



# A U S T R A L I A - I N D I A F O C U S

**AUGUST-SEP 2004 – ISSUE 31**



## Premier Beattie Promotes Queensland-India Trade and Investment

On 14 September, Queensland Premier Peter Beattie hosted an event for India's top movie stars, producers and executives in Mumbai to promote Queensland's expertise in film production, post-production and support crews. The Premier visited Mumbai during a 10-day trade and investment mission to India and Japan. Targeting 'Bollywood' is part of a broader Queensland strategy to help the state benefit from the continuing growth of India's economy, population and global influence. Film production expenditure in Queensland has skyrocketed from \$10 million a year 10 years ago to average more than \$100 million a year today.

"Queensland has some of the world's most spectacular locations, which have begun to feature in Indian films and TV commercials over the past four years" said Premier Beattie. "Today I made sure some of Bollywood's top people know Queensland is also the best place for post-production, and that we have some of the smartest movie talent in the world."

"I want the steady stream of post-production work in Queensland to become a deluge - because it will create jobs for Queenslanders and spin off to encourage other industries such as tourism," the Premier said.

In Bangalore, the Premier officially opened the first Queensland Government Trade and Investment Office in India. Mr David Belham, an expert in international communications and information systems, has been announced as the Queensland Government representative. The Premier also witnessed the signing of two memoranda of understanding involving Australian and Indian education institutes.

Queensland's growing interest and engagement with India was reflected in strong participation in the latest Queensland-AIBC Breakfast Briefing, held at the Inchcolm Hotel in Brisbane on Thursday 5 August 2004 .

The keynote speaker was His Excellency Mr PP Shukla, High Commissioner of India (Canberra) who provided an overview on India's recent elections and the policy direction of the new government.



Hon Mike Ahern Queensland Special Commissioner for India hosted the fourth Queensland-AIBC 'India Breakfast Briefing'

Guest speakers were Professor Marika Vicziany, Director, Monash Asia Institute, Monash University, who discussed truths and misconceptions about India, and Ms Gayle O'Brien, who provided an overview on Queensland Government trade initiatives for India. Hon Mike Ahern, Queensland Special Commissioner for India, was the Master of Ceremonies.

## **Australia-India Air Services to Boost Tourism**

Australian and Indian airline carriers now have significantly liberalised access to each other's markets, following the recent signing of a new bilateral Air Services Agreement and a Memorandum of Understanding (MoU).

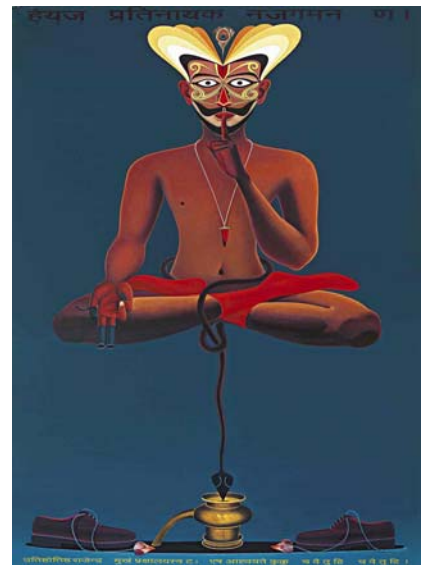
The new arrangements were agreed in negotiations between Australian and Indian officials in New Delhi on 8 and 9 September 2004. The new measures, effective immediately, will boost the number of airline seats available weekly between India and Australia from 2100 to 4500. Australian carriers will have access to four major entry points in India: New Delhi, Mumbai, Kolkata and Chennai. Indian carriers will have access to Australia's four gateways: Sydney, Melbourne, Brisbane and Perth. Seats available will increase to 5500 in October 2005 and 6500 in October 2006. In addition, an open freight agreement with unlimited capacity and open routes was also agreed. The new arrangements create a more modern and flexible operating environment for Australian and Indian carriers and include multiple airline designation, the use of leased aircraft and modernised safety protocols. Tourism in both directions should benefit from the improved access. Currently, Qantas is the only airline operating a direct service between Australia and India. On 1 September 2004, Qantas re-entered the Indian market with the launch of its thrice weekly non-stop service between Sydney and Mumbai.

