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Office

Service Secretariat Swiss-Indian Chamber of Commerce
c/o Osec Business Network Switzerland
Stampfenbachstrasse 85
CH-8035 Zurich

Phone: +41(0)44 365 52 86
Facsimile: +41(0)44 363 20 53

Secretary General

Max Bickel

Osec Business Network Switzerland

Board Members

Franz Probst

Probst Rechtsanwälte, Winterthur (President)

Michael P. Enderle

Rieter Management Ltd, Winterthur
(Vice President)

Hermann E. Hof

UBS AG, Zurich (Treasurer)

Gudni Dagbjartsson

ABB

Marco Gherzi

Gherzi Textil Organisation, Zurich

Prakash P. Hinduja

Hinduja Group, Geneva

Farrokh K. Kavarana

Tata AG, Zug

Thérèse Künzli

Osec Business Network Switzerland, Zurich

Peter Oertli-Cajacob

OEC Oertli Consulting, Uitikon

Sushil K. Premchand

Preroy Ltd, Zug

Davinder Rajpal

Swiss Re, Zurich

Alfred Kaelin

Nestlé SA, Vevey

Peter R. Schmid

Credit Suisse Group, Zurich

Thomas A. Wach,

Editor Bulletin, VALUEworks AG, Zurich

Derrick J. Widmer

Mägenwil (President Emeritus)

Herbert K. Wight

Zürcher Kantonalbank, Zurich

Auditors

K+M Partners Ltd.,

CH-8401 Winterthur

Addresses

In Switzerland

SICC Service Secretariat
c/o Osec Business Network Switzerland
p.o. Box 346
CH-8035 Zurich
Phone: +41 (0)44 365 52 86
Fax: +41 (0)44 363 20 53
E-mail: sicc@osec.ch

In India

SICC Office Chennai
Mr. R. Muthu, Honorary Representative
"The Groove", 224, T.T.K. Road
IN-600 018 Chennai
Phone: +91 44 2433 2701, 44 2435 38 86
Fax: +91 44 2434 2363
E-mail: muthu.rama@eth.net

Embassy of Switzerland
Nyaya Marg, Chanakyapuri
p.o. Box 392
IN-110 021 New Dehli
Phone: +91 11 2687 9132
Fax: +91 11 2687 3093
E-mail: vertretung@ndh.rep.admin.ch
Website : www.eda.admin.ch/newdelhi

Consulate General of Switzerland
102 Maker Chambers IV, 10th floor
222, Jammalal Bajaj Marg, Nariman Point
IN-400 021 Mumbai
Phone: +91 22 2288 4565
Fax: +91 22 2285 6566
E-mail: swisscg.mumbai@bol.net.in

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Dr. Thomas A. Wach, Rueschlikon, Switzerland
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Conditions available at:

Swiss-Indian Chamber of Commerce
c/o Osec Business Network Switzerland
Stampfenbachstrasse 85, CH-8035 Zurich, Switzerland
Phone: +41 (0)44 365 55 05
Facsimile: +41 (0)44 363 20 53
E-mail: sicc@osec.ch
Web-page: www.sicc.ch

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Dear Reader

At the time of writing this editorial, somewhat delayed do to certain recent changes, we find ourselves pressed and almost constantly overtaken by new developments and events.

India, for a long time rather on the backburner among Swiss businessmen and traders as regards direct investment, opportunity of expansion and possible business partnership, is becoming increasingly prominent and has moved to the foreground.

At the recent WEF meeting in Davos, India together with China was one of the focal points of interest.

Federal Councillor Joseph Deiss, Swiss Minister of Economy, travelled to India this month with a delegation of business leaders, including the President of the Chamber and two further board members, with the aim to strengthen bilateral ties. Mr. Deiss had talks with his counterpart, the Indian Minister of Commerce and Industry Mr. Kamal Nath and with Mr. P. Chidambaram, Minister of Finance. And he met with Prime Minister Manmohan Singh in New Delhi.

In the words of Mrs. Anne- Pascale Krauer Müller, Head of the Asia and Oceanic Division of seco: "It is time for a high level visit to India at the moment." Among the Asian markets it is one of the fastest growing for Switzerland with an impressive 37 per cent increase in exports in 2004.

In Calcutta, the first stop of the Swiss delegation, Federal Councillor Deiss attended the Partnership Summit, an economic forum organised by the CII. The Landis & Gyr local operation was visited. He also met the Head of the state government of West Bangalore, one of the presently largest consumer markets in the country. Here visits to the operations of ABB, Buhler and Infosys were part of the program. We are bringing the address of the Chamber President given at the Luncheon Meeting of the CII Partnership Summit on the subject "India- Switzerland, The Perspective of the Private Sector".

The trip did allow Mr. Deiss to have a look at the technological development in a part of the country that has become a dynamic region.

Opportunities in India are being investigated from the Swiss private sector in the field of biotechnology and in the automotive area due to construction of cars developing fast in India.

Export possibilities of Indian companies to Switzerland, apart from software and IT services, are seen in textiles, as the main Swiss import category, according to Mrs. Krauer Müller.

In the trend of modernisation of Indian textile products to produce high quality, competitive on the world market, an interesting slot is opening for the Swiss textile machine industry.

To quote Mrs. Krauer Müller again: One of the aims of the mission was to underline that Switzerland is more than a tourist destination for Indians. It has a good image but not necessarily in the field of high tech or manufacturing, so one idea is to bring another image of Switzerland to India and its entrepreneurs.

As regards the news on the Chamber home front, we are happy to be able to report that H.E. Ambassador Amitava Tripathi, as announced in the previous Bulletin, has taken up his assignment as Ambassador in Bern in December and will give luncheon speeches to the members on 8th February in Zurich and on 6th March in Lausanne.

In this issue we are publishing an interview of the new Ambassador Amitava Tripathi, given to the editor in Bern in January.

On 24th November Mr. Josef Felder, Chief Executive Officer of Unique (Flughafen Zurich) AG gave a talk on "The role of India in an International Business Strategy" which is reviewed in this issue by Mrs. Dorit Probst-Sallis.

Mrs. Barbara Möckli-Schneider has left the services of osec Business Network Switzerland, so that the position of Secretary General was temporarily vacant and has now been assumed by Mr Max Bickel. We should like to express here our appreciation for the valuable services rendered by Mrs. Möckli-Schneider over several years and her devotion in her work for the Chamber Secretariat and would also like to welcome her successor.

In this issue we have added the traditional Indo Swiss Calendar of Festivals and Public Holidays, prepared by Mr. Satish Joshy to guide you through the year.

The India Diary by Mr. Imhasly has this time been written from Matheran where he is working on a publication for the Frankfurt Book Fare. His India view is this time from an interesting new perspective, seeing Indian country life from a village high above the plains behind the Thana creek and the outskirts of Bombay.

Finally we have the pleasure to welcome the following new members:

- Mr. Pierre Mirabaud, Mirabaud & Cie, Geneva
- Mr. Daniel Meier, Novolex GmbH, Oberriet
- Mr. Eric Schär, SR Technics Switzerland, Zurich-Airport
- Mr. Frédéric Boder, Lexmark International Technology SA, Geneva
- Mrs. Melanie Martinelli, Aztec Software and Technology, Bangalore, India
- Mr. Sujith Kumar, Aureate India Bangalore, India

To all our readers we should still like to extend our best wishes for a happy and successful 2006.

