



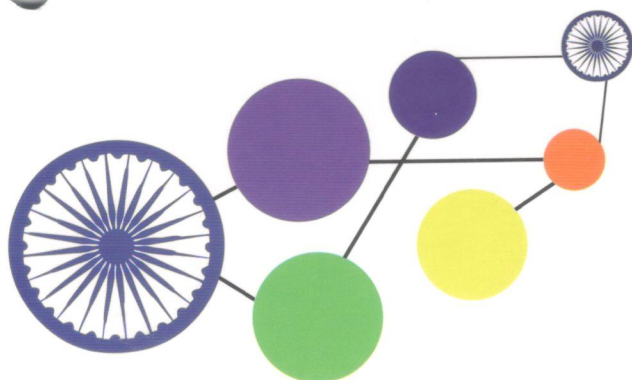
Confederation of Indian Industry



Department of Commerce
Ministry of Commerce & Industry
Government of India



SERVICES EXPORT PROMOTION COUNCIL



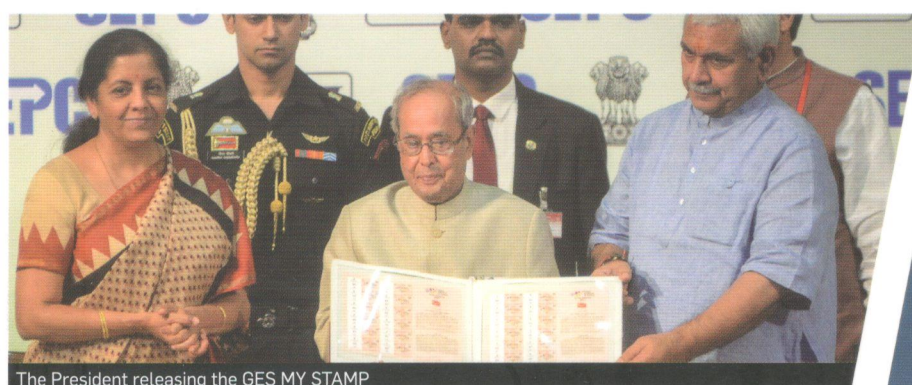
Global Exhibition on Services

The India Opportunity

17-20 April 2017, India Expo Centre and Mart,
Greater Noida, India

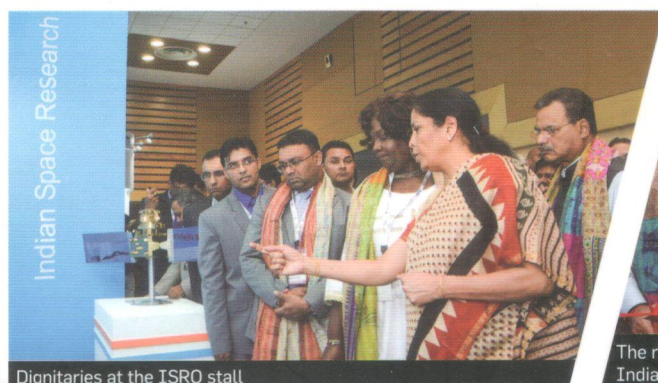


President Shri Pranab Mukherjee along with other dignitaries at the Inaugural of GES 2017



The President releasing the GES MY STAMP

GES 2017
A REPORT
3RD EDITION



Dignitaries at the ISRO stall

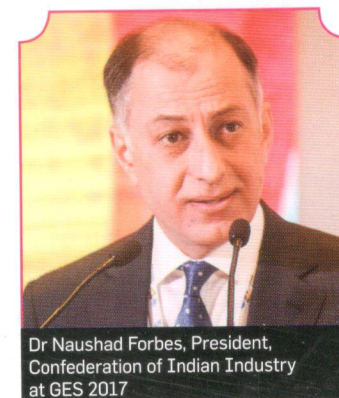
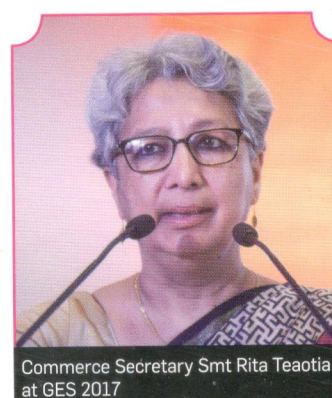


The ribbon-cutting ceremony by Smt Nirmala Sitharaman, Minister of Commerce and Industry, at India Expo Centre and Mart, Greater Noida

KEY HIGHLIGHTS

The Global Exhibition on Services (GES) 2017 was organised with an objective to provide a global platform for increased trade in services, enhance strategic cooperation and strengthen multilateral relationships between all stakeholders to explore new business avenues.

