

Global Access **Business Guide to India**

A comprehensive guide to business, risk and opportunity in India



Interactive Online Event:

Volume One

Thursday, April 26, 2010

Volume Two

Thursday, May 6, 2010

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Business Guide to India

Volume 1: Business Landscape in India

3 hour live, interactive seminar delivered online

April 26, 2010; 1pm EST; 3 hours

The Indian Economy

A snapshot of the Indian marketplace

Cultural Guide

Essential knowledge of customs, hierarchy and religion's influence on business

Regional Handbook

A thorough analysis of regional business opportunities and threats

The Government in Business

Navigate bureaucracy on a central, state and local level

Volume 2: Doing Business in India

3 hour live, interactive seminar delivered online

May 6, 2010; 1pm EST; 3 hours

Market Entry and Opportunity

Perspectives for market penetration, growth and operational excellence

Relationship Management

Strategic partnerships and the people side of doing business in India

Outsourcing & IT

Essential knowledge of the most important sectors for foreign business

The Art of Negotiating

Meeting and negotiating tactics that create positive outcomes for you organization

India is a dynamic marketplace that has established itself among the globe's dominant centers of business. Evident through many economic indicators, India has emerged as one of the most opportunistic markets in the world. Whether your organization currently operates, outsources or is looking into this market, our **Business Guide to India** will provide timely information designed to help you incorporate best practices for doing business in India.

Global Access: **Business Guide to India** is a multipart comprehensive and interactive educational resource that delivers essential market information. This tool caters to organizations that need to further develop their employee, management and decision-maker knowledge of the evolving business landscape in India.

These live online trainings are in-depth offerings that will prepare you for doing business in India. Delivered in a series of volumes, you can attend one or all trainings that suite your needs.

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Volume 1:

Indian Business Landscape

India offers an intriguing opportunity for any organization looking to pursue growth by entering a new market or expanding in a current market. With a significant population experiencing hyper economic growth, India is well positioned to be a lucrative prospect for any organization looking or actively doing business beyond U.S. borders.

Indian Business Landscape, sets the stage for those considering this dynamic market. This first volume of **Business Guide to India** provides key learning objectives, core operating knowledge and a comprehensive understanding of business practices in India. Additionally, this first volume will explore the vast cultural, governmental and economic nuances to reveal market risks and opportunities.

The Indian Economy

A snapshot of current Indian marketplace

- Overview of key economic indicators
- Principles of economic reform and growth
- Past, present and future state of the economy
- Defining India's socio-economic status
- Development and growth strategy

Cultural Guide

Essential knowledge of customs, hierarchy and religion's influence on business

- Fundamentals for a westerner doing business in India
- Mandatory customary guidelines to follow
- Easy steps to bridging the cultural gap
- Business meeting and negotiation etiquette
- The future of Chinese customs in a business setting

Regional Handbook

A thorough analysis of regional opportunities and threats on your business

- Geographical analysis by industry
- "Hot spots" for opportunity, incentives and alignment
- Demographic breakdown by region
- Analysis of opportunistic regions
- Framework for regional selection

The Government in Business

Navigate bureaucracy on a central, state and local level

- Overview of relationship between Government and Business
- Government oversight and control
- Insight on a central, state and local level
- Timelines when working with Government officials
- The influence of social status on business dealings



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Market Entry and Opportunity

Perspectives for market penetration, growth and operational excellence

- Stakeholder demands and expectations
- Implement strategies for success in India
- Competitive analysis for market entrants
- Case studies of company successes and failures
- Industry insight and resource allocation

Relationship Management

Strategic partnerships and the people side of doing business in India

- Essentials to creating and maintaining strong relationships
- Manage relationships through a Indian lens
- Utilize strategic partnerships to maximize resources
- Supplier, customer and employee management
- Address specific organizational constituencies

Outsourcing & IT

Essential knowledge of the most important sectors for foreign business

- Opportunities for domestic business growth using India's knowledge resource
- How India is positioning to be a long-term leader in outsourcing and IT
- Gaining market entry and best practices
- Leading IT and outsourcing cities
- Measures for determining strong ROI

The Art of Negotiating

Meeting and negotiating tactics that create positive outcomes for you organization

- Western versus Indian negotiation tactics
- Guideline to getting deals done
- Drivers for contract negotiations and deal making
- A holistic approach to negotiating
- Effective use of intermediaries

Volume 2:

Doing Business in India

Success in India is dependent on mastering market entry and navigating this complicated marketplace. **Doing Business in India** is a comprehensive resource for achieving results in India.

This second volume in **Business Guide to India** provides strategy, insight and guidance for business success in India. This comprehensive volume walks through the logistics of entering the Indian market, exploring opportunities, better understanding the dynamics of relationships, and maximizing partnerships.

Building upon the concepts learned in Volume 1, this in-depth program will look at doing business in India with a feet-on-the ground approach. Together, this two volume program will provide the strategic knowhow to perform at a high level in the Indian market.



Business Guide to India

Gateway Management offers a full-service portfolio of resources including training, staffing and consulting to deliver innovative solutions for complex business issues. We believe that the business landscape is rapidly changing, and that innovative solutions will determine your organization's success moving forward. Gateway Management's mission is to help organizations achieve their goals through the utilization of talent and management expertise. Our solutions are customized to address the challenges of today's evolving marketplace.

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- DVD:** \$ 499

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