The Editor:

Thomas Wach

January 2006

Secretary General:

Max Bickel

INDIA DIARY

By Bernard Imhasly, Delhi

November 10 Matheran

I am in Paradise: sitting on a 'Parsi chair' in the verandah of a nineteenth-century bungalow, the floor below me shining from the cowrie shells, the late afternoon sun reflected in the bay windows behind me. In front, a sea of green leaves and twisted branches. 'Woodlands' is going to be my home for the next five months. I am – after twenty-two years in India – making a first attempt at writing a book on my country of choice. And what better place to do it than in Matheran, the village high above the plains behind the Thana creek and the outskirts of Bombay.

So for half a year I will be away from the hurly-burly of journalistic and social life, with no TV or radio, and with yesterday's newspaper. I am hoping to turn this loss of hard news and juicy gossip into a winning proposition for the India Diary: to give a worm's eye view of India, a view from the village rather than the city, echoing the voice of those who usually are part of the anonymous chorus of India, rather than of the solo singers.

November 12 26/7

Since 9/11, this type of abbreviation of dates has become synonymous with disaster. This year there was 7/7, the subway bombings in London. And for Bombay there was 26/7 – the day when the clouds burst over Western India and an unprecedented 944 mm of rain fell in the space of 36 hours – that is, almost one meter of water.

But it wasn't only the city of Bombay which was trammled by the incessant rain. Driving up from Neral to Matheran three months later I came across numerous landslides, which had been just cleared in order to keep the road open. The worst one had come down before reaching the top at Dasturi. The whole hill had loosened itself and swept away the road and the small roadside shrine. There were workers' crews all over, trying to widen the small passage and rebuilding concrete supports. Only the small shrine stood again: It was the first thing that had been restored.

There is an urgent need for these repairs, because the railway line has also broken at many points, sometimes with the rails covered in mud, sometimes still hanging in the air, sometimes torn apart and thrown over the precipice into the valley below. There is talk among villagers that this might be the end of the toy train of the "Matheran Light Railway", since the cost of repairs will be enormous.

Looking down from Porcupine Point near our bungalow shows the force of devastation. At the bottom of the valley, earlier covered in rocks and shrubs, there is now a huge dry riverbed of stones and sand, sweeping all the way down to the dam-lake. The fields alongside have broken away and so the whole bottom of the valley is now a riverbed. On the hillsides long-drawn smudges of earth run down over the slopes, erasing the horizontal lines of stone terraces.

The people from the hamlets of Dodanvadi have confirmed the impressions. Today Raghu, our faithful man Friday who goes to the bazaar every day and heats our bathwater in the copper samovars, told us that his standing wheat crop has been destroyed as have the walls that held the soil of the fields. In his hamlet two thousand feet below Porcupine Point seven houses went with the waters that streamed down the hill like a torrent.

November 19 Labour

In every cloudburst, there is a silver-lining. For the people of Dodanwadi and other villages the large-scale destruction of the road has provided the urgent demand for labour which has been provided by the villagers. So the loss of foodgrains can be made up somewhat by some income, with which they can purchase their daily rations in the market. The same holds true for the tourist economy of Matheran. There are several thousand weekend tourists from Bombay during the cool season. The Municipality has an energetic superintendent who has ordered a lot of road repairs on the hill, not just from the monsoon, but from long years of neglect. Even 'Oliver Path' nearby, grown over and reputedly full of snakes, has lost its ghostly appearance. It got its

name from an Englishman who supposedly died there many years ago, with his ghost still hiding in the thick undergrowth.

Matheran knows the value of physical labour. It is probably the only hill station in India which enforces a strict automobile-free policy, with the exception of one Ambulance car. It has been able to sustain this regime thanks to the fiery Pilloo Richardson, a fiery old Parsi lady, and her “Matheran Bachao Andolan” – “Save Matheran Movement” - , which has resisted attempts by hoteliers to build a road right into the bazaar, thus robbing it of its USP. But she has also received support from the people who fear that motor transport would kill off their livelihoods.

It is these villagers who have been the most effective opponents of the hoteliers and the local politicians bribed by them: the horsewallahs, riksha pullers and porters who depend on the tourists and their baggage, the labourers who transport the whole supplies for a village and tourist economy up the steep hill between Dasturi and the Bazaar – mineral water and cement, pipes and bricks, meat and steel rods, medicines and leather hides, tiles and gas cylinders, sacks of flour, sugar and potatoes (the monkeys make sure that nothing grows on the Hill).

My heart misses a beat whenever I hear them when I walk that road – the rhythmic cries and shouts of a compact mass of a dozen bodies, who pull and push a four-wheel cart up the stone path. The roar is so sharp and acute that they sound like cattle under a yoke, bent as they are under a tight rope, utterly exhausted, angry and outraged. The image that comes up whenever I hear these cries is that of slaves pulling huge boulders to build the pyramids. They are reduced to their only tradeable asset, their physical energy, while their human intelligence, the nimbleness of their fingers and the grace of their movement count for nothing.

Yet it is these people who are most vociferous in their opposition to the introduction of engine power to replace their body power. They are afraid that if they lose this asset they will lose their basis of livelihood, with hunger staring into their faces. And because, at the other end of the economic pyramid, a rich minority of people from nearby Bombay has come to appreciate the value of clean air and less noise, the two extremes form a coalition by which

they have been able to stave off the business lobby who looks at only profits.

November 20 **The cost of living**

Amrita, the sister-in-law of “Woodland’s” caretaker Ashok, who cooks our daily Dal, tells me what the rains meant for the people on the hill. For over a month there was no power and no telephone, and when they went to the bazaar – half an hour’s walk at the best of times – they would sink knee-deep into the mud. What made things worse was that with the humidity and the water seeping through roof and doors they had difficulty keeping their wood dry. This created problems for cooking. So both families relied on the single gas cylinder of Ashok, which had to last for a month because gas supplies had, given the weight of the cylinders, also stopped. I realize that Amrita and Anil (they have two small girls) still use the chula – the open fireplace - for their cooking. One gas cylinder costs 350 Rupees (ten francs) – too much for their household economy. Their only earnings, if the house is not occupied, comes from a small ‘vada pav’ counter on Porcupine point, for the tourists who come and watch the sunset.

November 22 **Bawa Malang**

The valley below Matheran is ringed by a chain of cragged mountains, which make the landscape look like, in the words of my brother-in-law, “Marlboro Country”. Two of them stand out sharply – Cathedral Rock and Malang. The first is a sheer rock face of several hundred feet, with long couloirs running down vertically, giving it the look of a medieval cathedral with its many pillars and pointed arcs. Malang has a similar outline, but at the western end there is a single rock tower standing erect next to the long wall face. At the foot of it is the shrine of a 16th century Sufi saint – Baba Malang – who is revered by poor Hindus and Muslims all over western Maharashtra.

For many years I had wanted to visit the shrine, but I never managed to do it, because our holidays in “Woodlands” had always been too short. Now my long stay gave me an opportunity to fulfill my old wish. I started early in the morning yesterday, walking the four kilometers to Dasturi in darkness. I took a taxi down to Neral station, on the Bombay-

Pune rail-line. From there the 'Karjat local' took me to Kalyan, where I took a threewheeler to the foot of Malang.

I arrived there around nine in the morning, still early enough before the crowds started to arrive. Even so there were already hundreds of pilgrims on the road. Or rather on the steps, because the steep climb is made almost entirely of steps. It is an arduous ascent of ca. seven hundred meters, followed by a long walk to the shrine. I admired the many women and old people who had to stop every few meters to catch their breath. What made the climb a little easier were the many tea and snack tents along the way. They were selling brightly coloured walking sticks, peanuts to satisfy the many monkeys, and pictures of the shrine. Though it was a Muslim saint who was visited, there were many Hindu shrines along the way, showing that for most of the villagers, the name of the religion didn't really matter.