- The Government of India, Ministry of Commerce and Industry in association with Services Export Promotion Council (SEPC) and Confederation of Indian Industry (CII) organized the third edition of GES from 17 to 20 April 2017 at India Expo Mart, Greater Noida.
- GES 2017 was inaugurated by Hon'ble President of India, Shri Pranab Mukherjee, at Rashtrapati Bhavan, on April 17, 2017.
- The President also released the 'GES MY STAMP' in the presence of Hon'ble Minister of Communication, Shri Manoj Sinha.
- GES 2017 was organized at a time when India has included services in the Trade Facilitation Agreement of WTO. This will greatly help developing countries like India which has a very strong service sector.
- The Indian Space Research Organisation (ISRO), which recently won laurels for placing 104 satellites on a single launch, showcased its offerings regarding application of Space Technology for implementing and monitoring of public programmes on real time basis.
- GES 2017 had an innovative addition – Celebrity Studio Talks – featuring spiritual leader Sri Sri Ravi Shankar, film star Shilpa Shetty, film maker Ramesh Sippy and author Amish Tripathi on Indian mythology. These sessions by celebrities were astounding hits with the audience.



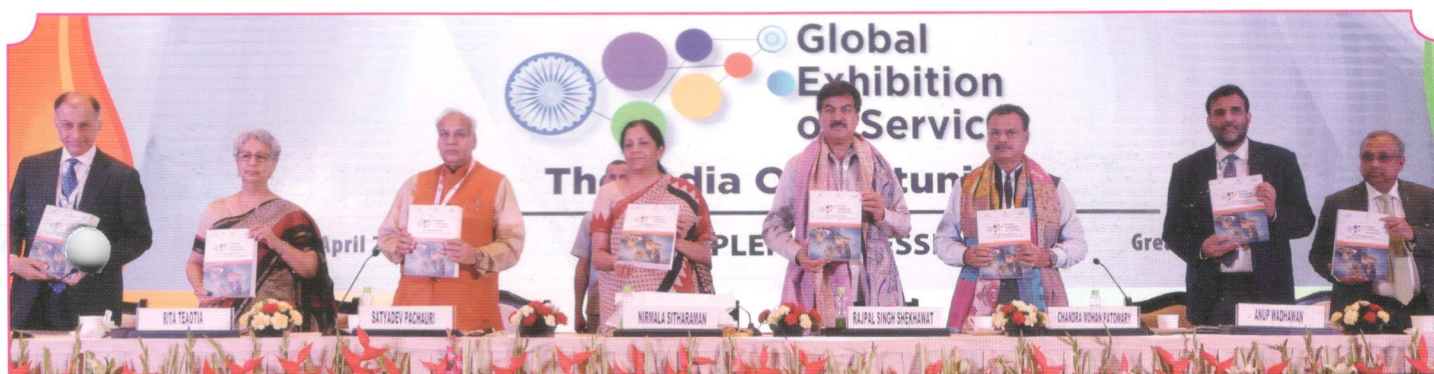
**Block your dates
for the 4th edition of GES
15 - 18 May 2018**

