

## East Asia Desk

### The Mandate

The mandate of the FICCI's East Asia Division is to promote India's economic, commercial, social and cultural ties with the countries of East Asian region at the highest levels of government and business in both countries through advocating and supporting policies that encourage the expansion of two-way trade and investment.

Over the years, the East Asia Division has been working closely with all the stakeholder - government agencies counterpart chambers, business communities in identifying sectors of mutual interest, mitigating barriers in trade and investment and thus creating a conducive and enabling platform for business communities of Indian and East Asian Region to interact and explore numerous business and investment opportunities in each others regions.

### Activities:

- Facilitate regular business to business interaction with the East Asian countries through the institution mechanism of Joint Business Council (JBCs);
- Work closely with the different Ministries/Agencies of the Government of India to promote trade, investment, technology transfer with the countries of East Asian region;
- Policy advocacy on trade, investment, and other commercial issues important to the Indian business community;
- Host visit of high level dignitaries and help build close working relationship between Governments and businesses;
- Identify major issues hindering the growth of business between Indian and companies of East Asian region, and to work with concerned agencies to mitigate or remove the bottlenecks as far as possible;
- Promoting people-to-people exchanges
- Highlighting issues of global concern such as environment and climate change
- Reports, knowledge paper or studies on various aspects of India – East Asia bilateral and multilateral relationship

### Major Accomplishments:

- Developed strong partnerships across East Asia with leading Chambers of Commerce and Industry, business associations, trade promotion bodies and policy institutes/forums
- Over ten MOUs have been signed with the apex Chambers of Commerce and other leading organizations of the East Asian region
- Destination India 2008 in Japan: Projected India as an attractive investment destination to potential investors in Japan with the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India
- Facilitated B2B meetings for the Buyers Mission from China where contracts and MoUs worth 400 million US dollars were signed
- Part of the Joint Study Groups formed by the Government of India with countries in East Asian Region.
- Facilitating India-China-Russia Trilateral Conference initiated by the Foreign Ministers of the three countries
- Initiated FICCI lecture Series on "Doing business with China" by eminent speakers
- Partnered with various states governments and coordinated visit of various Chief Ministers to countries in the East Asian Region

#### Publications/ papers /Reports:

- "Global Financial Meltdown-Turning rises into opportunity through enhanced cooperation between India and China" ( with KPMG)
- FICCI-KPMG Knowledge Paper: Nihon and Bharat, 2008
- Published "India and Japan: Global Partners"
- Published "Messages from Japanese Envoy" by Ambassador Yasukuni Enoki