November 30 Earthy Paradise

When I say that I live in Paradise, this doesn't mean that it is a "Schlaraffenland". Apart from our simple food and the bath water delivered in buckets, we have to be satisfied with only about twelve hours of power out of twenty-four. Every evening I have to go around and see that the candles and kerosene lamps are in place and matches at hand. From six to ten – the time of peak demand – there is load-shedding for at least two hours. So the food has to be prepared in the light of a kerosene lamp, and we have the daily luxury of a candle-light dinner. After dinner though activities get limited. Reading and writing is difficult, and as I write these lines my keyboard is illuminated only by the screen of the laptop.

We are not the only victims. As I peer over the valley from Porcupine Point during a late evening walk, not only the tribal villages below me are lit only by wood fires, but even the lights of faraway Panvel, usually like the spread-out glitter of a Christmas tree, have been swallowed up by the night.

December 5

The villagers of Dodanvadi have not remained passive to their plight of washed-away crops and

ravaged terraces. Maharashtra has, since many years, an "Employment Guarantee Scheme", whereby unemployed people have to be employed in a public works programme for at least hundred days of the year. (It was the model for the recently introduced federal Employment Guarantee Act). If there is no work available, then the State has to pay them a daily dole for the same period, equivalent to the legal minimum wage. We had asked Manjula, our tribal 'malishwali', to once come with the 'Sarpanch' (the village headman) and see us. The headman turned out to be a headwoman, a short and muscular woman in her forties, dressed in the traditional sari cloth tied tightly around her hips and then pulled up through her legs.

She told us that Dodanwadi had made a submission to the tehsildar in Panvel, saying that they urgently need to repair their 'bunds' and terrace walls, so that they can prepare for planting their only crop. This work should be listed under a public works programme, so that the village could recover its fields from the destruction and earn some money at the same time. The farmers were already saddled with their broken homesteads and could not possibly sustain the expenditure for their field renovation.

Two months after they filed their request, there was still no answer from the tehsildar's office. The people from the six hamlets which forms the Dodanwadi panchayat totally depend for their survival on the services they give to Matheran, by way of hay from the commons, domestic work, house repairs, road repairs and transporting goods from the roadhead of Dasturi to the Bazaar. We have now decided to accompany the sarpanch to Panvel and see where the request got stuck. The villagers have a powerful weapon which they do not yet know: The Right to Information Act, which gives every citizen the right to be told within one month to answer where a project or a request got stuck.

December 24 Migrants

I sat on Porcupine point the other night, and for a change the lights were on in the plains below me. Apart from Panvel one could see, against the black sky, the glow from the city of Bombay. And further east, behind Bawa Malang there was a glimmer from the town of Ulhasnagar.

The lights of Ulhasnagar had a special significance for me that day, because I had read in the newspaper that the High Court had decreed that as many as 855 buildings, many of them multi-storied, had to be demolished, because they had been built illegally. It was a poignant story, because Ulhasnagar has come up to its present size of half a million people from being a refugee camp. After the partition the Hindu migrants from Sindh had been housed in the former camp of a British garrison, and over the years Sindhis from other places in India settled there.

The camp soon developed into a town and then into a city, without planning and incorporation of rural landholdings. With building land being scarce a powerful builder/politician mafia sprang up. The builders occupied public land reserved for schools or playgrounds, railway land or public parks. Ulhasnagar became one of the many farflung crowded and dirty suburbs of Bombay, but also a thriving and booming place specializing in all kinds of copying and counterfeiting. It became known by its acronym of 'USA', and whatever the real USA produced in terms of brands, from Tommy Hilfiger jeans to Calvin Klein perfumes to Motorola mobiles, could be had in Ulhasnagar at a fraction of the price.

Now the courts, one of the few functioning institutions of the Republic of India, have caught up with the fraud and are forcing the government to demolish the living places for ca. 100000 people. It was an ironic moment, so shortly before Christmas, and as I sat on my rock high above the plains I thought about the former refugees who might now again be out on the road. I thought of the relative comfort of the stable at Bethlehem,

but also the aftermath, the refugees on their way to Egypt.

December 31 Silence

I realize more and more the enormous sacrifices we have made in acquiring the relative – very relative – comforts of modernity, urban spaces and wealth. Woodlands is a place which only gives me the basic ingredients of life – shelter, food and water, a little electricity, a gas cylinder – but at the same time it gifts me the comforts of blissful clear air, it teaches me the value of each drop of water, since this water does not flow out from a tap, but from a jug. It gives me the company of people who may be poor but are generous with their time, who are hardworking, faithful and honest. I do not romanticize their lives, and I only need to look into the face of a forty-year old woman who looks like seventy, in order to see the harshness of their daily existence.

Nor do I underrate the beauty of a laptop computer, or the value of the telephone line, especially when the monkeys have again cut it somewhere in the jungle and I can't access e-mails. It's great to have friends who come with a bottle of wine, or family from Switzerland who come with chocolates and olive oil. But the beauty even of these things rests in the fact of their scarcity. They are not just a shelf away, but gifts from another planet which have to be savoured and cherished. If I can combine the conscious enjoyment of these simple luxuries – and of my existential safety, unlike that of the lives of the villagers – with the plenitude of a vast silence, of rustling trees and ocre-coloured paths through the woods, then this is truly paradise.

Interview with H.E. Ambassador Amitava Tripathi New Ambassador of India to Switzerland

by Thomas Wach, Editor, January 2006



Q.1. *Mr. Ambassador, in the course of your diplomatic career after joining the Indian Foreign Service in 1971 you were stationed in Europe, Nepal, Bangladesh, Pakistan and in the United States before being appointed Ambassador for India in Brazil. Prior to that, you were additional Secretary in the Ministry of External Affairs in New Delhi, looking after the whole of Latin America and the Caribbean Region.*

Having represented India in such a large South American country, how do you feel now as Ambassador in a small central European country like Switzerland?

Ans. As a career diplomat, I have served in several countries in Europe, Asia and the Americas and I found each of my postings to be unique. The size of a country is only one of its many aspects. Its history, culture, economic strength, civilizational contribution etc. are also important factors that have to be taken into account to assess its standing in the international community. In sheer size, Switzerland may be a small European country, but the role it plays in the global economy, especially in financial services and in virtually all knowledge-based industries, is extremely significant. I, therefore, feel very satisfied to be posted in Switzerland.

Q.2. *Switzerland, as you certainly know, has not joined the European Union and in many respects considers itself as a “special case”. However, our ties of friendship and economic links with India go back well beyond 1947. Where would you as Ambassador see possibilities of strengthening existing ties and both further existing and forge new collaborations ?*

Ans. Switzerland and India have had cordial and friendly relations ever since the “Treaty of Friendship and Establishment of Diplomatic Relations” between India and Switzerland was signed in 1948 and diplomatic missions were opened in Berne and New Delhi respectively soon thereafter. Quite clearly furthering strong economic cooperation between our two countries will be my first priority. Building up a strong and sustainable relationship with Switzerland’s world-class scientific and technological institutions will have to be addressed in a serious manner. I also intend to forge closer bonds between the expatriate-Indian community in Switzerland and the Swiss people. It is a matter of great satisfaction to me that our bilateral trade has been growing steadily over the years and a highly successful visit of our President to Switzerland in May last year has given additional impetus to wide ranging cooperation between our two governments and peoples.

