

# The 6th Japan India Intellectual Forum

## "Doing Business in India through Strategic Business Alliance with Local Company"

Today, the attractiveness of Indian market backed by 1.2 billion population and rapidly increasing number of middle class families who are proactive for new experiences is widely recognized in Japan. In India, local companies are overwhelmingly dominant. In 2012, BUSINESSWORLD released the report of corporate ranking (based on sales and asset; except financial corporates). According to this report, only 6 foreign companies (foreign capital over 50%) were ranked in top 100 list, and rest of 94 companies are local Indian companies (among them, 74 companies are private corporates). Since the Government of India liberalized the economy, the foreign investment in India is growing steadily. More over the local companies have aggressively diversified their business portfolio sometimes through strategic alliance with foreign companies, based on their deep rooted strong business foundation and local business know-how. While raising the voice of difficulties to execute a business partnership with local company in India, large number of Japanese corporates already acknowledged the requirement of India specific management skills and know-how and as such looking for possible alliance opportunities with local companies in India. At the same time it is true that the news of dissolution of business alliance with local company by foreign company is frequently reported. To get a clarity on this complex issue, it is a privilege to have Mr. Ishaat Hussain, Director of TATA Sons, the holdings company of TATA Group, the largest conglomerate in India, with us at this occasion. Mr. Hussain's discussion will focus on the dynamic story of TATA and its real experience of business alliance with foreign companies.

**Date : 19<sup>th</sup> November 2014 (Wed)**

**Simultaneous Translation <Japanese/English>**

**Seminar 14:00pm~17:00pm**

**Venue: FUJITSU RESEARCH INSTITUTE  
Conference Hall (Capacity-150\*)**

**Networking Session 17:00pm~**

**Fee: Admission Free**

*\*Due to many applications, we will hold a draw for place allocation*

**14:00~14:10**

### Opening Address

Chairman, Japan-India Partnership Forum  
Former Ambassador of India to Greece, Vietnam and Japan

**Ambassador Aftab Seth**

**14:10~14:30**

### Inaugural Address

Ambassador of India to Japan

**Ambassador Deepa Gopalan Wadhwa**

**14:30~15:10**

### Keynote 1 "TATA's challenge for future & Scopes for Alliance"

Director, Tata Sons Limited

**Mr. Ishaat Hussain**

**15:10~15:50**

### Keynote 2 "Ethnographic Approach to Develop Business in the Emerging Countries"

Vice-Chairman, Tokai Tokyo Securities Co., Ltd. (Former Senior Managing Director, Toyota)

**Mr. Akira Okabe**

**15:50~16:50**

### Panel Discussion: "Doing Business in India through Strategic Business Alliance with Local Company"

**Chaired by Amb. Aftab Seth**

Panelist:

Mr. Ishaat Hussain, Director, Tata Sons Limited

Mr. Akira Okabe, Vice-Chairman, Tokai Tokyo Securities Co., Ltd.

Mr. Yuji Sugimoto, Senior Consultant, Fujitsu Research Institute (FRI)

**16:50~17:00**

### Closing Remarks

President and Representative Director, Fujitsu Research Institute (FRI)

**Mr. Shigeaki Honjo**

**Co-organizer**



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## Guest Speakers

### Ambassador Deepa Gopalan Wadhwa (Ambassador of India to Japan)

Joined the Indian Foreign Service in 1979 and has served twice in Beijing. She has also worked on the Pakistan Desk in the Ministry of External Affairs, and has extensive experience with issues such as human rights, disarmament, and environmental issues and social issues in the UN. She has done postings in Hong Kong, Geneva, and The Hague. She served as Head of UN division in the Ministry of External Affairs and thereafter was appointed Ambassador of India to Sweden & Latvia. Prior to taking up her charge in Japan, she was Ambassador of India to the State of Qatar.



### Mr. Ishaat Hussain (Director, Tata Sons Limited)

Mr. Hussain was the finance director of Tata Sons from July 2000 to Sept. 2012. Earlier, he joined the board of Tata Sons as executive director in July 1999. He is also a director of several Tata companies, including Tata Industries, Tata Steel, TTSL, Voltas, Tata Sky, Tata Capital, etc. Mr Hussain is a member of the Securities and Exchange Board of India (SEBI) and also a member of the CII finance committee. Prior to joining Tata Sons, Mr Hussain was senior vice president and executive director of finance at Tata Steel for almost 10 years. Mr Hussain graduated in economics from Delhi University.



### Mr. Akira Okabe (Vice-Chairman, Tokai Tokyo Securities Co., Ltd.)

Mr. Okabe was the Senior Managing Director and Chief Officer of Asia, Oceania & Middle East Operations Group of Toyota Motor Corporation from 2005 to 2012. In 1971, he joined Toyota and during his time at Toyota he deeply engaged in emerging countries' business development such as Southeast Asia, Latin America, Oceania, Middle East, India and Africa. From 1989 to 1995, he was stationed in Malaysia. In 2003, he became Managing Office of Toyota. Mr. Okabe graduated from Tokyo Institute of Technology where he deeply engaged with the late Prof. Jiro Kawakita, well known anthropologist who created KJ Method.



### Ambassador Aftab Seth (Chairman, Japan-India Partnership Forum)

In 2007, he founded the NPO Japan-India Partnership Forum. After the retirement from his diplomat career, in 2004, he became the professor, Keio University until 2008. After joining the Ministry of External Affairs in 1968, as an Indian Diplomat, he served in Tokyo, Beirut, Cairo, Cyprus, Hamburg, Jakarta, and Karachi. He is the former Ambassador of India to Greece, Vietnam and Japan. In 1963, he made his first visit to Japan as an exchange student to Keio University. After completing his B.A. from Delhi University, he entered in Oxford University as a Rhodes Scholar and in 1993 he obtained his Ph.D. from American College of Greece, Athens.



### Yuji Sugimoto (Senior Consultant, Fujitsu Research Institute (FRI))

After graduating from Delhi University, he joined Keio University's Global Security Research Institute as an assistant to Professor Aftab Seth, Former Ambassador of India to Japan. While there, he participated in the International Research Forum on SAARC, and conducted research on "Education and Human Resource Development in India" (Japan Bank of International Cooperation (JBIC)), and "Infrastructure Development in India & Looking at India as a Strategic Partner" (Ministry of Economy, Trade and Industry (METI)). Since 2013, he is having the post of visiting lecturer at Business Breakthrough University, Japan.



## Venue

### FUJITSU RESEARCH INSTITUTE (FRI)

Conference Hall

5<sup>th</sup> Floor, New Pier Takeshiba South Tower

1-16-1, Kaigan, Minato-ku, Tokyo 105-0022, Japan

### 【Contact】

Mr. Sugimoto, Senior Consultant

Business Planning Center

Fujitsu Research Institute (FRI)

TEL: (+81)03-5401-8401

E-Mail [fri-japan-india@ml.jp.fujitsu.com](mailto:fri-japan-india@ml.jp.fujitsu.com)

Web <http://jp.fujitsu.com/fri/>

<please use E-mail for any enquiry>



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