Bombay Exhibition Centre - NSE complex,
Goregaon (E) Mumbai

FOR MORE DETAILS CONTACT

pooja.jha@cii.in | deepak.sharma@cii.in



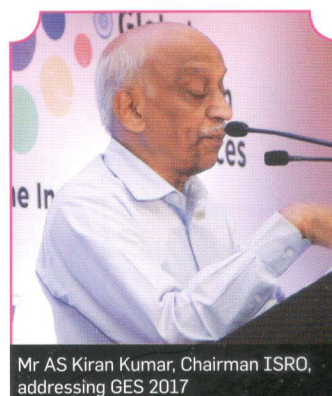


A Report on Export of Health Services being released at GES 2017

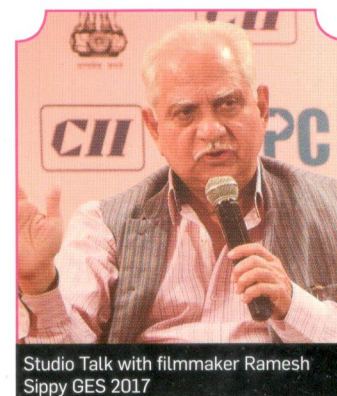
- 'Incredible India Haat' at GES 2017 showcased Indian heritage, handicraft and cuisine to the delight of Indian and foreign delegates.
- To highlight indigenous sports, a live sporting arena was created to showcase India's prowess in games of Kabaddi and Judo.
- At the Media & Entertainment Pavillion, screening of foreign productions which used India as a hub were arranged to the delight of one and all.
- The GES App created for the third edition made it easy for both Indian and foreign delegates as well as visitors from industry sectors to navigate through various parallel events taking place in the four-day event.
- Over 35 MoUs were signed in the M&E sector during GES 2017, which emerged as a major platform to showcase, engage and collaborate on a global scale to promote India's capabilities in services sector.
- Dignitaries at GES 2017 included Hon'ble Ministers of Malawi, Mauritius, Uganda, Republic of Congo, Sierra Leone and Madagascar, underscoring India's growing importance among the community of nations who are seeking to replicate India success in services sector.



Smt. Nirmala Sitharaman, Minister of State (Independent Charge) for Commerce and Industry addressing at GES 2017



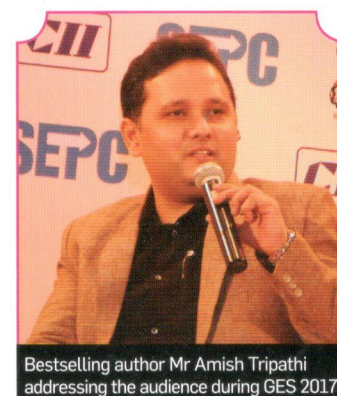
Mr AS Kiran Kumar, Chairman ISRO, addressing GES 2017



Studio Talk with filmmaker Ramesh Sippy GES 2017



Film and fitness icon Shilpa Shetty at GES 2017



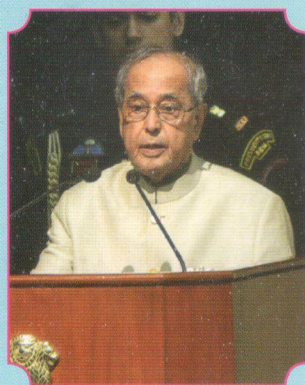
Bestselling author Mr Amish Tripathi addressing the audience during GES 2017

Number of visitors over 25,000
Number of exhibitors 573
Overseas delegates over 450
Countries participation 73

States participation 24
B2B meetings over 5000
Number of sectors covered 20
Number of seminars 30



Smt Shobana Kamineni, President Designate - CII, Commerce Secretary Smt Rita Teatia, Anup Wadhawan, Additional Secretary, Dept of Commerce, Ministry of Commerce and Industry and Chandrajit Banerjee, Director General - CII at the Valedictory Session at GES 2017



India's services exports can help global businesses build their productivity and support jobs across the world. Exchange of services represents the way forward for global trade.

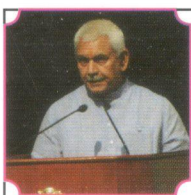
Shri Pranab Mukherjee
President of India



The services segments that India is developing now in areas like space science, health services, railway services, etc, are

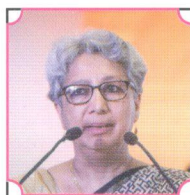
enabling the country to penetrate into newer markets and destinations. These frontier services will enable the country to move in value chain.

Smt Nirmala Sitharaman
Minister of State (Independent Charge) for
Commerce and Industry



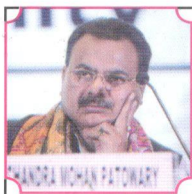
The release of GES Stamp signifies the importance attached by the government to the services sector in general and services exports in particular.

