



# Why India? Why Now?

## India Business Outlook

October 8, 2009

St. Louis, MO

Aileen Crowe Nandi,

Principal Commercial Officer, South India



# INDIA: The Market



- **Strongest Global Growth Market**
- **Sustained, Generational**
- **Diverse and Challenging**
- **Private-Sector Economic Vitality**



# INDIA: The Metrics

- **1.2 Billion People**
- **71% Under 35 (Median Age 25)**
- **Rapidly Growing Middle Class**
- **Private Consumption 62% of GDP (39% in China)**





# INDIA: The Momentum



- **Soon to Become 3<sup>rd</sup> Largest Global Economy**
- **Fastest GDP Growth in the World in 3 Years – still growing**
- **More than 100 Foreign R&D Centers**
- **U.S.-India Trade and Investment Blasting Off**



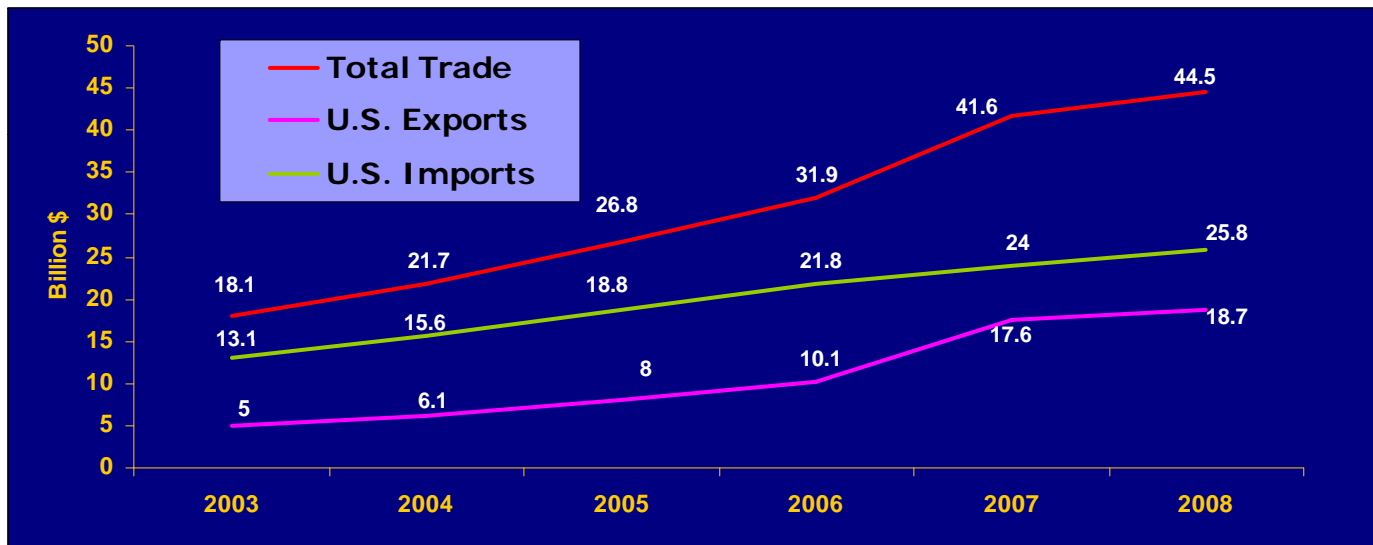
# INDIA: Still Growing

- **5-6% Growth**
- **Weathering the Financial Crisis**
- **Attracting Foreign Investors**
- **Second-Tier Cities and Rural Areas Rising**
- **Economy Expected to Emerge Stronger**