Q.3. *The Asian markets, in particular those of India and China, have undertaken vast and fundamental reforms in the last decade. Unlike China, India's growth has originated mostly in the service sector.*

What should, in your opinion, the potential Swiss investor who considers India as an opportunity focus on ?

Ans. It is true that India embarked on its quest for economic liberalization and global integration several years after China. It is equally true that till now our most noteworthy achievements have been in the services sector, especially IT, telecommunications, biotech, pharmaceuticals etc. However, India is beginning to focus on the manufacturing sector as well, since it is evident that India's burgeoning population will have to be find employment in significant numbers mainly in the manufacturing sector in the years to come. In my view, India provides across the broad opportunities to Swiss investors and it is really up to them to decide which sectors of the economy suit them best. In my view, in addition to the services sector which is certainly better developed, we need investments in a big way in areas such as automotive parts, chemicals, precision machinery and equipment, energy, food processing and basic infrastructure like highways, ports etc. The informed Swiss investor therefore has a wide range of areas to choose from.

Q.4. *There is still a noticeable trend, particularly among Swiss industrialists and businessmen, to give China preference over India.*

In what respects does India have a clear edge over China ?

Ans. I do not think it helps to go in for comparisons. We believe that the world is big enough for both China and India to grow. Our own bilateral trade with China is currently over \$ 13 billion annually and set to grow even faster in the coming years. China obviously has had a head start and we have a lot of catching up to do. As you know both India's strength and weakness stem from the fact that we have to operate within a democratic set up which poses both challenges and opportunities. We have a highly educated and well trained work force, an independent judiciary, a free press, a well-regulated banking sector and a fairly transparent decision

making process. We believe all these factors will help us in our efforts to become an important player in today's world.

Q.5. *How, in what sort of time frame and in which sectors in particular do you see possibilities of an amelioration of the infrastructure in India and do you see a scope for Swiss enterprises to participate in this process ?*

Ans. You may be aware that M/s. Unique, a Swiss company, is constructing a Green Field Airport in Bangalore and that M/s. Holcim, a Swiss cement giant, established a holding company with Ambuja Cement and has acquired a 33.5% share of M/s. ACC which is the biggest investment in infrastructure in India by a Swiss company. There is absolutely no doubt that India needs world class infrastructure to be able to grow at 8-10% per annum. We need to break the poverty cycle and ensure a sustainable developmental process. All investors including the Swiss are, therefore, greatly welcomed.

Q.6. *According to the FDI Prospects Survey reported in UNCTAD's World Investment Report 2005 India has been rated as the second most attractive investment destination by the transactional corporations.*

The Swiss Federal Councillor Deiss has visited India with a delegation of businessmen and industrialists from 19th to 23rd January this year. It may be too early to assess the impact of this visit or forecast possible results, however, what would be your recommendation to a Swiss potential investor, wishing to enter the Indian market ?

Which particular sector in business or industry should he focus on ?

What are the general prospects over a time horizon of, say, 5 years ?

Ans. I think between Switzerland and India sky is the limit. As home to 1.1 billion consumers, India is one of the most attractive markets in the world today. As you are aware, we have been growing at around 7% annually over the past several years and according to most economic analysts we will be able to sustain a high growth rate longer than any of the world's major economies today. We

are already the world's fourth largest economy in terms of purchasing power parity and are scheduled to become the third largest economy by around 2030. To sustain a growth of this magnitude and meet even the basic needs of a vast population would call for massive doses of investment. While much of the needed resources will no doubt be generated domestically, foreign investment will have to play a critical part in ensuring success. I have already identified possible sectors where Swiss investors would find it worthwhile entering. New avenues would also no doubt open up in the years to come as our economy becomes larger and more sophisticated.

Prior to his departure for India I had a very good meeting with Federal Councillor Joseph Deiss and was greatly impressed by his strong commitment to furthering economic relations with India. We may await the outcome of his visit.

Q.7. *How do you generally see the long term economic and political framework of India ?*

Ans. India attained her independence in 1947 and became a Republic with a parliamentary form of government in 1950. Over the past six decades we have had as many as 13 general elections for the Union Government and innumerable state level elections. Democracy has struck such strong roots in India that it is simply inconceivable for us to think of any other form of government. Also, since 1991, India has moved forward on economic liberalization and globalization on a step by step basis and the process has been sustained by successive coalition governments despite their differing political predilections. Well-calibrated economic reforms and the creation of an investor friendly environment have been the outcome of sustained efforts by successive Indian governments. I do not see any deviation from this norm in the foreseeable future.

Q.8. *Finally, Mr. Ambassador, on a more personal note. You were born in 1947, the year in which the Indian Nation attained its*

independence. Do you feel that this coincidence has a symbolic meaning and does it strengthen your affinity with the nation you represent ?

Ans. People of India attained independence in 1947 after long years of democratic struggle. I feel honoured that I was born in independent India and that I am one of those fortunate persons to be nearly as old as our independence. As a member of our Foreign Service since 1971, I have been witness to the remarkable progress of my country over the years and I am proud of its many achievements like all my countrymen.

Q.9. *As a student of history and a frequent traveller to many countries, you have always been fascinated by art in different parts of the world, finding its expression in works of graphic computation.*

Even though a famous 19th century Swiss writer said that Switzerland was no fertile ground for art, we hope that in spite of this you will also find some motives for artistic inspiration in this country.

Ans. I took to art in a curious manner while I was Ambassador in Brazil and achieved some level of success including holding of solo exhibitions in Sao Paolo, Rio de Janeiro and Brasilia. I fully intend to pursue my interest in this area while in Switzerland. I have noticed that this country is richly endowed with museums and art galleries and I have absolutely no doubt that the Swiss share the same passion for art as any one else. I have also been fortunate to receive already some offers for exhibiting my art.

Mr. Ambassador, I thank you for this interview, personally and on behalf of the Swiss Indian Chamber of Commerce, and we are looking forward to receiving you as a guest at the forthcoming meeting of the Chamber in February.

Summary of results of visit of the President of SICC in January 2006 to India in the Delegation of Federal Councillor Joseph Deiss and conclusions to be drawn

As you know, the SICC has been represented in the Business Delegation which accompanied Federal Councillor Josef Deiss to India from 18th to 24th Jaunary 2006. The Delegation visited Calcutta, Bangalore and New Delhi.

While I took part in the Delegation as President of the SICC, Mr. Peter Schmid and Mr. Sushil Premchand participated in their function as representatives of their companies but, of course, and fortunately for the Chamber, also as Board Members of the SICC:

As a result of the visit, I would like to summarise the following points :

1. Switzerland continues to enjoy an excellent reputation in India, but it will require continued and probably more intensive interaction with relevant government and private sector bodies so as not to loose Switzerland's present status given that currently many other countries are pushing extremely hard to strenghten their economic ties with India.

2. More than once during interactions with officials from the Indian Government, it became Clear that the Indian Government will continue with the liberalisation process. Moreover, many officials are well aware that it is not just the enactment of a regulatory framework consistent with international standards that must be ensured, but that high priority has to be given to the implementation and enforcement of the law.

3. The Indian side has encouraged us in our focus on small and medium size companies. We will be examining working more closely with the private and public sector bodies from India to assist SMEs in entering the Indian market (and vice versa).

4. With the local Swiss Business Fora, the idea to consider a more formalised exchange of Information and cooperation under one brand (i.e. Swiss India Chamber of Commerce) was brought up



INDIA — SWITZERLAND: The Perspective of the Private Sector

By Franz Probst, President, Swiss-Indian Chamber of Commerce
Swiss Lunch, CII Partnership Summit, Kolkata, 19 January 2006

“You have the watches, we have the time!”