Shri Manoj Sinha,
Minister of State (Independent Charge) for
Communications & Minister of State for
Railways, Government of India



The GES has grown leaps and bounds not only in terms of participation but also in terms of broadening the services sector covered and deepening the engagement. As many as 73 countries are participating at GES 2017.

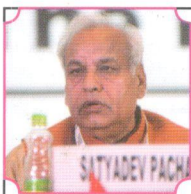
Smt Rita Teatonia
Secretary, Department of Commerce
Ministry of Commerce and Industry



Assam is the nature's gift to humanity. We are blessed with a number of rivers, many of which have been declared as national waterways by

the Government of India. These rivers offer excellent connectivity with ports to transport your goods.

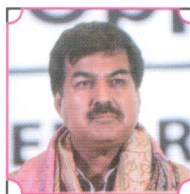
Shri Chandra Mohan Patowary
Minister for Transport, Commerce &
Industry, Parliamentary Affairs, Skill,
Employment, Government of Assam



Services sector is the only sector that can provide maximum employment to our youth in a sustainable manner with minimum pressure

on our natural resources.

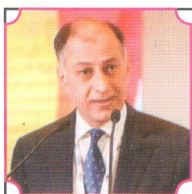
Shri Satyadev Pachauri
Minister for MSME, Export Promotion,
Textiles, Khadi and Sericulture
Government of Uttar Pradesh



Our state not only takes pride in palaces and desert tourism, but we are also coming up in a big way in the field of IT and ITeS. Rajasthan will

soon emerge as a knowledge hub.

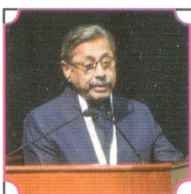
Shri Rajpal Singh Shekhawat
Minister for Industry
Government of Rajasthan



In India, tourism, healthcare and education sectors have the potential to grow many folds. We have to put in place a strategy to enhance

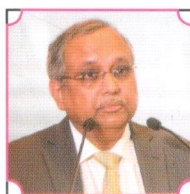
our market share in these verticals. Our approach should be sensitive to attract the middle of the pyramid rather than the top and bottom layers.

Dr Naushad Forbes
President, Confederation of Indian Industry



India healthcare model will be ideally suited to other developing countries since their demographic and income profiles will be similar to those of India.

Dr Naresh Trehan,
Chairman, CII Healthcare Council



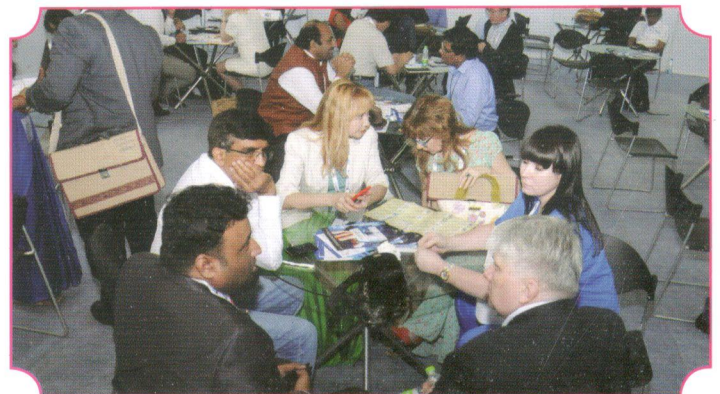
GES has emerged as an institutional international platform for promotion of services trade.

Shri Chandrajit Banerjee
Director General,
Confederation of Indian Industry

B2B MEETING

The GES platform has let entrepreneurs transcend international boundaries to join India's efforts to develop long-term ties in order to expand its services sector footprint globally. Over 5,000 B2B meetings were conducted during GES 2017.