# U.S.-India Trade





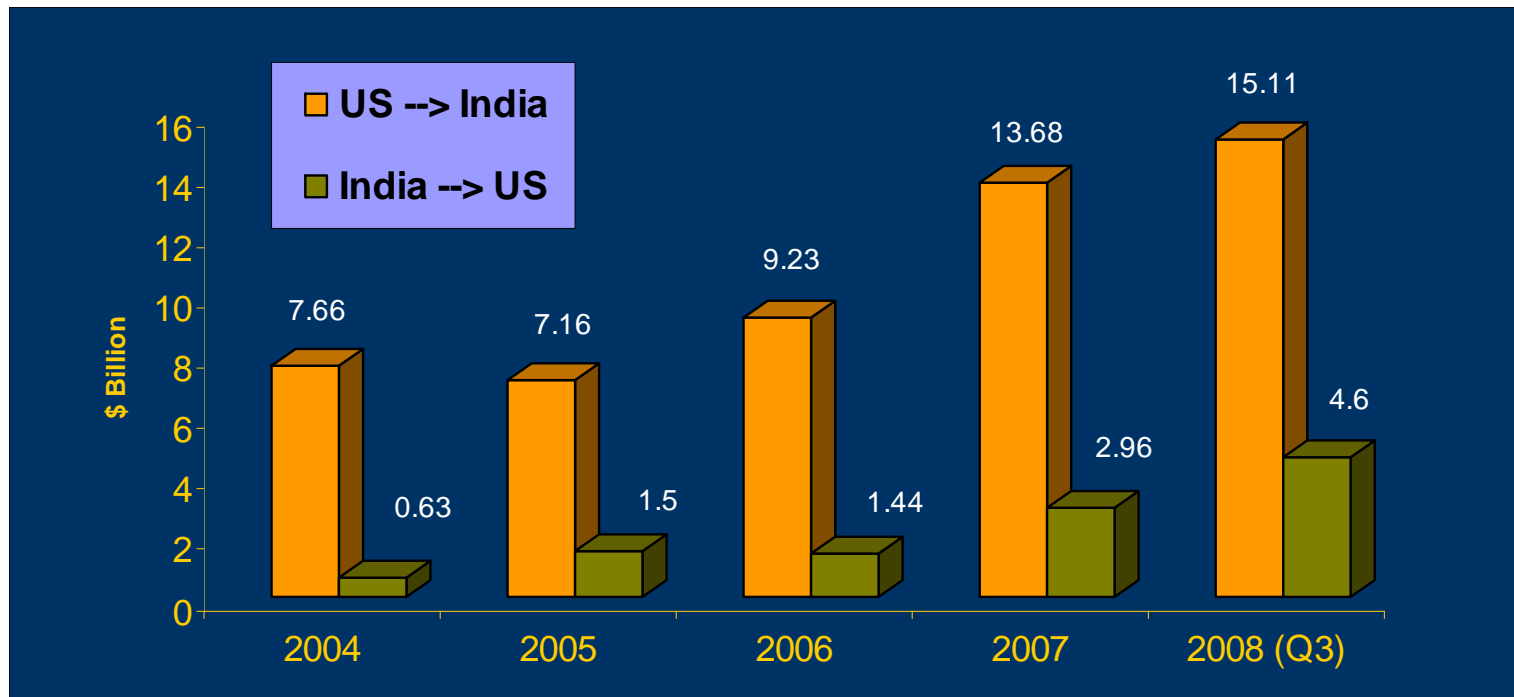
# INDIA: A Top Market

- **# 25 Export Market in 2003**
- **Now #14 and Climbing (Jan 2009)**
- **5.1% Projected GDP Growth 2009 (IMF)**

<u>Projected GDP Growth</u>		
1.	<b>Canada</b>	<b>(-1.2)</b>
2.	<b>China</b>	<b>6.5</b>
3.	<b>Mexico</b>	<b>(-0.3)</b>
4.	<b>Japan</b>	<b>(-2.6)</b>
5.	<b>Germany</b>	<b>(-2.5)</b>
6.	<b>UK</b>	<b>(-2.8)</b>
7.	<b>S Korea</b>	<b>(-4.0)</b>
8.	<b>France</b>	<b>(-1.9)</b>
9.	<b>Brazil</b>	<b>1.8</b>
10.	<b>Netherlands</b>	<b>(-0.8)</b>
11.	<b>Taiwan</b>	<b>2.1</b>
12.	<b>Italy</b>	<b>(-2.1)</b>
13.	<b>Singapore</b>	<b>2.2</b>
14.	<b>India</b>	<b>5.1</b>



# U.S.-India Investment





# CS India

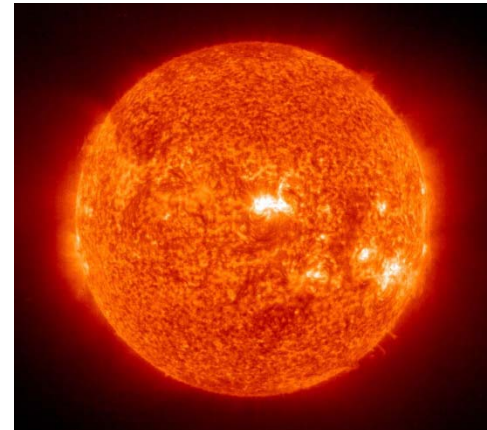
- **50 Professional Staff in 7 Locations**
- **Strategically Focused**
- **Multi-Agency Commercial Office**
- **Your Embassy POC**
- **Your Business **Solution** Provider**





# Emerging and Developing

- **Commercial Nuclear Power**
- **Aerospace and Defense**
- **Energy Efficiency and Solar Power**



# Best Bets in 2009

- **Consumer Goods**
- **Security**
- **Healthcare**
- **Manufacturing**
- **Telecom**





# Tips to Succeed

- **The 3 Ps: Price, Presence and Patience**
- **Penetrate Regional Markets**
- **Know the Players**
- **Sharpen Your Pencil**
- **Partner with the Best**
- **Make Sure You Get Paid**





# For More Information

**[aileen.nandi@mail.doc.gov](mailto:aileen.nandi@mail.doc.gov)**

**[www.export.gov/india](http://www.export.gov/india)**

**[www.buyusa.gov/india](http://www.buyusa.gov/india)**