## **Edge of Desire: Recent Art in India**

The Art Gallery of Western Australia held the official opening of a world premier exhibition on 24 September 2004. *Edge of Desire: Recent art in India* presents drawing, paintings, video, sculptures, installations and photography from 38 of India's most exciting visual artists. Visually resplendent and politically engaged, playful yet deeply serious, their work is as diverse as the artists themselves. Some have rarely strayed outside their district of birth and never participated in the cultural life of India's university-educated elite; others enjoy de-facto world citizenship and major international reputations. Some have written books and taught generations of art students, while others have never been past primary school. A few don't even identify themselves as artists, no matter how broadly that category may be defined.

Featuring such a disparate group of artists, *Edge of Desire* provides a vital overview of the diversity of material - from fine art, to craft, to folk art - that constitutes contemporary art in India. What emerges is a rich visual tapestry addressing a myriad of local concerns as experienced within the context of world debates and influences. Most, however, are responses to the unprecedented changes taking place in India's society, culture and economy within the context of emerging fundamentalism and the effects of globalisation. Concentrating on work made since the early 1990s, *Edge of Desire* offers an opportunity to be immersed in some of the most original, socially engaged and exciting art being produced today.

*Edge of Desire: Recent art in India* offers the first opportunity for the people of Australia and North America to take a comprehensive look at contemporary Indian visual culture. The Art Gallery of Western Australia has collaborated with the Asia Society, New York, on this landmark exhibition, one of the first major international touring shows of Indian contemporary art. After showing in Perth, *Edge of Desire* travels to the Asia Society and Museum, New York, (1 March - 30 May 2005) and subsequently to major museums in Mexico City, San Francisco and Toronto, among other locations. *Edge of Desire: Recent art in India* shows at the Art Gallery of Western Australia from 25 September 2004 - 16 January 2005. The exhibition has been co-organised by the Art Gallery of Western Australia, and the Asia Society, New York, and was conceived and guided by a steering group drawn from the two institutions. The curator for the exhibition is Chaitanya Simbrani, of the Australian National University. The Australia-India Council is an exhibition sponsor.



Surendran Nair, Mephistopheles... otherwise the quaquaversal prolix (cuckoonebulopolis 2003)

## 2004 AIBC India Independence Day Address

The inaugural Australia India Business Council “India Independence Day Address” was delivered by NSW Premier the Hon. Bob Carr MP on Wednesday 11 August at The Menzies Hotel in Sydney. The luncheon was principally sponsored by Ernst & Young and Qantas.

Chairman of the AIBC, Mr Neville Roach thanked the Premier for his support for the growing trade relationship between NSW and India.

Hon Henry Tsang OAM MLC, Chairman of the Asia Business Advisory Council (the NSW government’s key business advisory body for Asia) remarked that the Premier’s recent appointment of Mr Neville Roach to the Council acknowledged India’s growing role as an export destination and source of investments to the state.

Premier Carr spoke of India’s key successes since Independence:

- The recent election in India illustrates the fundamental starting point for India’s success – India is a democracy and demonstrates that democracies work.
- India is now demonstrating a new development model, transforming its economy through high-skill services exports.
- India successfully manages multiculturalism – it holds together a bewildering diversity, sticking to a secular constitution and institutions of parliamentary democracy

Premier Carr acknowledged Australia’s partnership role in India’s growing prosperity. He outlined other areas for partnership between Australia and India, including in advancing regional and global security.

The luncheon included a performance by country music star, Mr Bobby Cash. Other speakers included Consul General of India Mr M Ganapathi, Regional Manager Sales QANTAS Mr Peter Collins, Chairman Accor Hotels Asia Pacific Mr David Baffsky (AO) and Partner Ernst & Young Mr Alf Capito.

Other sponsors included: BDO Chartered Accountants, University of Sydney, Indian Link, IDP Education Australia, Deacons and Accor Hotels.

A full text of the Premier’s speech is available of the Australia India Business Council’s website <http://www.aibc.org.au/IIDLunchPremier.pdf>



Premier of NSW Hon Bob Carr MP and Chairman of AIBC Mr Neville Roach AO

## Premier of NSW to lead trade visit to India

The Premier of NSW, Hon Bob Carr, will lead a trade visit to India in November 2004.

The Premier’s program includes several events in New Delhi and Mumbai, in which delegates from companies that have an interest in India may consider participating. These include events organised by National Association of Software and Service Companies (NASSCOM), Federation of Indian Chambers of Commerce and Industry (FICCI) and Confederation of Indian Industry (CII), and a reception in Mumbai hosted by the Premier in conjunction with the Australian Consulate General (Mumbai).

