. The accommodation arrangements in Bangalore were very poor. In fact, we spent maximum time in Bangalore but achieved very little.

2. While on the subject of Bangalore, I would like to mention one particular instance for information. Before I left Maputo, the Mission was in correspondence with TATA BP Solar through their representative in Maputo for supply of solar electric lamps for Mozambican Ministry of Higher Education, Science & Technology. While in Bangalore, I myself tried as also through the CII representative to have a brief meeting with TATA BP Solar. The TATA BP Solar on the other hand, did not extend any courtesy, but rudely told me that they were busy with internal audit for the next three days and nobody was free to receive me (this is just for your information).

3. The arrangements made in Delhi were excellent and we had opportunity to meet a number of companies who were already doing business in Mozambique and others who want to explore this market. Here again, I feel that the afternoon should have been utilised for one-to-one interaction with the companies. Of course, visit to Noida Special Economic Zone (NSEZ) was very useful and educative. However, visit to the International Trade Fair and ITPO though useful, was not what we had expected. What we were looking for was to have interaction with senior ITPO officials and some of their prominent members doing business in Africa.

4. All in all, the visit was very useful and created awareness among the Indian business community about the opportunities available in Mozambique in various fields. In fact, I have received scores of messages and telephone calls from Indian companies wanting to visit Mozambique on exploratory visit.

7. Embassy of India, Dakar, Senegal

(Sh.Manish Gupta, Second Secretary)

I avail this opportunity to extend my sincere thanks for the Commercial Representative's Conference organized by the Department of Commerce in collaboration with FICCI in Mumbai, CII in Bangalore, FIEO and ASSOCHAM in New Delhi from 10-15 November,2003. The interaction with the business community provided further insights on the latest economic scenario, increasing awareness for exports in India, expectations of the business community and above all it helped to bridge the information gap. It is increasingly felt that there is little awareness about francophone West Africa in the Indian business community. The Conference provided the platform for dissemination of information on business opportunities available in these countries. The number of trade inquiries received subsequently from the Indian exporters is an indicator of the willingness of the business community to do business with francophone West Africa. The interaction definitely provided much needed dynamism and impetus to our cooperation with the countries of Sub-Saharan Africa.

2. The plant visits at Kirloskar Brothers, TATA Motors Ltd. in Pune, Infosys in Bangalore and Small Scale Units in Noida were useful.
3. I would like to offer a few comments/suggestions, regarding the CR's Conference:
 - Small briefs, fact sheets indicating essential information as well as Power Point presentations along with annotation notes could be circulated well in advance so that the participants have some idea about the country and the interaction could be more meaningful and fruitful.
 - The presentations may be organized in two sessions when the number is large so that there is enough time for one to one interaction and the participants are also more actively involved with the presentations.
 - I would suggest that we may focus more on the SMEs sector as all the countries of our accreditation namely Senegal, Mali, Mauritania, Guinea-Bissau, Gambia and Cape Verde lack capacity building, technological know-how with almost non-existing and underperforming manufacturing sector which is perhaps true for most of the Sub-Saharan countries. These countries did not have enough financial resources or access to easy credit to set up large industrial units and the market size also does

not permit making such heavy investments worthwhile and therefore, the SMEs can play a vital role in the socio-economic development of these countries.

- An interaction with HMT (I), RITES and other public sector undertakings which are undergoing projects in many of these Sub-Saharan African countries may be planned.

8. High Commission of India, Dar-es-salaam, Tanzania

(Sh.Azad S. Toor, Counsellor & HOC)

First of all, let me appreciate your well coordinated efforts for organising various meetings for the CRs. These meetings turned out to be very informative and provided the CRs a good insight into India's potential in terms of trade and investment opportunities. Particularly, the meetings arranged by FICCI and Gem & Jewellery Promotion Council in Mumbai, visits to M/s. Kirloskars and M/s. TATA Motors in Pune, and Infosys in Bangalore and the conference organised by FIEO in Delhi were extremely useful in the sense that they provided a practical and first hand exposure. This kind of interaction has a lot of utility for CRs in their day-to-day dealings in the country of their posting.

2. As regards, Tanzania, it may be stated that India continues to be a major trading partner. India's trade with Tanzania crossed the mark of Rs.1000 crores during 2002-03. India's global share of exports to Tanzania during January-September, 2003 stood at 7.4%.

3. Major imports from India included, Machinery/appliances, Cereals, Apparel & clothing, Motor Vehicles, Mineral Fuels, Oils, etc., Iron & Steel, Plastic Products, Pharmaceuticals, Rubber Products, Cotton Fabrics, Electrical Machinery/equipments, Articles of Iron & Steel.

4. Among Tanzania's exports to India, raw cashewnuts and cotton were the major items. However, there has been a decline in the exports of raw cashewnuts both in volume and value terms in the recent years, which affected the overall imports from Tanzania.

Prospects :

i) Tanzania is an emerging economy with high growth potential. Tanzania's track record of last 15 years of largely satisfactory reforms has consolidated a favourable economic environment. Tanzania is now recognized as one of the star economic performers of Sub Saharan Africa with 6.2% growth rate in 2002 and 6.3% expected to be in 2003. Inflation rate has gone down below 5%

- ii) There is a good scope for Indian goods vehicles, passenger transport vehicles, tractors and cars in Tanzania. Presently Toyota is dominating the market. The Indian manufacturers may like to consider having their representatives in Tanzania like the ones by Indian Pharmaceutical industry.
- iii) Agriculture is another important sector with bright prospects. Out of 40 million hector arable land, only 6 million hector is being cultivated. There is availability of water resources. Agro-Processing and Food Processing industries have very good amount of scope for investment by the Indian parties.
- iv) Pharma and Healthcare, Tourism, Mining, Machine and Appliances, SMEs and IT are other prospective areas to boost our trade and investment.
- v) Banking and Insurance is another important sector de-regulated by the Government of Tanzania. Bank of Baroda was granted an operating licence last month by the Bank of Tanzania and it will be opening its branch in Tanzania in a few weeks. In the insurance sector, TANZINDIA with a majority share holding of six leading Indian public sector insurance companies launched their operations in November, 2003.
- vi) Other areas of focus have already been reflected in the report on CRs Conference in Dar es Salaam on 28th June, 2003.

Administrative issues :

The Commerce Wing of the Mission is in dire need of a replacement for Shri Rana Pratap, First Secretary, who superannuated from Government service on November 30, 2003. Presently, I am looking after the Commerce Wing in addition to the Political, Cultural, Administration and Accounts work. The shortage of an officer may have adverse impact on the overall functioning of the Commerce Wing. There is also a need for recruitment of a local Management Graduate with marketing skills. There is need for retention of local Marketing Assistant against the post of Clerk and restoration of local Messenger's post.