Excellencies, Distinguished Guests, Ladies and Gentlemen

A distinguished Indian entrepreneur made this remark to my late father in the early sixties of the last century, implying that it might take just a trifle longer to clear manufacturing equipment imported from Switzerland through the Cochin port than my father had planned. The equipment was to be used for state-of-the-art spinning machines in South India, and it was essential to clear the machinery fast or else it would rust in the salty sea air and no longer be fit for use.

You will not be surprised that this succinct remark, “You have the watches, we have the time,” instantly assumed a proverbial status in the Probst family. We had been sent to live in India for several years when my father was mandated to set up a joint venture with an Indian partner on behalf of a Swiss company. I was a ten year old boy going to school in the Nilgiris when my father told us this story. But the proverbial remark stayed with me to the present. Although it was made more than forty years ago, I think it is relevant with regard to the Swiss private sector’s perspective of India, the topic on which I have been asked to address you briefly today.

Even if the time allotted for this address would permit, I could not provide you with a complete or in any manner authoritative view of the topic. But let me put forward a few general issues which I have encountered in the course of my work for the Swiss-Indian Chamber of Commerce, my work as lawyer dealing regularly with business transactions involving Switzerland and India, and finally, my friendships with entrepreneurs and business people in both countries.

Switzerland has a long and rich tradition of business relations with India going back 150 years. Today, more than ever, the Indian growth market is

becoming exceedingly attractive as a trade and investment destination for Swiss companies. However, while the Nestlés, Novartis, ABBs, Rieters, Buehlers and other big companies have been well-anchored in India for years if not several decades, it is the small- and especially medium-size Swiss companies (the SMEs) that now look to this growing economy as they take on the challenges of globalization.

One may at times be inclined to overlook the importance of such smaller companies in international business relations. However, in Switzerland, SMEs make up the backbone of the economy: 99.7% of the Swiss private sector consists of small and medium size enterprises of up to 250 employees, and these companies employ two thirds of the entire Swiss workforce.

The limited size of the home market – Switzerland has a population of less than 7.5 million – literally compels small- and medium-size Swiss companies to look beyond our borders if they wish to expand their business activities. Indeed, the Swiss private sector is so strongly oriented towards foreign markets, that today every second Swiss franc is earned outside of Switzerland.

However, when it comes to India, only about 0.5%¹ of all Swiss foreign direct investments² was directed to India in 2004³, and in the same year, exports in goods to India amounted only to roughly 0.7%⁴ of all Swiss exports⁵, and goods imported from India constituted only about 0.4%⁶ of all imports⁷ to Switzerland.

After a period of stagnation and even decline, since 2003 there has been significant growth in the economic bilateral relationship – and not just from Switzerland to India: Indeed, there are a number of Indian companies that have started to invest in Switzerland and to use Switzerland as their base for entering the European market. Nevertheless, in spite of these encouraging signs, the overall comparison continues to show low percentage levels

in trade – at least regarding trade in goods - and in investment. And so the question remains:

Why is it then that the opportunities which India offers such as...

- a large, well educated and enthusiastic work force,
- low cost production,
- the size and growth of its own market,
- English as the common language,
- a functioning legal environment, and
- a democratic system

have so far not attracted more investment from and more trade with Switzerland?

I offer you a few possible reasons:

“You have the watches, we have the time.”

For many years, the image of India conveyed to Switzerland was one of a culturally fascinating country, but with a sluggish, state-run economy, and a difficult country to live in. And indeed, India has taken its time eliminating the License Raj, and it continues to take its time in further liberalizing the economy. India is still more often than not perceived by the Swiss private sector to be a place where doing business means having to deal with much red tape, where procedures and regulations are often not sufficiently transparent, where infrastructure is frequently inadequate and where, therefore, doing business is complicated and requires a lot of time.

These factors have been recognized in India and are being addressed – not an easy task given the size and diversity of the country and the fact that the rule of law must be observed in the process. This must be acknowledged and is no little feat. At the same time, we must acknowledge that Swiss small- and medium-size enterprises show specific weaknesses which are, at least in part, home-grown:

- Limited cultural know-how
- Occasionally a limited willingness to deal with a different work culture and mentality
- Inadequate information and contacts
- Lack of access to financing resources
- Limited managerial capacity
- Finally (and as research reports show: largely unfounded) an irrational fear of job-loss in Switzerland.

The dissemination of in-depth information on India

and on the strengths and weaknesses of its market is required to overcome all these barriers. Fortunately, this has started to happen. In recent years, the image of India in Switzerland has already undergone a substantial change. Thanks to now frequent, regular and often excellent reports on India in the Swiss media. Thanks to visits such as those in 2005 of President Kalam or Finance Minister Chidambaram in Switzerland. Thanks to the impressive economic growth of the Indian market and the recognized worldwide successes of Indian industries such as the IT-industry.

It is of paramount importance that the flow of information between the two countries, and the regular and frank exchange on political and economic levels, continues and is further enhanced. I am sure that this will automatically reflect in more trade and investment given that, as Prime Minister Manmohan Singh told Fortune Magazine with reference to Keynes: “Investment, in the final analysis, is an act of faith”.

Doing business in India may sometimes take more time than elsewhere. But the feedback that I receive from small-, medium-size and large Swiss companies, which have ventured out and taken their time to go and establish operations in India, is more often than not very positive. Their Indian operations may yet only constitute a small part of overall turnover and revenue, but of all their markets their India operations are growing most rapidly.

“You have the watches, we have the time.” I submit to you that today the remark would need to be rephrased. Yes, Switzerland continues to have the watches (although Titan is making inroads), but does the Swiss private sector also have the time – the time to wait before investing in India?

19. January 2006

1 CHF 165 million
 2 Total FDI 2004: CHF 33,3 billion
 3 Primarily machine/machine parts, chemical/pharmaceutical, textile and services.
 4 CHF 1 billion
 5 Total exports 2004: CHF 141 billion
 6 CHF 548 million
 7 Total imports 2004: CHF 132 billion

Open Sky Policy Opens Doors: Unique CEO Josef Felder on the Bangalore Airport Project

By Dorit Probst-Sallis

In its November edition Fortune Magazine writes that India is enjoying a tech revolution, a new middle class, a sizzling economy, but asks, can it get the basics right? With this question in mind, Swiss-Indian Chamber of Commerce (SICC) President Franz Probst welcomed participants to the lunchtime presentation on November 24, 2005. Before introducing the Chamber's guest speaker, Josef Felder, CEO of Unique (Flughafen Zürich AG), the President related a story about a US-trained Indian woman who had come back to India to launch a Hindi-language version of Sesame Street. Though this could be an excellent medium to teach India's population, one third of which is illiterate, the women said that it had taken 20 years to negotiate the deal. "That's India – doing the right things at the wrong pace," he said, quoting Robert Friedman, Fortune Magazine's International Editor.

In many respects this is still true, and infrastructure decay is at the top of the list of obstacles to India's economic growth, according to experts. Still, there are increasing signs that India is starting to change, as Josef Felder illustrated in his account of Unique's construction and operation of the new Bangalore International Airport (BIAL), in a BOT (build-operate-transfer) arrangement with the regional government of Karnataka state and the federal government of India.

Unique is the company that manages Zurich Airport, the only hub airport in Switzerland with 50,000 passengers passing through every day, and an operating license until 2051. Despite its local success, Unique, has not only limited its activities to Switzerland. Noting that the Asia-Pacific regions will gain influence in the 21st century and the burgeoning aviation market that will be a consequence of this, it is expanding into the region. The company chose India where, to date, only 5% of airports are privately run. According to Mr. Felder, rapid deregulation will mean that more and more operations are being privatized. As such it makes strategic sense for Unique to get its foot in the door now. "This future project in India is a very good starting position for Unique," he observed.

