

The Business

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■ Mr Ravi, third from left, addresses the Press meet in New Delhi in the presence of Mr Grover, Mr Naidu, Ms Al Saleh, Ms Janahi, Dr Pandit and other officials

New push to boost India trade links

MANAMA: A Bahrain-India Week to promote trade relations between the two countries will be held in December.

Bahrain Chamber of Commerce and Industry (BCCI) announced that the high-powered B2B exhibition will be designed to bring together Indian companies from various sectors and promote partnerships between the two countries.

The B2B expo will take place on December 1 and 2, at Hall One of the Bahrain International Exhibition and Convention Centre.

The event is supported by India's Ministry of External Affairs, the Indian Embassy and Bahrain's Industry, Commerce and Tourism Ministry. The Federation of Indian Export Organisations and Indian Business Chamber are the two supporting bodies from the Indian side for the event with BCCI, Economic Development Board, Tamkeen and Bahrain's Embassy in India on the Bahraini side.

At a Press meeting to announce the event in New Delhi, Deputy Ambassador for the Bahraini mission in India Maram Al Saleh said: "The Bahrain-India Week could not have come at a better time. India's 'Make in India' programme matches perfectly with Bahrain's Vision 2030 goals to encourage sustainable development through SME and manufac-

turing development."

Indian Ambassador Alok Kumar Sinha said he was confident the event would take Bahrain-India commercial and economic ties to a new growth trajectory.

The event is being organised by Bahrain-based PRM Marketing Consultancy and its Indian associate Miracle Solutions chairman Gaurav Grover. There will also be a BCCI-organised Investment Forum on the sidelines of the event.

"We believe that Bahrain, with its business-friendly, tax-free environment, lower costs of labour and doing business than any other Gulf country, is unexplored by booming Indian businesses," said PRM Marketing Consultancy chairman P K Ravi, addressing Indian ministry officials and investors.

"The kingdom offers 100 per cent ownership of businesses as well. It also has immense and geographic and infrastructural advantage. India is today one of the most promising economies and fits the 'Look East' vision of Bahrain's leadership."

The event was attended by BCCI board member Ahlam Janahi, Delhi legislator Alka Lamba, Ministry of External Affairs director of investment, technology promotion and energy security Nagaraj Naidu, director (Gulf nations) R V Prasad and Dr Unnat Pandit, officer on special duty to the Minister of State for Industry and Commerce.



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