Constraints :

Constraints include the blocked funds issue, exorbitant telephone and power tariffs, high banking lending rates, poor infrastructure, corruption and bureaucratic delays

9. Consulate of India, Johannesburg, South Africa

(Sh. Suresh K. Goel, Consul General)

The Conference provided a significant forum for interaction between Indian commercial representatives from the Sub-Saharan African region and the Indian business through the various Councils and Chambers of Commerce in India. It was a useful exercise in assisting the commercial representatives to know with some precision the exact requirements of the Indian business and their expectations from the Indian representatives abroad. The interaction was also helpful in passing knowledge about the countries which the commercial representatives came from to the businessmen who wanted to develop business relations with these countries.

2. On the whole, I found the interactions well organized and well represented by the Indian business from a diverse trade and industries spectrum.

3. Visits to the industry were helpful to the commercial representatives in establishing in their own minds the contemporary context of technologically, industrially and commercially resurgent India which can compete with the best. Visits to Tata Motors and Kirloskar in Pune and Infosys in Bangalore were eye opening since they represented an internationally competitive environment which raises Indian image abroad. We should be able to perform our functioning better after this exposure. The meetings in Delhi were similarly well organized.

4. Meetings in Bangalore were a little disappointing because they did not exactly meet our expectations and requirements. The visit to Telcon Construction in Bangalore was educative and informative on possibilities of exports to the African countries. It was a pity that the company representatives did not exactly know about our requirements. Similarly the visit to ITPL in Bangalore was a waste of time. The meetings were essentially with the property managers rather than the IT or the bio-technology industry. The visit to Infosys was extremely useful.

5. I was quite satisfied with the Conference except with the meetings in Bangalore in general.

10. High Commission of India, Kampala

(Sh. M.M Bhanot, Attache(Commercial))

The conferences at the three places took place in a decent and business like environment. Organisation by MOC, and the concerned Chambers of Commerce (except

CII in Bangalore) was objectively undertaken. However, the tight schedule left very little time for interaction with the business communities at one to one level. Logistic arrangements were excellently made at all the places. Visits to the industrial sites of the companies in Pune and Bangalore was very informative, encouraging and useful.

2. Our Mission in Uganda has received good enquiries from the Indian business delegates, who participated in Mumbai and Delhi. A visibly increased enthusiasm for doing business with Uganda being noticed amongst business community, consequent to the conferences/ interaction/presentations etc. In comparison to Mumbai, there is more response from Delhi. The response is in the sectors of general merchandise (exports to Uganda), small industries and leather/textiles etc. However, so far no increased response has been received for larger projects in Uganda

3. It was noted that the CRs conference, when held in India amongst Indian business community, is much more useful than the one held outside India with the officials, alone. In future these conferences may be held in Indian cities. This would help business people to know about the opportunities/obstacles in trading abroad without actually going there. The trip of one officer to India is more economical and useful, than many business people individually making separate trips abroad. Individual presentations eat away significant time during a conference, thus almost not leaving any time for other useful business interactions/activities. These should be avoided, and instead replaced by the constitution/ setting-up of country-desks. Following procedure for preparing and holding of the conferences in India is thought to be optimally useful:

Step 1 : MOC/Trade bodies fix the dates of interaction between the Economic Agents (CRs) of the country and local business community.

Step 2 : To seek information about a country and business opportunities/difficulties, areas of trade etc from the Agents, and disseminate to the business community in general.

Step 3 : To enroll for conference those business entities, who have responded to the information disseminated.

Step 4 : These prospective business entities are then asked to be in direct touch with the Economic Agents, and seek additional relevant information before actually meeting them during the conference.

- Step 5 :** Respective Economic Agents prepare for the conference on the basis of information sought by business entities, MOC and Chambers of Commerce.
- Step 6 :** Brief Inauguration Ceremony of the conference takes place. Economic Agents from respective countries are introduced. There after, they take possession of their individual desks, and are supplied by the Chamber of Commerce with the list and program of meeting with the business entities. One to one meetings are held according to the program.
- Step 7 :** Closing of the conference, preceded by free questions by the business delegates.

11. High Commission of India, Lagos, Nigeria

(Sh.Praveen Verma, Deputy High commissioner)

The meeting of Commercial Representatives of Sub-Saharan Africa, held in Mumbai/Pune/Bangalore and Delhi from 10-15 November 2003 was the first time CRs in sub-Saharan Africa had interaction with exporters/related trade organizations in India. At the outset, I congratulate Ministry of Commerce for taking an initiative in this direction and its effective and efficient organization. The meetings held at different places were fruitful and we had discussions with both the trade organizations as well as exporters. Presentations given by our colleagues in different countries also gave us an insight into the problems, realities and the perspective in other parts of Africa, giving us complete outlook about trade in general in Sub-Saharan Africa. We had one to one interaction with organizations dealing with trade promotion, trade statistics and trade exhibitions, which gave us full perspective of their requirements vis-à-vis Missions abroad and also as to what feed back they require from us. It will definitely go a long way giving directions to us in promotion of trade from India to this region. The site visits/ visits to factories etc. were very informative and were handled well by the sponsoring organizations. There were some problems at Bangalore where the visits and the interaction could be more effectively organized. Interactions at other places were excellent and were organized very well. On suggestions, I must say that there was always the shortage of time after our presentations during our interaction with trade organizations/ exporters. Most of the time was taken up by the presentations. We could perhaps make shorter presentations to give more time to one-to-one interaction with traders. However, any presentation less than 10 minutes becomes very sketchy and meaningless. Perhaps some more time can be allotted for the event. Presentations a pre-lunch session, and one-to-one interactions a post-lunch. Handing out hard copies of presentation in advance could be another way to save time.