The company submitted its first application to construct BIAL in fall 1991 and was awarded the contract in January 2002. A law change at the federal level that made public-



private partnerships (PPP) in construction and operation of airports possible in May 2003 enabled it to sign contracts with the government of Karnataka and the federal government in January 2005. Construction began officially in July 2005 and the airport should be ready at the beginning of 2008.

In the arrangement, Unique holds 17% of BIAL. The other investors are Siemens with a 40% equity stake and Larsen & Toubro Ltd, also with a 17% share. Though the project has government support, the majority of shareholders are private. Unique is providing the know-how for construction and operation as well as senior staff for the chief executive officer, chief operating officer and chief communication officer positions.

Mr. Felder said that Unique's experience in India had been positive. The company looked for a country in the region that has a business culture compatible with Switzerland's. Indeed, the positive results of negotiations with the federal and regional governments reflected a shared understanding of how to do business. He noted that while the political system in India is complicated, there is a general stability that is essential to long-term investment. He said that it was critical for Unique to have partners with whom they could work effectively. They found this in the local and regional governments, as well as in Larsen & Toubro Ltd. They were able to get around potential problems of pricing changes in their BOT contract by ensuring that parliament made decisions about their concession, rather than a ministry where staff changes could impact prices.

Future possibilities are numerous as Delhi, Mumbai, Kolkata and Chennai show an interest in modernizing their airports. Furthermore, the government is starting to open up the country to competition so that the two state-owned carriers, Indian Airlines and Air India, no longer limit the presence of other international carriers. There is also a growing spate of new domestic carriers including Jet Air, SpiceJet, Deccan Airlines and Kingfisher Airlines. This new open sky policy will create tremendous opportunities in ingoing and outgoing air traffic.

Mr. Felder feels confident in light of these changes. He said that Bangalore could be a particularly attractive hub because of its "one-roof concept" – where changes from international to domestic flights take place in the same terminal, thereby cutting down on time and logistic delays. Travelers could then bypass Delhi and Mumbai. BIAL has also been constructed with a long-term view in mind. The space surrounding the airport and its layout ensure that existing activities could be tripled in the future. As Unique has the contract to operate BIAL until 2025, the sky now is literally the limit!

Unique CEO Josef Felder talking to Franz Probst, President of SICC

The Swiss Organisation for Facilitating Investments (SOFI)



The Swiss Organisation for Facilitating Investments (SOFI) was created in 1997 on the initiative of the Swiss State Secretariat for Economic Affairs (seco) in cooperation with KPMG. SOFI's role is to promote investment projects of Swiss companies in countries with developing and transition economies, and to enable the transfer of capital, technological know-how and managerial expertise through this process. India is one of SOFI's top priority countries for promoting the collaboration of Swiss and local SMEs in the field of investment.

SOFI as an instrument of seco is committed to seco's Poverty Reduction Agenda 2010. Through the developmental impact of its activities, which contribute to job creation and viable commercial enterprise SOFI supports sustainable growth and improved living conditions in its target regions, thereby leading to their gradual integration into the world economy.

SOFI offers Swiss companies wishing to invest in economies under development and in transition the following services:

- Access to information about investment conditions and opportunities;
- Support in search and selection of partners in target countries;
- Consulting services on investment strategy, business planning, financial structuring and project implementation;
- Financing through the seco Start-up Fund (SSF), and access to other financing sources.

SOFI is mandated to operate the Association of Swiss Foreign Trade Chambers (SwissCham), the Swiss-CIS Chamber of Commerce (IG-GUS) and the Swiss-Central Europe Chamber of Commerce (SEC). SOFI also functions as the Private Sector Liaison Office of the World Bank Group and the European Bank for Reconstruction and Development (EBRD) in Switzerland.

For further information, please visit: www.sofi.ch and www.sofipro.ch

Indo-Swiss Calendar of Festivals and Public Holidays 2006

Revisit India. Rediscover India. If you have been to Delhi during Dussehra, go to Chennai during Dipawali, or to Kolkata during Durgapuja, or to Dwarka during Navaratri. The archaeologists have found at Dwarka the submerged city of Dwaramati, the capital where Lord Krishna lived during his last days in Dwapar Yuga – more than five thousand years ago! So when you visit India, you are not only in a different place but you could be transferred to a different time.

by Satish Joshi, Zurich

January	01*	Sun	New Year's Day 2006 (IND/CH)
January	02*	Mon	Berthold's Day (C/CH/R)
January	05*	Thu	Guru Gobind Singh's Birthday (S/IND/R)
January	06*	Fri	Epiphany (C/CH/R)
January	11	Wed	Id-ul-Edha = Id-ul-Zuha = Id El Hajj = Bakr Id for the Islamic calender year Hizri 1426 (M /IND/CH)
January	14*	Sat	Makar Sankranti = Pongal = Thaipongal (H/IND/R)
January	26*	Thu	Indian Republic Day (IND)
January	30*	Mon	Mahatma Gandhi's Death anniversary (IND)
January	31	Tue	Muslim New Year Hizri 1427 (M)

February	02	Thu	Vasanta Panchami / Saraswati Puja (H/IND/R)
February	09	Thu	Muharram/Taziya/Roz I Ashura / Mourning Day (M/IND)
February	14*	Tue	Valentine Day (IND/CH)
February	26	Sun	Mahashivratri (H)
March	01	Wed	Losar = Tibetan New Year 2133 = Year of dog (B)
March	01	Wed	Ash Wednesday (C/CH)
March	06	Mon	Fasnacht in Basel (CH/R)
March	14	Tue	Hutashani=Holikadahan=Holi (H/IND)
March	15	Wed	Holi = Dhuleti = Vasantotsav = Spring Time (IND)
March	21	Sun	Jamshedi Navroz mazda Fasli 1374 (P/IND)
March	26	Sun	Summer time from 03:00 P Add 1 hour (CH)
March	30	Thu	Gudi Padva, Tarna Samvatsararambha, Chaitri Shukladi New Year, Shalivahan Shaka: 1928; Cheti Chand; New Year in UP and North India, Marwadi New Year: 2063: Ugadi, Telugu New Year, Shalivahan Shaka: 1928 (H/IND/R)
April	01	Sat	Bank Holiday (IND)
April	06	Thu	Rama Navami (H/R/IND)
April	09	Sun	Palm Sunday (C/CH/R)
April	11	Tue	Mahavira Jayanti (J/IND)
April	11	Tue	Id-e-Milad = Milad-un-Nabi = Mevlid = Birthday of Prophet Mohammed (M)
April	13 – 20		Pessach = Passover (Y)
April	13	Thu	Jeudi Saint (C/CH/R)
April	14*	Fri	Vaisakhi = Sikh New Year 537 / Vaisakhadi Bengali New Year Shatabda 1413 / Meshadi / Tamil New Year “Vijaya”, Kali Yuga 5108 (H/S/CH/IND/R)
April	14*	Fri	Dr. Ambedkar Jayanti (IND)
April	14	Fri	Good Friday (C/IND/CH)
April	16	Sun	Easter (C/IND/CH)
April	17	Mon	Easter Monday (C/IND/CH/R)
April	24	Mon	Sechseläuten (ZRH)
April	30	Sun	Akshaya Trutiya=Akha Trij (J/IND/R)
May	01*	Mon	Labour Day = May Day (IND/CH)
May	01*	Mon	Maharashtra Din & Gujarat Din (IND/R)
May	13	Sat	Buddha Purnima = Vesak =Vaisakhi Punam (B/H/IND)
May	14	Sun	Mother’s Day (CH/IND)
May	25	Thu	Ascension Day (C/CH)
June	02 – 03		Schawuot (Y)
June	04	Sun	Whitsuntide = Pentecost (C/CH/IND)
June	05	Mon	Whit Monday (C/R)
June	15	Thu	Corpus Christi (C/CH)
June	27	Tue	Rath Yatra (H)
July	11	Tue	Guru Purnima (H)
August	01*	Tue	Swiss National Day (CH)
August	08	Tue	Hazarat Ali’s Birthday(M/IND/R)
August	09	Wed	Raksha Bandhan = Nariyeri Purnima (IND/R)
August	13	Sun	Nag Panchami (H/IND/R)
August	15*	Tue	Indian Independence Day (IND)