- As a one-stop-shop for meetings, networking and collaboration in the services space, a notable feature of GES 2017 was the Business to Business (B2B) meetings facilitated by CII's Online Business Resource Centre. With over 5,000 B2B meetings, the third edition of GES emerged as a unique platform for participants from India and abroad to have one-on-one interaction to explore new horizons of growth by building new synergies.
- Large number of B2B meetings across sectors, especially Healthcare, Hospitality, Tourism, IT & ITeS, Electronic Manufacturing and SME's took place at GES 2017. A large number of these are expected to business conversion.
- 25 international buyers/investors pertaining to M&E services participated at GES 2017 from countries like USA, UK, Germany, Korea, Thailand, Iran, Mongolia, Ireland, Dubai and Austria, among others.
- 45 buyers from 25 countries participated in the tourism segment. Shri Arun Nanda, Chairman, CII Tourism and Hospitality and Chairman Mahindra Hotels had an exclusive meeting with the Uganda Tourism Minister and with buyers from Thailand, Spain, Canada, Malaysia, United Kingdom.
- As far as the Indian Healthcare sector is concerned, JVs with the countries of Central Asia, Africa and LAC were initiated at GES 2017.



INTERNATIONAL

GES 2017 emerged as a platform to help India strengthen its global standing in the services space. From ecommerce companies to handicraft makers and smart home solution providers from foreign shores, GES 2017 offered an international platform to these firms in order to help them tap the services potential of India.

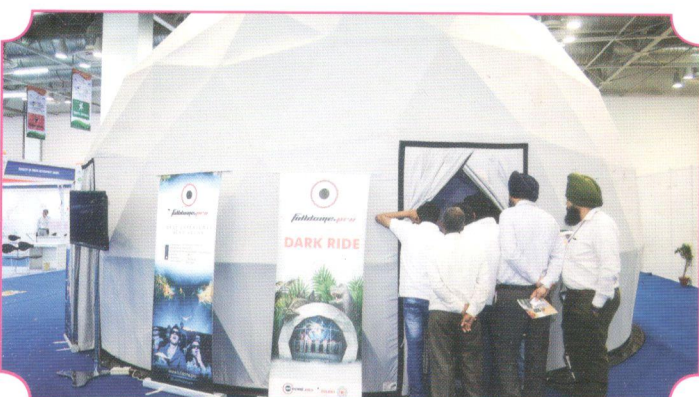
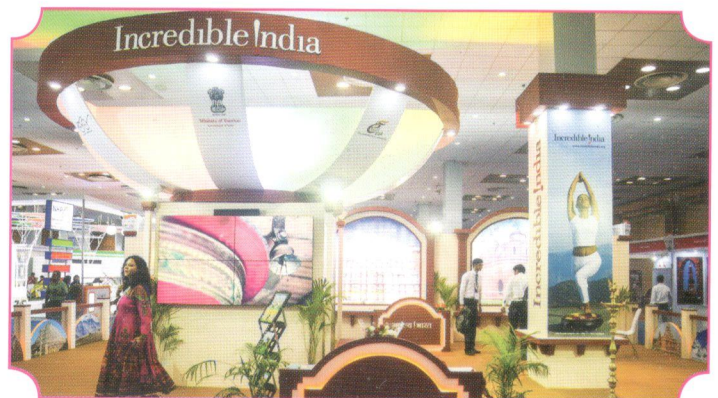
- The three-day flagship event on services saw participation from 73 countries, helping Indian companies, particularly startups, to learn from the global exposure through knowledge sharing and collaborations.
- Overseas delegations led by Ministers of Malawi, Mauritius, Uganda, Republic of Congo, Sierra Leone and Madagascar were at GES 2017 to build new partnerships for mutual growth.
- International buyers and investors participated for the GES 2017 from Countries like the US, UK, Germany, Korea, Thailand, Iran, Mongolia, Ireland, Dubai and Austria among many others.
- With growing Indo-China trade, GES 2017 stressed on increasing India's services export to the giant neighbour.
- India is catering IT and IT-enabled services to the world. But healthcare, particularly medical tourism, creates a huge scope for other countries to market services like logistics, financial services, services revolving around SMB sector, etc.
- India needs to keep in view that many countries are gearing up to enhance their service exports such as Philippines, Vietnam, Latin American countries, etc.



EXHIBITION

GES 2017 provided an extensive global platform to key service sectors from India to enhance the visibility of their offerings. Services trade stakeholder from India and various countries scouted for different services, trade capabilities and forged joint ventures and other forms of trade ties to realise the full growth potential of the Indian services sector.