Chapter 3

FEEDBACK FROM APEX CHAMBERS

1. Federation of Indian Chamber of Commerce & Industry

Brief of discussions of the breakfast meeting with GJEPC at 9.00 AM at WTC in Mumbai

Members present :

Government of India

Mr. R Vishwanathan, Joint Secretary (MEA), Govt. of India

Mr. K V Eapen, Director, Department of Commerce, Govt. of India

Commercial Representatives:

Mission	Name & Designation of the participants
Kampala	Shri M M Bhanot, Second Secretary
Luanda	Shri R M Agarwal, Ambassador
Lusaka	Shri P K Bajaj, Second Secretary
Dakar	Shri Manish Gupta, Second Secretary
Gaborone	Shri M L Bajaj
Pretoria	Shri S K Goel, Consul General in Johannesburg
Addis Ababa	Shri R L Negi, First Secretary
Nairobi	Shri L D Ralte, Dy. High Commissioner
Dar-es-Salaam	Shri Azad S Toor, Counsellor
Lagos	Shri Praveen Verma, Dy. High Commissioner
Maputo	Shri H K L Batra, Counsellor

Gem and Jewellery Export Promotion Council

Mr. Sanjay Kothari, Chairman

Mr. Bakul R Mehta, Vice Chairman

Mr. Kannubhai Shah, Convenor

Mr. Nirmal Kumar Barmecha, Member, DPC

Mr. S Ramaswamy, ED

Mr. V Sridhar, Director, Policy, Trade & Commerce

The chairman GJEPC welcomed the gathering and appreciated the role of Indian Missions abroad in boosting image of India as well as helping exports growth. He said Indian missions abroad play a very important role in organising events/meetings and GJEPC over a period has been extremely happy with the support it has received from the missions abroad. The Chairman appreciated the efforts of MEA & Department of Industry and Commerce in organizing this initiative.

2. The Chairman gave a brief presentation on the Indian Gems and Jewellery Industry and explained the objective as also the promotional activities carried out by the council. He stressed that the target of US \$ 16 bn by the year 2007 is being planned and necessary activities are being carried out to attain this objective. India-Your first choice the promotional film on the Council was also screened for the delegates.

3. Mr R Vishwanathan, Joint Secretary, MEA gave the introductory remark. He appreciated GJEPC's role in contributing to the foreign exchange earnings of the country. He said that Sub-Saharan region has huge potential for import of raw material that are required for this industry, GJEPC, should not only explore the above possibility but also work on areas of cooperation and joint ventures in jewellery manufacturing, training etc. He further added that though the imports into these regions are low, the potential of this region is very high.

4. The Commercial Representatives of Sub-Saharan region gave a brief on the potentials available in these regions & extended their support for all efforts of the council in promoting exports, holding road shows, exhibitions etc.

Meeting ended with a vote of thanks

Brief of discussion of Interactive meeting jointly organise by FICCI & IACCI at 10.30 AM at WTC

Mr Nanik Rupani, Co-Chairman, FICCI-MSI in his welcome speech said that, the commercial offices of India in foreign countries are playing a vital role in the promotion of India's foreign trade and economic relations. The commercial representatives assist the

Government in the formulation of its trade and economic policies through regular feedback on market trends, trade promotion prospects and the general economic situation of the country to which they are accredited. In order to further strengthen India's economic presence in Sub-Saharan region, FICCI jointly with the Department of Commerce, & Indo-African Chamber of Commerce is glad to organise this interactive session with the commercial representatives.

2. India's exports to the Sub-Saharan African region have increased by 13.5 per cent in 2002-03 to \$2,452 million as against a level of \$ 2,161 million recorded in the previous year. India's export performance to the Sub-Saharan African region in the recent years has been encouraging. There is a vast potential for exports to the Sub-Saharan Region to be tapped by the exporting community in India.

3. There is a need to activate efforts to increase India's exports to Sub Saharan countries in non traditional and niche areas such as engineering items, software/IT, pharmaceuticals, BT and food processing.

4. India's bilateral trade with the whole of Sub Saharan Africa registered a growth of about 57% per cent at \$ 5,335 million in 2002-03 as compare to \$3,405.

5. India has very strong historical relationship with all the countries in Africa, and India should leverage this strength to further forge trading links with all the Sub Saharan countries.

6. Mr K V Eapen said that based on the success of WANA Conference, FICCI and Indo-African Chamber of Commerce and Industries have been able to organize this CRs Conference of 13 countries in the Sub Saharan Region. The delegates wanted to see factories in India. We have managed to organize plant visits at Pune.

7. There has been a wrong impression that Missions do not respond quickly. This is a wrong perception. In fact our Missions respond quickly to any queries of Chambers of Commerce and Exporters.

8. Focus Africa Programme was initiated in March 2002 to cover a few countries in the Sub-Saharan Region. Now it covers all the countries in the Sub Saharan Region and Africa. This Program has been instrumental in encouraging and assisting the tremendous growth in export to the countries in the Sub Saharan Region.

9. Mr R Vishwanathan in his address said in this age of globalization, it is absolutely necessary for every country to focus on economic cooperation and development. This can be achieved through economic diplomacy. Hence our strategy is to focus on economic diplomacy to promote economic development both at the micro and macro level.

10. He added that the diplomats are our eyes and ears. They provide us the information on identifying trade opportunities. They encourage and guide us to tap these opportunities.

11. The traders who have gathered here can use the business guides published by the Ministry of External Affairs and access the websites to have business information on the countries of their interest readily.

12. Our Missions abroad need to play an pro-active role in bridging the gaps in information. Basically we, the Diplomats, are facilitators.

13. India has helped Senegal in setting up of Entrepreneurial Training Institute. Tata's have won a tender worth \$ 19 million for buses. Moreover bus assembly plants, automobile plants for tractors and two-wheelers have become emerging markets for India in Senegal.

14. India has signed FTA with Sri Lanka, Thailand, ASEAN, Southern Africa Customs Union, IPSA, etc. This has paved the way for India to take up the opportunities that are coming in a big way, and face the challenges arising out of regional economic groupings. Africa is undergoing a lot of transformation and India must seize the opportunity to be major partners in this transformation process through bilateral trade and economic cooperation.

15. Mr Vishwanathan further added that Govt. of India has announced 200 Mn Dollars loans under this partnership. EXIM Bank Lines of Credit have not been utilized fully because interest rate was not competitive. We have to make EXIM Bank Lines of Credit attractive. We are giving interest equalization at Libor + 1 percent. Secondly EXIM Bank is not lending to certain African countries that are considered 'high-risk countries. Government of India has agreed to give a line of credit.

The Commercial Representatives gave a brief presentations about the opportunities in the Country highlighting the following aspects:

- Identification of country specific and product specific strategies to increase exports from India

- Tariff, non tariff barriers and other irritants affecting trade
- Govt. regulations in the importing countries for Registration of imports, setting up of offices/companies/Joint Ventures etc.
- International Fairs/exhibition in the next two years
- Outstanding Commercial disputes
- General guidance/tips to Indian exporters to conduct trouble free business
- Identification of Indian companies and product groups for each country

The presentations was followed by Question & Answer Session which mainly revolved around the issue of simplifying and streamlining the export procedures so that undue delays and roadblocks could be removed.

