

Dear Sir / Madam,

**WHY YOU SHOULD LOOK TO ESC  
TO DIVERSIFY AND STRENGTHEN YOUR GLOBAL MARKET  
ICT EXPORT BASE IN REAL TIME BASIS**

Electronics and Computer Software Export Promotion Council (ESC) is India's apex association of ICT companies comprising of 2300 members across the length & breadth of the country. Headquartered at Delhi, the Council has regional offices at Bangalore, Chennai, Hyderabad and Kolkata as well as a representative office in Dubai.

Since 1989, ESC primarily focuses to assist **small and medium ICT entrepreneurs** in their export promotion efforts. The Council has been laying emphasis on facilitating the interaction of Indian ICT SMEs with global buyers through various initiatives and a focused effort towards market diversification.

Though the schemes of Department of Commerce, i.e. Market Development Assistance (MDA) and Market Access Initiative (MAI) , the Council provides high subsidies to the participating companies in large number of global expositions, Buyer Seller Meets, etc to enhance ICT exports. ESC's Memorandum of Understanding with 50 plus counter part organizations globally assists the members for a wider REACH.

**ESC SERVICES PROFILE**

- *Promotes international business cooperation, facilitate linkages, collaborations, strategic alliances, joint ventures, between Indian and foreign ICT companies.*
- *Organise participation in International trade fairs, Exhibitions, Buyer-Seller meets, Catalogue shows, Business delegations abroad, Match-making and contract promotion and various other innovative programmes to enhance electronics and IT exports.*
- *Disseminate Trade enquiries, Global tenders, reports on markets; products trade statistics business opportunities, Government policies/notifications, etc.*
- *Receiving and Mounting Business delegations.*
- *Identifies new business partners for Indian electronics, computer software and IT companies.*

- *As a link between the Government and its members, ESC provides a platform for interaction on policy and procedural related matters, Fixation of DEPB rates, Raising issues of Bilateral and WTO negotiations, EU anti-dumping and anti-subsidy cases, etc.*
- *ESC represents interests of electronics and IT sector at Joint Trade Committees of Ministry of Commerce, Government of India as well as at Joint Business Councils of various countries. And much more... ..*

We invite you to visit our website < [www.escindia.in](http://www.escindia.in) > for more detailed information.

Look forward to welcoming you in ESC's family. We promise to stand by our commitment to excellence so as to ensure that every initiative that you take with us becomes a memorable export experience.

For any more information, membership details, etc please feel free to correspond with us.

Thanking you,

Your's faithfully,

**D K SAREEN**

Executive Director

Electronics and Computer Software

Export Promotion Council (ESC)

PHD House, 3rd Floor

Opposite Asiad Village

New Delhi-110016

Tel: + 91-11-26965103, 26964463

Fax: + 91-11- 26853412

**Email: [esc@vsnl.com](mailto:esc@vsnl.com)**

**CALENDAR OF PROMOTIONAL EVENTS: 2010-11**

<u>1</u>	<u>Hong Kong ICT</u>	<u>13-16 April, 2010</u>	<u>Hong Kong</u>
<u>2</u>	<u>Costa Rica Services Expo</u>	<u>June 2010</u>	<u>Costa Rica</u>
<u>3</u>	<u>Communic Asia</u>	<u>15 - 18 June, 2010</u>	<u>Singapore</u>
<u>4</u>	<u>World BPO Forum</u>	<u>28-29 July, 2010</u>	<u>New Jersey, USA</u>
<u>5</u>	<u>Delegation visit to ASEAN</u>	<u>Nov/ Dec, 2010</u>	<u>Malaysia &amp; Indonesia</u>
<u>6</u>	<u>The Internet show</u>	<u>21-22 September, 2010</u>	<u>Abu - Dhabi, UAE</u>
<u>7</u>	<u>Expo Comm Argentina</u>	<u>21-24 September, 2010</u>	<u>Argentina</u>
<u>8</u>	<u>Gitex - Dubai</u>	<u>17 - 21 October, 2010</u>	<u>Dubai</u>
<u>9</u>	<u>Delegation to LAC</u>	<u>Nov 2010</u>	<u>LAC</u>
<u>10</u>	<u>Outsource World New York</u>	<u>15-16 NOV 2010</u>	<u>New York</u>
<u>11</u>	<u>BSM in USA</u>	<u>Nov 2010</u>	<u>USA</u>
<u>23</u>	<u>Electronica 2010</u>	<u>9-12 November 2010, Munich</u>	<u>MUNICH</u>
<u>13</u>	<u>Delegation to Africa Ethiopia &amp; Egypt</u>	<u>December 2010</u>	<u>Africa</u>
<u>14</u>	<u>INDIASOFT 2011 in Pune</u>	<u>25 &amp; 26 March, 2011</u>	<u>INDIA</u>
<u>15</u>	<u>RBSM - ASEAN ( 30 delegates)</u>	<u>March, 2011,</u>	<u>INDIA</u>
<u>16</u>	<u>RBSM - CIS ( 30 delegates)</u>	<u>March, 2011,</u>	<u>INDIA</u>
<u>17</u>	<u>RBSM - AFRICA ( 30 delegates)</u>	<u>March, 2011,</u>	<u>INDIA</u>
<u>18</u>	<u>RBSM - LAC ( 30 delegates)</u>	<u>March, 2011,</u>	<u>INDIA</u>
<u>19</u>	<u>RBSM of selected 40 IT Buyers to India from EU.</u>	<u>March, 2011</u>	<u>INDIA</u>
<u>20</u>	<u>BSM in UK</u>	<u>March 2011, UK</u>	<u>UK</u>
<u>21</u>	<u>CeBIT 2011</u>	<u>1-5 March, 2011, Hanover, Germany</u>	<u>Germany</u>

## **WHATEVER YOU WANT TO LEARN ABOUT MDA & MAI**

### ➤ **MARKET DEVELOPMENT ASSISTANCE (MDA):**

A Financial Assistance Package Offered By Govt. of India through the Department of Commerce, Ministry of Commerce & Industry for exporting Community in India.