- The three-day global B2B exhibition was spread across 42,000 sq metres at the India Exposition Mart, Greater Noida.
- The key highlight of GES 2017 was participation by as many as 573 national and international exhibitors in 20 focus service sectors.
- It emerged as a unique platform to SMEs and startups to showcase their innovative offerings.
- The exhibition provided useful insights into alternative and emerging business models in the services space.
- Post production services film festival featured 14 films from India and across the world, showcasing the finest in India's post production facilities.
- GES 2017 displayed India's coaching, training and infrastructure prowess through live training sessions on sports like wrestling, kabaddi and judo



INDIAN PARTNER STATES

The 3rd edition of GES witnessed participation from as many as 24 Indian states, the largest so far, highlighting the diversity of different services India has to offer to the world.

- Seeking to become a knowledge hub, Rajasthan is coming up in a big way in the field of IT and ITeS. The state, known for its palaces and desert tourism, is also actively involved in skills training programmes. The state government's policy is supportive of youngsters taking up entrepreneurship as a profession.
- Services form 56 per cent share of Uttar Pradesh's GDP. The state government plans to develop four Logistics Parks on the national freight corridor passing through the state to further boost services growth. The government wants to develop Jewar airport near Noida as an international airport.
- Assam needs to have better connectivity with ASEAN countries and a world-class airport at Guwahati would be of great help in this regard. The Assam government also seeks help from global schools in terms of investment in order to tap the education potential in the state.
- Blessed with the bounty of nature, Assam's rivers, many of which have been declared national waterways, offer great connectivity to sea ports.
- In order to boost medical tourism, Total Health Model in Chitour, Kerala, aims to provide health treatment at a very minimal cost to visitors from countries who cannot afford high cost treatment.



KNOWLEDGE SESSIONS

GES provided a definitive platform for exchange of knowledge between service sector industry, business leaders, academia and policy makers. As many as 30 seminars took place at GES 2017.

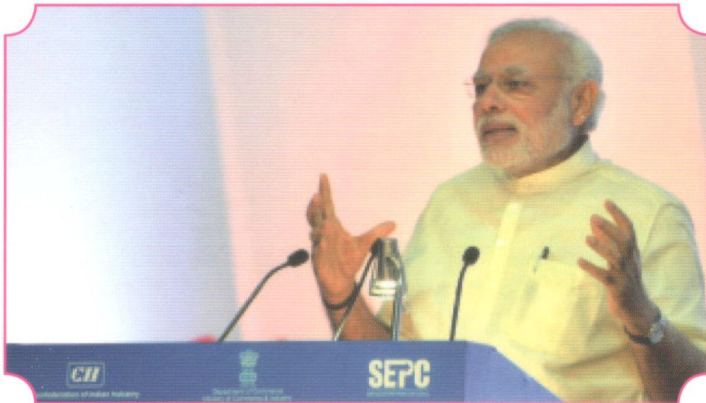
Having established itself as a global platform for service sector industry providing an interface with world statesmen, business leaders, academia, policy makers and media leaders, as many as 30 knowledge sessions were organized during GES 2017 to offer useful insights into the emerging opportunities and best practices. Some key takeaways:

- If services segment is to reap maximum benefits by tapping the services export potential from India, it is imperative to focus on skills, both low-end and high-end, and to create technology platforms for export of these services from every part of the country.
- Tier 2, Tier 3 and Tier 4 cities and towns should be brought under the technology platform for seamless export of services.
- There is an overwhelming response to the government policy like 'Make in India', 'Digital India', etc. But at the same time, it is important to have 'servicification' of manufacturing sector to unlock potential of the sector.
- Frontier technologies like artificial intelligence, drones, semi-conductors in Internet of Things (IoT) should be popularised.
- Internet and broadband penetration in the country needs to be accelerated.
- India is catering IT and IT-enabled services to the world. But healthcare, particularly medical tourism, creates a huge scope for other countries to market services like logistics, financial services, services revolving around SMB sector, etc.



GES THROUGH THE YEARS

Seeking to give the Indian services the global visibility and to simultaneously encourage trade in services at the global scale, GES was created as a dedicated platform to engage industry and governments across the world to promote greater exchange of trade in services.



We need to come out of the protection mentality and be confident enough to embrace the world and technology. For in doing so more jobs are expected to open up in the services sector.

Shri Narendra Modi, Prime Minister of India
GES 2015 Inaugural Address