The interaction ended with a vote of thanks by Mr. Y P Trivedi, President, Indo-African Chamber of Commerce & Industry.

The Commercial Representatives accompanied by FICCI official were taken to Pune for industrial visit to Kirloskar Industries Ltd & Tata Motors on November, 11, 2003.

2. Confederation of Indian Industry (CII)

CII organized focused meetings for the delegation in the sectors where the companies in the city of Bangalore had competence viz. ICT, Biotechnology, Pharmaceutical & Healthcare, Infrastructure, Automobile Industry, Agro & food processing and Light engineering.

Visits were organized to:

- 1) Telco Construction (met by Mr Vijay Kumar, Senior Manager-Exports and Mr. Sandeep Agarwal, Branch Manager)
- 2) Motor Industries Co. Ltd.
- 3) Information Technology Park Limited (ITP)
- 4) Institute of Bioinformatics & Applied Biotechnology (met by Dr Manju Bansal, Director)
- 5) Infosys Technologies Ltd (Met by Mr G Venkataramana, Regional Manager-Sales, Africa Banking Business Unit and Mr Haragopal Mangipudi, Associate Vice President and Head Professional Services (Worldwide)

The interactions enabled mutual understanding of the business and opportunities for the visitors to familiarize themselves with the growth of the Indian Industry in the specific sectors. Also, the visits to ITPL and IBAB gave a first hand feel of the technological growth of Bangalore a vibrant example that could be replicated in Africa & or competencies transferred to African Nations with the knowledge of the CRs representing India.

Visit to Biocon India could not be organized as Mrs Kiran Mazumdar Shaw, Chairperson & Managing Director, Biocon India was traveling abroad.

Similarly, visit to Tata BP Solar could not be organized as the top management were pre-occupied with important internal meetings.

3. FIEO AND ASSOCHAM

FIEO in association with ASSOCHAM organized an interactive meeting with Head of Mission and senior commercial representatives from 11 countries of Sub-Saharan Africa region, namely Angola, Botswana, Uganda, Zambia, Senegal, South Africa, Ethiopia, Kenya, Tanzania, Nigeria and Mozambique.

2. Shri Rajiv Sikri, Special Secretary, Ministry of External Affairs was the Chief Guest. The meeting was chaired by Shri Subhash Mittal, Vice President FIEO. Shri G Balachandran, Director General FIEO and Shri Ajay Sahai, Additional Director General were also present. Shri Govind Hari Singhania, Past President, and Shri P K Sandell, Senior Managing Committee Member represented ASSOCHAM. Shri R Vishwanathan, Joint Secretary, & Shri D R Pahuja, Deputy Secretary, Ministry of External Affairs and Shri S Ramasundaram, Joint Secretary and Shri K V Eapen, Director, Ministry of Commerce also took part in deliberations. A large number of leading exporters and senior representatives from export promotion organizations were present.

3. While initiating the discussions, Shri G Balachandran, Director General FIEO noted that India's exports to Sub-Saharan Africa region registered a healthy growth of 18.52% during April'2002-February'2003. He, however, pointed out that India's exports to the region was merely 4.90% of its total global exports. He felt that the major countries of sub-saharan region had a much larger capacity to import from India. The low percentage of India's share showed that lot of efforts had to be put to penetrate deeper and widen Indian presence in the sub-saharan continent. He hoped that presentations and discussions would throw

light on factors that were constraining a larger flow of Indian goods and services to that continent. He observed that after the discussions some action plan would crystallize to raise the level and content of Indian exports substantially.

4. The Vice President of FIEO Shri Subhash Mittal, while welcoming the distinguished guests, informed that the programme was a part of the effort by the Government of India and FIEO/ASSOCHAM for tapping the high potential that the Sub Saharan Africa region offered for trade and economic partnership with India. The “Focus: Africa” Programme launched by Ministry of Commerce in 2002 was already proving successful with India’s trade with the region rising about 57% in the first year itself. Welcoming the extension of the programme to a total of 24 countries of the African countries, Shri Mittal said that this would enlarge the scope of Indian exporters to venture forth in a big way.

5. He observed that such interactive meetings between the business community and head of Missions and Commercial Representatives (CRs) abroad, were always most productive because they helped to get comprehensive idea of the latest political and economic situation of Indian market and the future prospects for business.

6. Referring to the initiatives taken by the Government to raise India’s trade and economic ties with individual countries of the region, Commerce Secretary and the Hon’ble Minister of State for Commerce had been visiting important countries like south Africa, Ethiopia, Uganda, Kenya and Tanzania in recent years. Institutions like IIFT and NCTI had also been carrying out studies on the market potential of Sub-Saharan African countries and on the opportunities to raise India’s level of involvement. In addition Exim Bank had extended number of lines of credit to that region of Africa, while ECGC had revised the credit rating of some of these countries leading to reduction in rate of premium. Shri Mittal felt that these moves would give an impetus to Indian exporters for aggressive marketing.

7. Shri Mittal complemented the Indian mission for regularly conveying their assessment of these markets in their commercial reports, which FIEO had been disseminating to its members.

8. Shri Govind Hari Singhania, Past President ASSOCHAM said that though traditionally relations between India and African countries have remained close and cordial, commercial relations have not grown commensurately. In the last few years, there had been an increasing interest among trade and industry in Africa to source various products and projects from India. Also, Indian companies had been successful in doing business with African countries.

However, despite a genuine interest on both sides, exports from India to Africa had not gained the desired momentum. He highlighted that the sluggishness in trade between India and Africa had been largely because of information gap on either side.

9. Shri Singhania emphasized that India and Africa should make a concerted effort to enhance awareness about each other among the business community. He applauded the present initiative and said that it was an important step towards achieving increased business. The product mix of India-Africa trade was well diversified. There were many opportunities for further cooperation between India and Africa, especially in the field of small and medium enterprises. Africa should draw benefit from the expertise India had achieved. Opportunities could be exploited in sectors such as telecommunications, pharmaceuticals, insurance and financial services, manufacturing, transportation, urban development, and other areas of infrastructure.

10. He said that there was an urgent need to identify sectors, commodities of exchange, prospects of joint ventures, examine trade policy issues on a continuous basis and find out synergies so that a harmonious system of quid pro quo could be worked out.

11. He highlighted the need for stronger government-industry partnerships to give this process a quantum jump. As past President, ASSOCHAM he offered ASSOCHAM's services in supporting more interactions, by way of exchange of delegations and giving any form of assistance required by the business communities of either sides.

