

NEWSLETTER

IBCC



INDIABRAZIL
Chamber of Commerce
SINCE 2003

Studying Solutions. Providing Realities.

18
Years



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NEWSLETTER
CCIB



WE HAVE A NEW FACE ON!



COMMEMORATIVE LOGO



IN 2021, IBCC WILL COMPLETE ITS 18TH ANNIVERSARY
PROMOTING THE COMMERCIAL RELATION BETWEEN
INDIA AND BRAZIL.

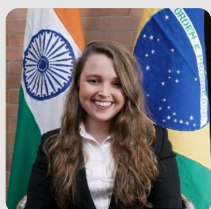
NEW SLOGAN

STUDYING SOLUTIONS. PROVIDING REALITIES.

THE NEW SLOGAN WAS DEVELOPTED BASED ON THE MAIN OBJECTIVE
OF IBCC: TO STUDY SOLUTIONS AIMING TO ENABLE BUSINESS. .



NEW ORGANIZATION



NATHALIA RODRIGUES
COMMERCIAL AND
INSTITUTIONAL RELATIONSHIP
MANAGER



LEONARDO ANANDA
PRESIDENT



GLEISON ANDRÉ
FINANCIAL AND
ADMINISTRATIVE
MANAGER



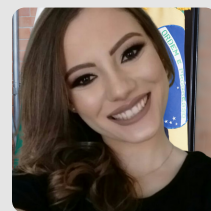
ADRIANO ANDRADE
SENIOR BUSINESS ANALYST
AND MARKETING SUPERVISOR



THAINÁ QUEIROZ
BUSINESS ANALYST



FERNANDA GUIMARÃES
BUSINESS ANALYST AND
RELATIONSHIP SUPERVISOR



LARISSA FERNANDES
ASSISTANT OF THE PRESIDENCY



LUIZA PINHEIRO
JUNIOR BUSINESS ANALYST



JOÃO HEITOR
JUNIOR BUSINESS ANALYST



SOFIA SALLES
JUNIOR BUSINESS ANALYST



GIOVANNA MENEZES
JUNIOR BUSINESS ANALYST



IBCC NEWS:

SENIOR FELLOWS

The Senior Fellows Board is a group of specialists from the most diverse sectors, but specially from the ones which are essential for the bilateral relationship.

Our Senior Fellows provide consultancy e directly assist the development of specific projects and business oportunities along our associates.

SENIOR FELLOWS



JOSÉ FRANCISCO DUTRA
CFO AT EMGD AND MANAGING
PARTNER - OWENERGY SOLAR



D P SHRIVASTAVA
DIRECTOR
NUSH CONSULTANTZ LLP



MARCUS DINELLI
CONSULTANT
IAS



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GILSON LAGE
CONSULTANT, PLANT MANAGER, SITE
MANAGER



MARCEL DALTRO
MEMBER - INSTITUTIONAL DIRECTOR
NELSON WILLIAMS E ADVOGADOS ASSOCIADOS



NEW ASSOCIATES 2021



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CULTURAL POINT



Brazil



Guaraná is a common medicinal plant in the Amazon region where its seeds are dark with a reddish bark.

For medicinal use, guaraná has benefits such as improved mood and disposition, having a synergy with Indian Ayurvedic medicine.

In addition, guaraná is heavily used in the production of the very traditional Brazilian soda, which is consumed on a large scale in Brazil, and currently pleases consumer markets in Japan, China, the United States and Portugal, for example. Guaraná is a product of national reference and has a great possibility of being introduced in Indian culture.

India



Spices have been part of Indian culture since antiquity, participating in the famous spice route.

In India, spices are used in cooking and also in the medical, pharmaceutical and cosmetic industry. Indian holistic medicine, Ayurveda, uses them to boost immunity, in addition to bringing other benefits to physical health.

In Brazil, seasoned foods are part of the daily life of Brazilians, and with that the famous Indian spices too! Products widely used in Brazilian cuisines, such as turmeric, cloves, cumin, pepper and ginger are of Indian origin.





