



## **FICCI Kerala State Council Annual Meet 2014**

### **Report**

“Kochi has all the ingredients to be promoted as a favourite destination for Investment in comparison with renowned cities in the world such as Barcelona, Paris. Madrid etc.”, remarked Mr. Elias George IAS, Additional Chief Secretary, Transport, Govt. of Kerala and also Managing Director, Kochi Metro Rail Limited in his Key Note Address at the Federation of Indian Chambers of Commerce & Industry (FICCI) Kerala State Council Annual Meet 2014. “The time has now come to move towards branding specific locales in Kerala for tourism and investment promotion. Kerala is becoming a global brand for Tourism, Physical attributes: greenery, backwaters & hills, equitable quality of life and health care,” said Additional Chief Secretary, Transport, Govt. of Kerala.

Kochi is acknowledged to be one of the most vibrant tier-2 cities in the country. Brand Kochi as a tourist destination and a locale for high quality investment in IT, healthcare, high value-add industry and services. 70% of India’s data-traffic makes landfall at Kochi. ‘Improve transportation infrastructure, Improve public environment, solid waste management, cleaning canals, Inculcate pride in the city will help foster the process of rebranding Kochi as an international destination for investment’, commented MD, Kochi Metro .

Dr. A. N. Safeena IAS, Development Commissioner SEZ, Cochin in her special address emphasised the need for Centre and States to work in union for the development of the state. She also cited the pivotal role exim trade has on overall bearing of the economy and to need for more reforms to boost the economy of the country.

Dr. G. C. Gopala Pillai, Managing Director, Kerala Industrial Infrastructure Development Corporation (KINFRA) in his address briefly outlined the challenges faced by the state of Kerala for the growth of trade and industry and the suggestive measures to make it more investor friendly and especially utilising the contributions made by NRKs to Kerala more productively.

Dr. Arbind Prasad, Director General, FICCI in his address highlighted the important role assigned to FICCI for promoting trade and investments in the various parts of the Country and overall development of Indian economy. FICCI also bestow due importance to its associated affiliated Chambers of Commerce and Trade Bodies in Kerala thereby providing more value added service to its members.

Mr. M. G. Geroge Muthoot, Chairman FICCI Kerala State Council presided over the meeting and spoke about the need to have concerted effort from all quarters of trade & industry to promote and route more investments to Kerala. In the Annual meet, Mr Savio Mathew, Head- FICCI Kerala State Council made detailed presentation of the activities of FICCI Kerala State Council for the year 2013- 2014.

Another highlight of the FICCI Kerala State Council Annual Meet 2014 was the special Interactive Session on “Major Challenges for the growth of Trade & Industry in Kerala & remedial measures” with the active participation of the trade / industry leaders & Corporates and the invited members of the media from all over the state.

At the end of the meet, a detailed presentation of FICCI activities was followed by a distinctive networking lunch.

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