12. Shri S Ramasundaram, Joint Secretary, Ministry of Commerce complemented FIEO and ASSOCHAM for the arrangement and the presence of a large cross section of businessmen for the interactive session. Referring to the visit of CR's, he pointed out that Ministry of Commerce started the exercise of inviting the CRs to India so that they meet Indian exporters and also visit leading industrial units, which were keen to do business in Africa. This he hoped would provide insights into the specific aspects of doing business with Africa and minimize lack of knowledge about the African economies.

13. While highlighting the opportunities opened under the Focus-Africa Programme, he informed that the corpus fund had been increased from Rs 2 to Rs 5 Crores which would help in organizing more programmes apart from sponsoring delegations to Africa and inviting buyers from Africa to visit India. In addition to this programme, he informed that there was a Market Access Initiative Programme (MAI) under which funds were available for the new market with the existing product or new products for an existing market. For more details he invited the exporters to visit Ministry's website: <http://commerce.nic.in>

14. Shri Ramasundaram advised the exporters to diversify their markets and look into African markets, which offered good opportunities instead of concentrating on US and European countries. This he thought would be helpful for the Indian businessmen.

15. Shri Rajiv Sikri, Special Secretary, Ministry of External Affairs while inaugurating the meet, complemented FIEO and ASSOCHAM for the tremendous effort to organize the event and the full house, which he thought was testimony to their commitment to see how things could be done with Sub Saharan Africa. He observed that the Ministry of Commerce had taken excellent initiative to invite the Commercial Representatives of select group of countries to provide them first hand information and give exposure about what was needed and the opportunities available. He said that Ministry of External Affairs was concerned about the economic dimension of Indian relations with Africa. He felt that there were no great political or strategic issues with Africa and the real objective was to enhance economic cooperation with them. This was the number one priority and task before the Head of Missions and Commercial Representatives (CRs) in the region.

16. The focus of the Government, he said, was on economic diplomacy, which was very important component of over all diplomacy, as stressed by the India's External Affairs Minister, since he took over a year back. He felt it to be very relevant factor for the Government and advised the industry to be also conscious about it. Referring to the New Partnership of Africa's Development (NEPAD) Programme, he said that his Ministry had tried to give more focus to Africa by conveying their commitment to NEPAD, which was launched sometime back. This included credit line of US \$ 200 million for NEPAD projects. He informed that the new policy enunciated by the Ministry of Finance in the current financial year made available credit lines through EXIM bank or other banks on concessional terms for NEPAD projects. In the case of countries where a credit rating was not very good, the Government had agreed to also give a government guarantee to encourage industry to look at these projects.

17. Shri Sikri observed that in Sub-Saharan Africa a number of countries in West Africa had sought partnership with India, as they had been impressed with a number of joint ventures set up by Indian companies. He felt that there was also the moral responsibility on India to help others who felt that Indian experience and technology were more relevant and appropriate for their needs. A huge investment was made by India in Sudan last year. India had now reached a stage where it had invested US \$ 1 billion in Sudan alone. He hoped that the interactive meeting would provide much needed dynamism to our cooperation with the countries of Sub-Saharan Africa.

18. The Head of Missions (HOMs) and CRs made detailed presentations covering economic and commercial details of the respective countries. The presentations were made by Shri R M Aggarwal, Ambassador in Angola; Shri Suresh K Goel, Consul General in South Africa; Shri Praveen Verma, Dy. High Commissioner in Nigeria; Shri L D Ralte, Dy. High Commissioner in Kenya; Shri Azad S Toor, Counsellor in Tanzania; Shri H K L Batra, Counsellor in Mozambique; Shri R L Negi, First Secretary in Ethiopia; Shri Manish Gupta, Second Secretary in Senegal; Shri M L Bajaj, Second Secretary in Botswana; Shri P K Bajaj, Second Secretary in Zambia and Shri M M Bhanot, Attache in Uganda.

19. The presentations were followed by brief open house discussions where exporters put forth their questions concerning export to this region.

20. Shri P K Sandell, Senior Managing Committee, ASSOCHAM and Chairman, Electronic Software Council expressed his gratitude to the Ministry of Commerce, the Head of Missions and Commercial Representatives for all the support extended in organising this Conference. He thanked Shri Rajiv Sikri for having agreed to deliver the inaugural address and applauded the initiatives of the government in pursuing measures that had been instrumental in increasing bilateral trade relations between India and the Sub Saharan Region.

21. He said that Africa had traditionally been one of the most proactive trading partners of India. With the liberalization of global trading regime, India was looking towards expanding business interaction with its partners in the region of Sub-Saharan Africa in the areas of mutual growth.

22. He emphasized that ASSOCHAM/ FIEO were keen to work with the Head of missions and Commercial Representatives to identify future strategies to enable diversification and market development for India products. He said that the Government of India has introduced programmes for market development in various regions with a focus on loan guarantees, export credit insurance in difficult markets, enhanced funding for existing export promotion activities like trade fairs, trade missions etc. He said that he was sure that with these concerted efforts we would be able to build a prosperous economic and commercial partnership between India and the Sub Saharan region.

Chapter 4

CONCLUSION AND RECOMMENDATIONS

1. The feed back received from the CR's and industry associations as brought out in Chapter 2 & 3 proves that the Conference was effective and fruitful. The Conference facilitated one to one dialogues between the CR's and members of the business and trade community in the country, which helped identify strategies to increase Indian exports to the Sub Saharan Region. The Conference gave the CRs an opportunity to present details on the operative environment of their respective countries and the business opportunities for Indian companies.
2. The Conference proved very useful and productive as it gave an opportunity to the CRs to make detailed presentations on the economic and commercial situations of their countries of accreditation and remove misconceptions and doubts about African economic potential, prevailing in the mind of Indian business community. The interactive meeting with the Indian business community also set the stage for the CRs to provide first hand information to the businessmen on the opportunities available and constraints in doing business with the countries of Sub-Sahara Africa region.
3. The CRs also suggested that visiting business community/ delegations should spare time to meet them and give their feedback regarding their experiences/problems/issues, so that they could plan their strategies for promotion of export more. The CRs also requested, the business community in India to respond quickly to their queries. A timely act on the part of our apex chambers/business community will play a vital role in establishing business contacts and capitalizing on the business opportunities available in the host country. Further, they mentioned that, the commercial information about trade enquiries, business opportunities etc sent by them to Chambers/Councils etc do not appear to get disseminated to the exporters or interested parties in India. As a result many opportunities are lost.
4. The following points were also emphasized in the conference:
 - The event should be organized on annual basis and more emphasis should laid on field visits.
 - To enhance the reputation of Indian industry, increased attention must be paid to details like packaging, documentation and other such intangibles