INDIA, WORLD'S TECHNOLOGICAL POLE:

THE IT SECTOR CONTRIBUTION FOR THE RISE OF INDIAN ECONOMY IN THE XXI CENTURY AND ITS IMPORTANCE FOR THE BILATERAL RELATION WITH BRAZIL.

ADRIANO ANDRADE; FERNANDA GUIMARÃES

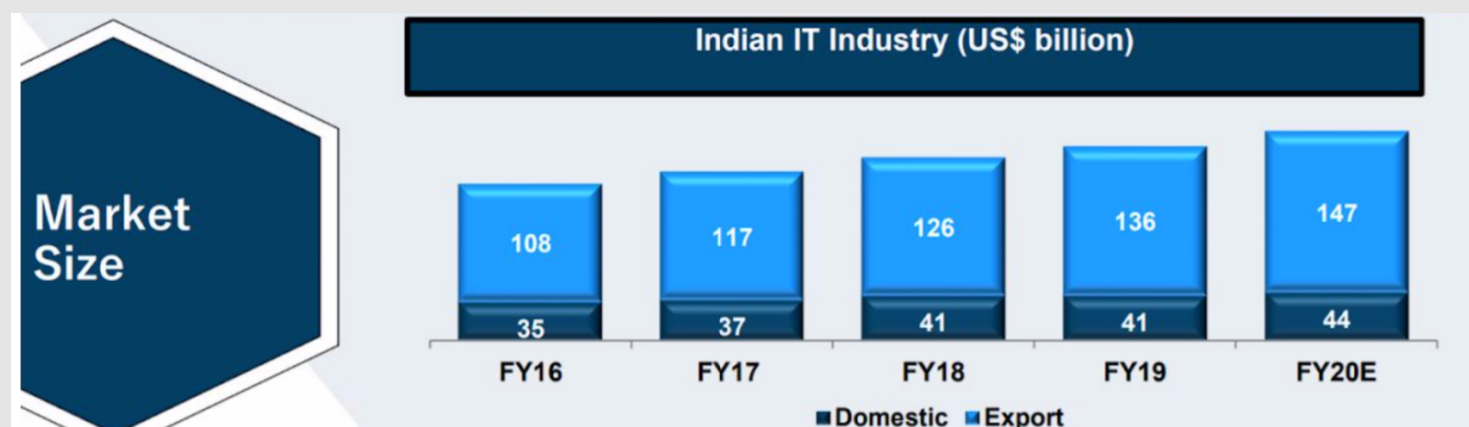
India is a global spotlight in economic terms due to its high indexes achieved in the past years. According to the International Monetary Fund (IMF), before the crisis caused by coronavirus, India reached the status of the most growing economy in the world, with consistent taxes around 7% per year since the decade of 1990. Therefore, the presented economic data make the country appear as a probable global power before the middle of the century, even when considered the economic instability in the international scenarium. Due to its market opening and its business facilitation, India occupies a spotlight position in the international system. According to The World Bank, the Indian economy jumped thirty positions in the Global Economy Ranking before the COVID-19 pandemic, being classified between the 100 biggest economies in the world. Into the pandemic, the IMF released in April 2020 that India will be one of the two countries in the world to present a positive growth of 1.9% in economic terms after the seizure caused by the virus.

For such economic rise in India, a series of governmental initiatives have been taking to promote the most promising sectors, in which becomes notable the contribution of Information Technology industry. India is globally known for its high performance in what concerns new technologies production in its most variable segments. The sector is one of the biggest contributors for Indian's high indexes, helping the country to achieve highlight positions in an international level.

Thus, this article aims to analyse in a quick, seamless, and objective way the Indian Information Technology (IT) Sector and its influence in India's economic ascent process. Moreover, it will also approach the relevance of the IT sector for the context of the bilateral relation between India and Brazil, and its contribution for the constant approximation between the two nations. Thereby, India rises in global terms as one of the main technological references in the world.



Thus, this article aims to analyse in a quick, seamless, and objective way the Indian Information Technology (IT) Sector and its influence in India's economic ascent process. Moreover, it will also approach the relevance of the IT sector for the context of the bilateral relation between India and Brazil, and its contribution for the constant approximation between the two nations. Thereby, India rises in global terms as one of the main technological references in the world.