August	15*	Tue	Assumption Day (C/CH/R)
August	16	Wed	Janmashtami (H/CH/IND)
August	17	Thu	Nandmahotsav (H/CH/IND)
August	20	Sun	Pateti, Last day of the Parsi Year (P)
August	21	Mon	Navroz, Farvar Din 1:Parsi New Year: Yezdi 1423 & Shehanshahi 1376 (P/IND)
August	21	Mon	First Day of Paryushana (J)
August	27	Sun	Ganesh Chaturthi = Ganesh Sthapana (H)
August	28	Mon	Samvatsari (J)
September	05	Tue	Onam / Malayalee New Year Kollam-Varsha 1180 (IND/R)
September	06	Wed	Anant Chaturdashi = Ganesh Visarjan (H)
September	11	Mon	Knabenschiessen (ZRH)
September	17	Sun	Federal Pray Day/Eidg. Bettag/Jeûne Fédéral/Digiuno federale (C/CH)
September	18	Mon	Lundi du Jeûne (C/CH/R)
September	22	Fri	Sarva Pitru Shraadhtha (H / B / IND / R)
September	23	Sat	Navaratri starts (H/IND)
September	23 – 24		Rosh Haschana, Jewish New Year 5767 (Y)
September	25	Mon	First Day of Ramzan Month, Fasting begins (M/CH/IND/R)
September	28	Thu	Durga Puja Days start = Saraswati Pujan (H)
October	02*	Mon	Gandhi Jayanti (IND)
October	02	Mon	Yom Kippur (Y)
October	02	Mon	Dussehra = Vijaya Dashami (H)
October	07	Sat	Sharad Punam = Kojagari Purnima (R)
October	07 – 15		Sukkot (Y)
October	10	Tue	Karva Choth (R/IND)
October	21	Sat	Diwali = Dipawali=Laxmi Puja = Sharada Puja (H /IND)
October	22	Sun	Govardhan Puja, Annakot (H)
October	23	Mon	New Year Vikram Samvat: 2063 (H/IND/R)
October	23	Mon	New Year Mahavir Samvat 2533 (J)
October	24	Tue	Bhai Bij = Bhau Duj (IND)
Oktober	24	Wed	Id-ul-Fitr = Ramazan Id = End of Ramazan month (M)
October	29	Sun	Winter time = End of Summer time from 03:00 Less 1 hour (CH)
November	01*	Wed	All Saints' Day (C/CH/R)
November	05	Sun	Reformation Day (C/CH/R)
November	05	Sun	Guru Nanak's Birthday =Kartik Purnima(S/IND)
December	08*	Fri	Immaculate Conception (C/CH/R)
December	16 - 23		Channuka (Y)
December	24*	Sun	Christmas Eve 0 Holy Night (C/CH)
December	25*	Mon	Christmas Day (C/CH/IND)
December	26*	Tue	St. Stephen Day = Boxing Day(C/CH)
December	26	Tue	Zarathost no Diso (P/IND)
December	31	Sun	Id-ul-Edha = Id-ul-Zuha = Id El Hajj = Bakr Id for the Islamic calender year Hizri 1427 (M/IND/CH)
December	31*	Sun	New Year's Eve 2006@2007 (CH/IND)

(B) Buddhist, (C) Christian, (H) Hindu, (J) Jain, (M) Moslem, (P) Parsi, (S) Sikh, (Y) Yehudi or jewish, (R) Regional, (IND) All-India, (CH) Switzerland, (GVA) Geneva, (ZRH) Zurich

* = Same date every year for this festival

NB: Holiday dates are subject to regional and institutional variations.

Excerpts from India FDI e-Newsletter (January 2006)

(Source: Ministry of Commerce & Industry, Govt. of India,
Department of Industrial Policy and Promotion

India- the Second Most Attractive Investment Destination

According to FDI Prospects Survey reported in the UNCTAD's World Investment Report 2005, India has been rated as the second most attractive investment destination by the transnational corporations.

FII Upsurge

Foreign Institutional Investors (FIIs) put in US\$ 9 billion in calendar year 2005 till December 9, highest ever FII investment since the stock markets were opened for foreign investors in December 1993.

Bharat Nirman

A four year US\$ 38.3 billion major project has been undertaken by the Government of India for rural infrastructural improvement. The project includes:

146'185 kms of rural roads to be constructed by 2009, besides upgrading of 194'132 kms of the existing roads. A total amount of US\$ 11 billion will be invested.

66'822 revenue villages to be provided with a Village Public Telephone by November, 2007.

6 million houses to be constructed with an investment of US\$ 13 billion in in four years.

125'000 villages to be electrified using grid based/ alternative technologies.

Water supply to 55'000 uncovered habitations to be secured.

10 million hectares of additional irrigation to be provided.

The programme will create immense primary, secondary and tertiary economic activities.

Economic Indicators

GDP grew by 8.1% in the first half of 2005-06,

compared to 7.1% in the corresponding period of 2004-05.

The Foreign Exchange Reserves stood at US\$ 145 billion in December 16,2005.

Industrial production grew at 8.5% in October 2005 compared to October 2004.

Rupee value against US\$ stood at Rs 45.26 as on December 23, 2005 compared to Rs 43.79 on December 23,2004.

Exports during April- November, 2005-2006 are valued at US\$ 57056.83 million which is 16.07% higher than the level of US\$ 49156.24 million during April-November 2004-2005.

Total Foreign Investment Inflows were US\$ 14.4 billion in 2004-05. During April-September 2005 total investments were US\$ 7.96 billion.

Urban Renewal

Government initiated Jawaharlal Nehru National Urban Renewal Mission on December 3, 2005 at a cost of US\$ 22 billion for improving roads and transport, housing and municipal services.

FDI in Telecom

FDI ceiling on certain telecom services has been enhanced from 49% to 74%

FDI in FM broadcasting

Government of India has permitted foreign investment, including FDI, NRI and PIO investments and portfolio investments up to 20% equity to FM Radio Broadcasting Services.

FDI in Asset Reconstruction

Government has decided to permit FDI in the equity capital of Asset Reconstruction Companies (ARCs).