- Participation through consortium for exhibitions/fairs
- Sending catalogues and upgrades regularly to the Missions
- In case any tender mentions exclusion clause, the same may be taken up with the concerned Missions.
- In future meetings, at least 10-15 minutes should be allowed to each CR for presentation and 1 hour set aside for Questions & Answers for each session.
- At each Centre of Conference, sector specific/region specific presentations be arranged by the Export Promotion Councils/ Commodity Boards/Trade Bodies etc. Short presentations on the key items being manufactured/exported from each venue may also be arranged.
- EPCs/Trade bodies etc may forward the relevant details about the problems faced by businessmen to the concerned CR well in advance of the Conference, which would enable them to come prepared for the Conference
- The Missions should set up a Business Centre where the visiting Indian exporters and local businessmen can come to get information on trade related matters. The Business Centre should be equipped with the latest trade directories and other trade related information
- During the Conference, visits may be arranged to manufacturing facilities which would give a first hand experience to the CRs about the latest developments in India's capabilities in various important sectors.
- The Missions, which do not have websites, should create websites and keep the same updating the same with the latest information.

Chapter 5

Note on Sub Saharan Africa

India's trade with Sub-Saharan Africa (SSA) has been increasing over the period of time due to various initiatives taken by the Government and the private sector. The total trade between India and Sub-Saharan Africa has grown from US\$ 893 Mn in 1991-92 to US\$ 5335.38 Mn in 2002-2003 registering a growth of about 500%.

2. During the year 2002-03 the total trade between India and Sub-Saharan Africa has grown to **US\$ 5335.38 Mn** as against US\$ 4273.61 Mn in 2001-2002 registering a growth of about 24.84%. The total trade during 2003-04 (Apr-Oct) stood at US\$ 3534.49 Mn as against the figures of US \$ 2986.52 Mn in the corresponding period of 2002-2003 thereby registering a growth of 18.35 %. India's export to the region has increased by 13.45 % from US\$ 2161.03 Mn in 2001-2002 to US\$ 2451.77 Mn in 2002-2003. During 2003-04 (Apr-Oct) the exports stood at US\$ 1674.72 Mn as against the figures of US \$ 1290.76 Mn in the corresponding period of 2002-03 thereby registering a growth of 29.75%.

3. **The trade statistics** for the year 2002-03 and for the period **(Apr-Oct) 2003-04** in respect of countries of Sub Saharan Africa is shown at **Annexure-I and II respectively**.

Initiatives Taken to Promote Bilateral Cooperation.

The Trade Agreement is one of the tools to promote trade with countries in sub Saharan Africa. Trade Agreement exists with 23 countries in the region. A trade Agreement with Zambia was signed in April 2003 during the Presidential visit to India.

2. Joint Trade Committee is an institutional arrangement under a forum created by Trade Agreement, which provides for discussions on various issues relating to trade & cooperation in specific sectors. Shri S B Mookherjee, Hon'ble MOS (C&I) led a delegation to Dar-es-Salaam, Tanzania in July 2003 in connection with the 1st JTC Meeting between India and Tanzania and participation in Dar-es-Salaam International Trade Fair (DITF) 2003.

3. The 3rd Board Meeting of India South Africa Commercial Alliance (ISACA) was held in New Delhi in Aug. 2003 under the co-chairmanship of Commerce Secretary and Director General, Department of Trade & Industry, South Africa.

Conference of Commercial Representatives/ Heads of Missions

In order to review the progress of the bilateral trade and identify bottlenecks in the transaction of bilateral trade in sub-Saharan African region and with a view to ascertain measures to improve the same Shri Rajiv Pratap Rudy, then Hon'ble MOS(C&I) chaired a Conference of HOMs/CRs for Western Region in Lagos, Nigeria from 22-23 May 2003. Shri S B Mookherjee Hon'ble MOS(C&I) chaired a Conference of CRs of Indian Missions of Southern Africa Region in Cape Town, South Africa from 12-13 June, 2003. A CRs Conference for the Eastern Africa Region was held under the chairmanship of Shri S B Mookherjee, Hon'ble MOS(C&I) on 28th June, 2003 in Dar-es-Salaam, Tanzania.

Line of Credit

It has been decided by MEA to form a Task Force on New Partnership for Africa's Development (NEPAD) to implement the US\$ 200 million of Line of Credit announced by the Prime Minister and also study other ways and means of assisting NEPAD. The task force will consist of Joint Secretary, Department of Economic Affairs (DEA), Joint Secretary (ITP) & Joint Secretary (Africa), Ministry of External Affairs (MEA), Joint Secretary (Commerce), EXIM (Export-Import) Bank (Managing Director) and the Confederation of Indian Industry.

Focus Africa Programme

The “**Focus: Africa**” programme was launched by Hon'ble Minister for Commerce & Industry on 31st March, 2002 along with the announcement of EXIM policy for the years 2002-2007, with a view to enhance the trade with Sub Saharan African Countries. During the first year i.e. 2002-2003 of the Focus Africa Programme emphasis was laid only on seven targeted countries namely South Africa, Ghana, Tanzania, Mauritius, Nigeria, Kenya and Ethiopia. From 1st April 2003 the Focus Africa Programme has been extended to all the countries of Sub Saharan Africa where India has mission along with 6 countries of Northern Africa Region. Hence the total countries covered under Focus Africa Programme have increased from the initial 7 countries to 24 Countries in African Continent.

2. An awareness seminar on the Focus Africa Programme was jointly organized by the Councils of the Chemical Sector viz. CAPEXIL, CHEMEXCIL, PLEXCONCIL and Shellac EPC at Kolkatta in August, 2003.