Source: Indian Brand Equity Foundation - IBEF, 2020.

The main competences of India's IT attracted investments from multiple countries. The computer software and hardware segments of India, for example, were responsible for the income of Foreign Direct Investment (FDI) in the total value of USD 44,91 billion between April 2000 and March 2020, according to IBEF.

Thereafter, the Indian IT sector's notable performance made the country become a global reference in the sector, composing approximately 55% of the IT business global market, accounting from USD 200 to USD 250 billion between 2019 and 2020. Thus, it is possible to affirm that India has become the global centre of digital resources, counting with around 75% of the global digital talents present in the country, still according to IBEF data.



Considering the success of the referred sector, it is possible to highlight the Make in India program, developed by the Government of India in 2014 to foster the most diverse economic sectors, including Information Technology. It aims to increase the production capacity and provide multiple job opportunities to the huge Indian population. The program creates and provides countless legal and tariff facilities for foreign companies to install themselves in the country, attracting international players for its territory. According to the Government of India, the country concentrates more than 17 thousand sector companies and it is the second biggest startup environment in the world, counting on more than 18 thousand. Beyond the Make in India program, universities and technological centres play an important role if we consider its excellent indexes and new technological development. From this point, the country counts on ample specialized workforce, putting in practice the most varied sources of creativity and innovation.

Therefore, having in mind the importance of the contribution of IT sector for India's economic performance, it is notable that the same sector also plays a fundamental role in the India-Brazil bilateral relation context, especially if we consider the Indian companies' operations with specialized IT activities in Brazil. It can be mentioned some main cases, such as Infosys, HCL, Sterlite Tech, Tata Consultancy Services, Wipro, Tech Mahindra, Cognizant, Kpit and OYO, which play an important role in the commercial scope of this bilateral relation.

At the height of the seventieth-first year of the Indo-Brazilian bilateral relation, in January 2020, 15 agreements have been signed into many areas, including the IT sector cooperation that was approached while the President of the Brazilian Republic visited India. In that sense, the Scientific and Technological Cooperation Program, firmed in 2006, predicts information exchange between both countries and the elaboration of a joint edital to support research projects in multiple applications. Moreover, it was also signed the Memorandum of Understanding about Cybernetic Security Cooperation, with the objective of promoting good international practises in terms of information exchange about cybernetic attacks and technological cooperation about security.



Finally, it is evident the importance of the IT sector for Indian economy, whereas India demonstrates high indexes of economic development and technological production. With a consolidated sector, India became a global reference in the exportation of assets and services in the Information Technology area, with Brazil being one of its partners which count with the presence of great Indian players in its territory. In that sense, the relationship between both countries has been being fortified, reaching the sharing of science and technology in the most diverse areas, across bilateral agreements in the segment, such as the ones signed in January 2020 and the business facilitation across tariff agreements, as the one which predict the non-taxation e prevention of fiscal evasion with foreign countries.

Meet the Autors



Adriano Andrade

Bachelor in International Relations in Veiga de Almeida University - Rio de Janeiro. Adriano was one the organizers of the e-book “Peace in Fragments: the Peace of Westphalia”, published by Veiga de Almeida University in 2017. Currently, Adriano is coursing a MBA in International Business Management in Massachusetts Institute of Business in a partnership with ABRACOMEX. In professional terms, is a Senior Business Analyst of India Brazil Chamber of Commerce (IBCC) and a Junior Assessor of the General Honorary Consulate of India in Rio de Janeiro for three years and Projects Supervisor in the Friends of India Association for two years. Although he is young, has ample experience with international projects in Brazil and abroad, always involved in the organization and participation in international events and business missions coordinations in India organized by IBCC.

Bachelor in International Economic Relations in Federal University of Minas Gerais (UFMG), Fernanda took part in scientific initiation in the International Security and Defense area, and developed monitoring and organization of academic events. Currently, Fernanda is a Business Analyst and Relationships Supervisor in India Brazil Chamber of Commerce (IBCC), Junior Assessor of the General Honorary Consulate of India in Minas Gerais and Project Assessor in the Friends of India Association.



Fernanda Guimarães



THANK YOU!

धन्यवाद

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