### **THE MDA BENEFITS**

- REIMBURSEMENT AGAINST PARTICIPATION FEE AND AIRFARE UPTO **Rs 7.10 Lakhs** PER YEAR IN ESC ORGANISED EVENTS ABROAD

**PARTICIPATION IN TRADE FAIRS, BSM ABROAD UNDER MDA ONCE - TO LAC, AFRICA, CIS, ASEAN, OTHERS IN A FINANCIAL YEAR UNDER ESC'S BANNER**

### **FINANCIAL BENEFITS UNDER MDA**

▪ LAC	RS. 1.8 LACS
▪ AFRICA	RS. 1.5 LACS
▪ CIS	RS. 1.5 LACS
▪ ASEAN	RS. 1.5 LACS
▪ OTHERS	RS. 0.8 LACS
▪ <b>TOTAL</b>	<b>RS. 7.10 LACS</b>

### **CRITERIA**

- ✓ ATLEAST 12 MONTHS MEMBERSHIP WITH ESC
- ✓ EXPORT TURNOVER IN PRECEEDING YEAR TO BE LESS THAN OR UPTO Rs 15 CRORES

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### ➤ **MARKET ACCESS INITIATIVE (MAI)**

Assistance would be provided to exporters for enhancement of ICT export for accessing new & emerging markets through ESC's organized events.

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## **NEW INITIATIVE IN THE USA MARKET**

Setting up of Incubation cum Export Facilitation & Business Support center in USA (New York, Chicago)

- ❑ 20 IT/ITES **non competing** companies for the first phase
- ❑ 50% of the cost has to be borne by the selected companies and the balance 50% by Government of India

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## INDIASOFT

With a view to leverage Indian software capabilities to global strategic alliances, and to give a visible momentum to enhancing IT exports from the country, ESC organizes **INDIASOFT- comprising of International IT Exhibition & Conference.**

Till now, ESC has invited 2000 global IT buyers in the last 10 editions of INDIASOFT events held in Delhi, Chennai, Hyderabad, Kolkata & Jaipur.

INDIASOFT provides unique opportunity to do business networking at your door steps.

The details of next edition i.e INDIASOFT 2011 will be held on 25<sup>th</sup> & 26<sup>th</sup> March 2011 at Pune, Maharashtra, India. All the details can be accessed from the exclusive website < [www.indiasoft.org](http://www.indiasoft.org) >.

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### BUSINESS OPPORTUNITIES & PROCUREMENT NEWS - GLOBAL TENDERS

ESC provide trade related information on Electronics Hardware and Telecommunication Computer Software / Services Global - tenders and procurement opportunities to member companies at a highly subsidised subscription charges on daily basis through email to help them enhance their export to global markets..

The tender information include :

- Tenders
- Bid Notices & Corrigendum's (if any).
- Request for Quotes
- Procurement forecast
- Expression of Interest
- GPN ( General Procurement Notices)

The Annual Subscription Charges (including service tax @ 12.36%) are mentioned below:

Category	ESC Members	Non-Members
SSI	Rs. 5618/-	Rs. 28,090/-
NON-SSI	Rs. 11,236/-	Rs. 44, 944/-

## **MOUS SIGNED WITH COUNTER PART ORGANISATIONS**

### **To name a few includes:**

- **KOREA**
  1. Korea IT Industry Promotion Agency
  2. KIPA -Korea IT Industry Promotion Agency
  3. KISA
- **HUNGARY**
  - I V S Z Hungarian Association of IT Companies
- **BULGARIA**
  - Bulgarian Association of Software Companies
- **CROATIA**
  - Croatian Information Technology Society
- **KENYA**
  - The Computer Society of kenya
- **DOMINICAN REPUBLIC**
  - Center of Export and Investment, Dominican Republic
- **USA**
  - STATE of MARYLAND
- **AUSTRALIA**
  - Australia India Chambers of Commerce NSW Inc.
- **MEXICO**
  - Camara Nacional de La Industria Electronica de Telecomunicaciones
- **BRAZIL**
  - Câmara Brasileira de Comércio Eletrônico
- **GERMANY**
  - HANNOVERIMPULS GmbH
- **SOUTH AFRICA**
  1. South African Communications Forum
  - II The Information Technology Association (ITA)
  - III South African Electro Technical Council (SAEEC)
  - IV Electronics Industries Federation (EIF)
  - V Black IT Forum
- **VIETNAM**
  - Vietnam Aviation Institute
- **CANADA**
  - Information Technology Association of Canada
- **ISRAEL**
  - The Israeli Association of Software Houses