3. An awareness seminar on Focus Africa was organized by Department of Commerce on 22nd September 2003 and a booklet containing the guidelines for the Focus Africa Programme for the year 2003-04 and valuable information pertaining to Focus Countries was released by Shri Arun Jaitley, Hon'ble Minister of Commerce & Industry during the seminar. The seminar was attended by African Diplomats posted in Delhi, Apex Chambers, EPCs and some exporters associated with the EPCs.
4. Under the Focus Africa Programme Department of Commerce and FICCI have jointly organized the **2nd India Africa Health Summit** from 19-21, November, 2003 in Mumbai. At this forum, Health Ministers, Directors of Health Services and Chief Representatives of the Registration Agencies from 24 potential African countries were invited to attend and interact with leading Indian manufacturers for sourcing their health-care requirements from India. The main objective of this Summit was to facilitate an interactive discussion among key players in the Pharma & Health Care Industries and policy makers from African Countries and India, for increasing trade & investment in these sectors. The other objectives of the Summit include exploring Joint Ventures and Co-production possibilities in African countries, highlighting India's capability to set up Hospital Infrastructure. Unit visits were also arranged to give the delegates the first hand knowledge of the working of the Indian Pharma Companies.
5. A Focus Africa seminar was organized by CHEMEXCIL in Jaipur on 27th November, 2003. It was attended by officials from the Department of Commerce, representatives from Nigeria & Kenyan High Commission in New Delhi and exporter community from the region.
6. Under the "Focus Africa" Programme Ministry of Commerce & Industry, Government of India and Federation of Indian Chambers of Commerce & Industry (FICCI) jointly organised the India- Africa Summit on Water Partnership from 11-12 Feb. 2004 at Pune, Maharashtra, India. The programme comprised of an International Conference on the first day and one to one meeting/ Field visits on the second day. The main objective of this Summit was to facilitate an interactive discussion among key players in this sector and policy makers from African Countries and India, for increasing trade & investment in these sectors. The other objectives of the Summit on Water Partnership was to showcase India's capabilities in the water pumps and irrigation equipment industry and also to highlight its capabilities to offer expertise for water management, conservation etc There was also a seminar on technical aspects of water management. Irrigation Ministers/senior officials of water services related Ministries from African countries as well as Ministers/senior officials from Central Govt. & State Govt. of Maharashtra had attended the summit.

System on Foreign Trade Statistics of India (Principal Commodities & Countries)

Trade Figures for the Region Sub-Saharan (Period : Apr-Mar)

Value in US \$ Million

Countries & Region	2001-2002			2002-2003			%Growth	
	Exports	Imports	Trd. Bal	Exports	Imports	Trd. Bal	Exports	Imports
ANGOL	25.02	0.01	25.1	37.30	7.20	30.10	49.10	*****
BOTSWANA	4.57	0.00	4.57	4.09	0.01	4.08	-10.55	5905.48
LESOTHO	0.25			3.78	0.01	3.77	1416.99	
MOZAMBIQUE	30.87	6.91	24.26	46.70	27.77	18.93	51.27	320.01
NAMIBIA	9.88	0.19	9.69	4.97	3.27	1.70	-49.73	1649.35
SOUTH AFRICA	352.94	1440.90	-1087.95	475.67	2089.57	-1613.90	34.77	45.02
SWAZILAND	1.38	0.21	1.16	13.02	0.45	12.56	843.59	110.57
ZAMBIA	25.71	13.49	12.22	31.00	14.40	16.60	20.57	6.74
ZIMBABWE	12.50	18.49	-5.99	15.90	14.02	1.88	27.22	-24.17
Southern Africa	463.12	1479.90	-1016.77	632.42	2156.68	-1524.26	36.55	45.73
BENTIN	55.42	43.05	12.36	66.35	38.19	26.16	16.12	-11.30
BURKINA FASO	9.47	12.71	-2.84	16.12	9.59	6.53	63.29	-24.56
CAMEROON	13.62	8.83	4.79	21.14	6.57	14.57	55.18	-25.54
CANARY IS	1.81	0.01	1.81	1.06			-41.36	
CAPE VERDE IS	0.11			0.11			1.97	
CONGOP REP	38.45	1.80	36.95	53.45	3.25	50.20	39.02	80.93
EQUATL GUINEA	0.44			0.11	0.01	0.10	-73.94	
GABOIN	5.53	10.25	-4.72	17.67	21.02	-3.36	219.65	105.09
GAMBIA	13.55	0.52	13.04	14.06	4.52	9.54	3.76	777.61
GHANA	68.41	19.92	48.49	105.56	18.63	86.92	54.30	-6.47
GUINEA	24.65	15.83	8.82	34.36	14.87	19.49	39.39	-6.10
GUINEA BISU	7.32	9.68	-2.36	5.19	47.39	-42.19	-29.04	389.35
IVORY COAST	52.73	76.35	-23.62	49.09	85.90	-36.82	-6.90	12.52
LIBERIA	17.46	43.11	-25.65	4.57	2.22	2.22	-74.53	-94.84
MALI	32.84	2.16	30.48	22.70	19.79	2.91	-30.46	817.18
MAURITANIA	19.87	0.01	19.85	20.51	0.02	20.49	3.25	74.52
NIGER	35.44	0.60	34.84	52.99	0.06	52.93	49.53	-90.41
NIGERIA	563.14	87.12	476.03	449.84	77.75	372.09	-20.12	-10.75
SAO TOME	0.03			0.34	0.04	0.30	903.60	
SENEGAL	23.03	133.60	-110.57	51.35	171.28	-119.92	122.97	28.20
SIERRA LEONE	17.35	0.44	16.91	10.95	4.14	6.81	-36.85	851.59
ST HELENA	0.53			0.54			1.45	
TOGO	47.36	10.85	36.51	71.66	12.84	58.82	51.31	18.36
West Africa	1048.77	476.83	571.94	1067.62	538.11	529.51	1.80	12.85
BURUNDI	2.53	0.07	2.47	4.53			78.72	
C AFRI REP	0.75	4.55	-3.80	2.94			293.62	
CHAD	4.20			1.13	1.88	-0.74	-73.04	
MALAWI	20.47	1.70	18.78	30.82	1.70	29.92	50.56	0.51
RWANDA	4.03	0.02	4.01	6.17			52.93	
UGANDA	55.59	1.20	54.40	65.98	1.97	64.30	18.68	64.90
ZAIRE REP	3.63	0.12	3.51	4.31	0.00	4.31	18.85	-97.86
Central Africa	91.21	7.65	83.56	115.89	5.56	110.33	27.05	-27.36
COMOROS	2.36	0.90	1.46	6.39	0.32	6.07	170.51	-64.47
DJIBOUTI	16.22	0.74	15.48	37.43	0.82	36.61	130.73	10.83
ETHIOPIA	90.83	18.39	72.53	62.05	10.55	51.50	-31.68	-42.63
KENYA	156.01	31.94	124.07	203.66	33.44	170.22	30.54	4.68
MALAGASY RP	13.17	2.20	10.97	14.71	3.94	10.77	11.71	79.28
MARUITIOUS	162.91	3.26	159.64	164.96	16.13	148.83	1.26	394.58
REUNION	4.89	0.32	4.58	5.00	0.22	4.78	2.18	-29.64
SEYCHELLES	5.73	0.05	5.69	6.18	0.05	6.12	7.74	15.34
SOMALIA	15.03	14.31	0.72	19.93	26.65	-6.71	32.64	86.20
TANZANIA REP	90.78	76.09	14.69	115.54	91.14	24.40	27.27	19.77
East Africa	557.93	148.20	409.73	635.85	183.27	452.58	13.97	23.66
Total Sub-Saharan	2161.03	2112.58	48.45	2451.77	2883.61	-431.84	135.45	364.50
India's total	43826.72	51413.28	-7586.56	52234.40	61286.31	-9051.91	19.18	19.20
% share	4.93	4.11		4.69	4.71			(iecentus)