Social and Cultural Events

Swiss India Society Zurich

29th January 2006	11.00	H.P. Sandra Grünes Heilpraktikerin und medizinische Ayurveda Spezialistin Ayur-Yoga-Therapeutin Park Villa Rieter Annajijnana, die ayurvedische Ernährung
Organisers :		Swiss India Society Rietberg Society
5th February 2006	11.00	Ken Zuckermann(Sarod.Dhotar,Ud, mittelalterliche Laute) Anindo Chatterjee (Tabla) Keyvan Chemirani (Zarb)

Museum Rietberg

Lauten der Welt

Secretary : Mrs. Anndrea Kuprecht, Museum Rietberg, Tel. 044 206 31 17

Rietberg Museum Zurich

Exhibitions :

Haus zum Kiel 3rd March to 6th June 2006	Endangered Love, illustrated love poems from India accompanied by an installation by Yves Netzhammer
Until 11th June 2006	Park Villa Rieter Goddesses, Indian paintings of four centuries
23rd June until end 2006 -do-	Vishnu, A Hindu God of many forms
23rd to 29th June 2006 -do-	The Indian dancer Kapila Venu dances the ten incarnations of God Vishnu
27th June until 1st October 2006	Völkerkundemuseum Vishnu: European Traveller's Encounters with an Indian God

Indian Association Zurich

Kongresshaus Zurich

25th March 2006 Indian Ball 2006

website : www.iazch.ch

Swiss-Indian Chamber of Commerce

Application for Advertising Space

Please mail or
 fax to: +041/620 88 01
 e-mail: sicc@osec.ch

Swiss-Indian Chamber of Commerce
 Stampfenbachstrasse 85
 P.O. Box 351
 8035 Zurich

We will advertise in the SICC-Bulletin as follows (please tick):

A) for any company (SICC member)

Inside page prices for ads in black and white

Size	Preproduction Format	Price in CHF (excl. VAT)
<input type="checkbox"/> 1/1 inside cover page	180 x 270 mm	700.00
<input type="checkbox"/> 1/1 inside back page	180 x 270 mm	700.00
<input type="checkbox"/> 1/1 page	180 x 270 mm	600.00
<input type="checkbox"/> 1/2 page	180 x 130 mm	400.00
<input type="checkbox"/> 1/4 page	180 x 65 mm (cross)	150.00
<input type="checkbox"/> 1/4 page	65 x 180 mm (upright)	150.00
<input type="checkbox"/> Enclosure/Flyer	180 x 270 mm	500.00

Inside page prices for ads in colour

<input type="checkbox"/> 1/1 inside cover page	180 x 270 mm	800.00
<input type="checkbox"/> 1/1 inside back page	180 x 270 mm	800.00
<input type="checkbox"/> 1/1 page	180 x 270 mm	700.00
<input type="checkbox"/> 1/2 page	180 x 130 mm	500.00
<input type="checkbox"/> 1/4 page	180 x 65 mm (cross)	250.00
<input type="checkbox"/> 1/4 page	65 x 180 mm (upright)	250.00
<input type="checkbox"/> Enclosure/Flyer	180 x 270 mm	700.00

B) for SICC Consultants (offering their India services)

Prices for ads in **black and white**, minimum two issues; colour at cost plus 15% handling fee

	2 issues	3 issues	4 issues
<input type="checkbox"/> 1/1 page	CHF 600.00	CHF 800.00	CHF 1000.00
<input type="checkbox"/> 1/2 page	CHF 300.00	CHF 450.00	CHF 600.00
<input type="checkbox"/> 1/4 page (cross)	CHF 200.00	CHF 300.00	CHF 400.00
<input type="checkbox"/> 1/4 page (upright)	CHF 200.00	CHF 300.00	CHF 400.00

Price subject to change

Issue	Title	Date	Due date for orders
1/06	Information Bulletin	End March 2006	6 February 2006
2/06	Information Bulletin	End July 2006	5 June 2006
3/06	Information Bulletin	End September 2006	7 August 2006
4/06	Information Bulletin	End December 2006	2 October 2006

Discounts for multiple advertisements: 10 % per issue

Advertising materials:

The prices stated are valid for ready for press art work, high end resolution PDF-Files or films (screen 54-60). Other formats, screens or films can be converted by the printers at extra costs. You may also use the possibility to e-mail your advertisement to: rfwiesinger@vsnl.com.

Company:..... Phone:.....

..... Fax:.....

E-mail:..... Date:.....

Person in Charge:..... Signature:.....

Swiss-Indian Chamber of Commerce

How to Order Our Information

For faster service please return this form duly filled to the secretariat of the Swiss - Indian Chamber of Commerce by fax to ++41(0)44 363 20 53

Company: _____

Person to contact
(First name/name) _____

Function: _____

Address: _____

Postal Code / City: _____

Telephone: _____

Facsimile: _____

E-Mail: _____

Web-page: _____

Place/date: _____

Stamp and Signature: _____

Membership

Yes, we would like to become a member of SICC. Please send us detailed information about your business activities and also please enclose your company profile.

 I / we apply for Membership

The annual membership fee is CHF 550.—, for large and small companies.

 SICC - Bulletin

The annual subscription of the SICC-Bulletin is CHF 20.—

 Invitation Upcoming Events

Please send me an invitation for the next event

Get Your Benefits and Services from the Swiss - Indian Chamber of Commerce

The *Swiss Indian Chamber of Commerce* was founded in 1985, in Switzerland, as a private non-profit association. Its main purpose is to promote the economic and business relations between Switzerland and India based on the principle of reciprocal benefit. The Chamber serves as a forum for all firms, institutions, government bodies and individuals interested in bilateral relations between Switzerland and India.

The Swiss - Indian Chamber of Commerce offers its members a comprehensive range of services at preferential terms:

- **Success** – All Board members have first hand experience on and in India and willingly advise members. We have a strong representation of small and medium-sized enterprises in Switzerland and India.
- **Business Contacts** – We provide assistance in establishing business contacts and penetrate the fast-growing Indian market in locating suitable agents, representatives, manufacturers and suppliers. We offer you well-established links to Indian and Swiss authorities and local embassies. We act as a contact point for Swiss industry whenever questions arise with regard to bilateral economic relations. We offer you direct access to senior executives and their vast knowledge acquired by experience and above all, a person-to-person interchange opportunity.
- **Connections** – We offer you access to over 140 Swiss and Indian members, active in different fields, such as IT services, banking, HR, consulting, transportation, automotive industry, trading, engineering and manufacturing.
- **Communication** – We organize regular luncheon and dinner meetings with leading speakers and address issues of our members at the Swiss-Indian Joint Commission.
- **Business Advice** – We provide you unique access to people and institutions which affect your business and offer you opportunities to meet with professional staff to discuss general or specific issues on the Indian market. Chamber luncheons allow you

to meet, learn from, and interact with CEO's of major corporations or with decision-makers from the public sector.

- **Exchange of Experience** – We help you to establish business relations with business people and official bodies in India. We offer our experience to link Swiss and Indian companies for rewarding business opportunities.
- **Information Services** – We offer you diversified, up-to-date information and documentation services including database access, enquiries about and from India. Our web-page: www.sicc.ch, has contacts, extracts from our bulletin, useful addresses and a schedule of upcoming events.
- **Publication** – We offer you the quarterly publication of the Chamber, the "*SICC Information Bulletin*" which keeps you on track with developments in India, including a brief summary of the economic and political situation, the budget, customs issues and special reports. Members can publish their company news and experiences related to India and take advantage of advertising space at reasonable costs.
- **Government/Economic Relations** – We keep regular contact with Swiss and Indian government agencies, economic organisations and private firms. Members may benefit from this network by obtaining access to these organisations through our Chamber.
- **Delegations** – We assist trade delegations from and to India in their visits and give support to Swiss business people going to India.

The Chamber is open to all business sectors and Indian business activities - not only exports to India and imports of Indian products, but also for investment, licence production, services and R&D. As part of its membership, a company is incorporated into a comprehensive network of contacts to which it may refer at any time.

Our Chamber is headed by a board representing most sectors of the Swiss industry and trade. (see page 2).