Data Source : DGC&S, Calcutta

Exhchange Rate (Apr-Mar' 2002) 1 US\$ = Rs. 47.6919

Exhchange Rate (Apr-Mar' 2003) 1 US\$ = Rs. 48.3953

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System on Foreign Trade Statistics of India
(Principal Commodities & Countries)
Trade Figures for the Region Subsaharan
(Period : Apr-Oct)

Value in US \$ Million

Countries & Region	2001-2002			2002-2003			%Growth	
	Exports	Imports	Trd. Bal	Exports	Imports	Trd. Bal	Exports	Imports
ANGOL	17.75	7.15	10.60	41.01			131.04	
BOTSWANA	2.15	0.01	2.15	1.75	0.01	1.74	-18.84	29.90
LESOTHO	0.85	0.01	0.85	2.95			245.13	
MOZAMBIQUE	26.09	4.08	22.01	36.26	5.06	31.20	38.96	23.89
NAMIBIA	2.36	0.08	2.82	3.27	0.03	3.23	38.32	-57.54
SOUTH AFRICA	218.18	1244.94	-1026.75	256.07	1331.34	-1075.27	17.36	6.94
SWAZILAND	3.48	0.20	3.27	18.18	1.54	16.64	423.13	665.39
ZAMBIA	17.36	10.03	7.33	21.21	12.14	9.07	22.20	21.04
ZIMBABWE	9.45	7.39	2.06	15.13	7.87	7.26	60.11	6.46
Southern Africa	297.67	1273.88	-976.21	395.82	1357.98	-962.17	32.97	6.60
BENTIN	36.76	32.93	3.82	28.25	47.16	-18.91	-23.14	43.19
BURKINA FASO	10.23	6.38	3.85	13.91	8.63	5.27	36.01	35.38
CAMEROON	10.72	4.39	6.33	12.67	7.43	5.24	18.25	69.48
CANARY IS	0.71			0.09			-87.31	
CAPE VERDE IS	0.07			0.05			-31.07	
CONGOP REP	29.22	1.90	27.32	30.62	2.74	28.15	4.78	29.70
EQUATL GUINEA	0.08	0.01	0.07	0.22	0.17	0.05	168.30	1398.51
GABOIN	6.74	11.66	4.92	7.02	10.48	-3.46	4.19	-10.07
GAMBIA	8.12	4.39	3.72	7.19	3.70	3.49	-11.47	-15.82
GHANA	55.31	13.53	41.78	104.49	29.55	74.94	88.91	118.39
GUINEA	16.72	1.85	14.87	15.79	1.22	14.57	-5.55	-34.09
GUINEA BISU	3.44	41.74	-38.30	2.05	47.69	-45.64	-40.39	14.25
IVORY COAST	31.80	73.94	-42.14	73.12	74.08	-0.96	129.91	0.18
LIBERIA	2.29	1.95	0.34	2.47	2.89	-0.41	8.25	48.03
MALI	14.06	13.62	0.44	36.34	26.59	9.76	158.52	95.26
MAURIIANIA	10.85	0.02	10.43	9.61	0.00	9.61	-8.03	-97.56
NIGER	25.83	0.01	25.83	23.47	1.01	22.46	-9.16	*****
NIGERIA	251.50	44.82	206.68	326.98	54.99	271.99	30.01	22.70
SAO TOME	0.00			0.24			7560.08	
SENEGAL	18.13	98.44	-80.30	15.01	88.69	-73.69	-17.24	-9.90
SIERRA LEONE	6.76	0.47	6.29	7.55	4.87	2.68	11.69	936.83
ST HELENA	0.47			0.77	0.01	0.76	63.84	
TOGO	29.83	5.16	24.67	27.52	14.70	12.82	-7.73	184.78
West Africa	569.23	357.20	212.03	745.43	426.32	319.11	30.95	19.35
BURUNDI	3.29			2.97	0.02	2.95	-9.54	
C AFRI REP	0.38			0.53	0.03	0.49	38.31	
CHAD	0.46	1.24	-0.78	2.17	3.28	-1.11	369.42	164.69
MALAWI	15.92	0.16	15.75	21.98	0.81	21.16	38.07	394.72
RWANDA	3.21			2.75			-14.66	
UGANDA	36.05	1.65	34.40	52.84	1.26	51.58	46.59	-23.55
ZAIRE REP	2.42			2.50	0.01	2.49	2.97	
Central Africa	61.74	3.05	58.69	85.74	5.41	80.33	38.88	77.40
COMOROS	3.79	0.00	3.78	0.56	0.30	0.26	-85.13	7210.36
DJIBOUTI	16.54	0.42	16.12	29.70	0.57	29.13	79.54	36.17
ETHIOPIA	38.40	7.60	30.80	53.53	3.83	46.70	39.41	-49.56
KENYA	116.76	21.11	95.66	111.11	20.99	90.12	-4.84	435.93
MALAGASY RP	6.34	0.64	5.70	17.81	3.45	14.37	180.80	-31.96
MARUITIOUS	100.46	5.93	94.53	110.43	4.03	106.40	9.93	208.29
REUNION	3.17	0.12	3.05	4.50	0.37	4.13	41.86	4385.13
SEYCHELLES	3.25	0.00	3.25	6.18	0.02	6.16	89.90	-31.81
SOMALIA	7.17	8.70	-1.53	29.85	5.93	23.91	316.32	78.56
TANZANIA REP	66.24	17.11	49.12	84.06	30.56	53.51	26.91	
East Africa	362.12	61.63	300.49	447.73	70.05	377.68	23.64	13.67
Total Subsaharan	1290.76	1695.76	-405.00	1674.72	1859.77	-185.05	29.75	9.67
India's total	29773.43	34173.30	4399.87	32938.79	41708.52	-8769.72	10.63	22.05
% share	4.34	4.96		5.08	4.46			(iecentus)

Data Source : DGCI&S, Calcutta

MOC NIC

Exhchange Rate (Apr-Oct' 2002) 1 US\$ = Rs. 48.7202

Exhchange Rate (Apr-Oct' 2003) 1 US\$ = Rs. 46.3659