If you would like to attend these events, or require further information, please contact David McGeachie, Department of State and Regional Development (02) 9338 6961 or Divya Raghavan, AIBC on (02) 258 7858.

## **Reforms Offer Significant Opportunities for India: Professor Ross Garnaut**

There is great opportunity for India to build on its achievements of the past few years by further dismantling barriers to international trade, according to eminent Australian economist, Professor Ross Garnaut AO.

Delivering the third Sir John Crawford lecture in New Delhi on 28 September, on the theme “India, China and Australia: Lessons from Different Paths in Economic Reform”, Professor Garnaut, Professor of Economics at the Australian National University, said that conventional economic analysis had underforecast the full range of benefits flowing from economic reform in India, China and Australia.

Professor Garnaut said that the most pronounced effect of reforms had been the growth in exports in the three countries. “For the first extended period since independence, India has been rapidly increasing its share of global trade. From a level of around forty percent of Australian exports in 1980, Indian exports this year may exceed Australia’s.”

He noted that the early economic successes of Japan, Korea and Taiwan had been a demonstration to China’s leaders of the value of economic reform. In turn, rising labour costs and demographic changes now emerging in China’s coastal provinces meant that there were growing opportunities for India to expand its labour-intensive export performance.

In response to a question, Professor Garnaut noted that the most effective way to achieve high economic growth was to pursue reform of the domestic economy as well as reforming barriers to international trade.

The Sir John Crawford lecture series is organised jointly by the Australia-India Council (AIC), the Australian High Commission and the National Council of Applied Economic Research (NCAER) to commemorate the contributions of well-known Australian scientist, the late Sir John Crawford, who helped pioneer the Green Revolution in India.

The lecture and subsequent discussion was chaired by Dr Bimal Jalan, Member of Parliament in the Rajya Sabha and former Governor of the Reserve Bank of India. Professor Garnaut is currently Professor of Economics, Research School of Pacific and Asian Studies in the Australian National University. Besides serving as Australia’s Ambassador to China from 1985-88, Professor Garnaut sits on the boards of international research organisations in Beijing, Washington, Australia and Indonesia and is also a board member of several large international companies.

For a full copy of Professor Garnaut’s address please contact the AIC on [ausindia.council@dfat.gov.au](mailto:ausindia.council@dfat.gov.au)



Professor Ross Garnaut AO delivers the third Sir John Crawford lecture in New Delhi on 28 September, on the theme “India, China and Australia: Lessons from Different Paths in Economic Reform”

## **Launch of the Australia India Information Industries Business Network & Seminar on ICT Collaboration**

On 2 August, the Australia India Business Council, with the support of Multimedia Victoria, the Australian Information Industries Association and the Forum of Indian IT companies, successfully launched the Australia India Information Industries Business Network (AIIIBN) as the ICT chapter of the Australia India Business Council.

The AIIIBN was established under the MOU Concerning Co-operation in the Information Industries in 2000 signed by Australia's Minister for Trade the Hon Mark Vaile and the then Indian Minister for Information Technology and Parliamentary Affairs, Mr Pramod Mahajan.

The large Australian ICT market has already attracted a number of Indian ICT companies. The Indian ICT market is also growing rapidly and offers significant potential for the export of advanced products and services from Australia. Seminar presentations prior to the launch demonstrated that while there is no reason why Australian and Indian ICT companies can't enter each other's markets on their own, there are also many opportunities for them to collaborate in both countries and around the world. The event attracted over 120 businesspeople from Victoria, indicating strong interest among Australian ICT firms in opportunities for collaboration with Indian companies.

Presentations from Australian ICT companies illustrated the benefits from collaboration between Indian and Australian companies. In particular, case studies illustrated how firms can complement each other to enhance their chances of winning systems integration and outsourcing business. Similarly, they can complete projects and deliver services using infrastructure, skilled resources and solutions sourced from both Australia and India. Such partnerships can also enable the transfer of skills and technology in both directions, thereby strengthening their competitive position.

Victorian Minister for ICT, Marsha Thompson MP, who will be leading an ICT delegation to India in October, launched the AIIIBN. Speakers included Mr M Ganapathi, Consul-General of India, Mr David Kennedy, Department of Communications IT and the Arts, Mr Kee Wong, Chairman AIIA Victoria and Anil Verma, President of the Forum of Indian IT Companies (the Australian chapter of the National Association of Software and Service Companies (NASSCOM)) and leaders of the Indian and Australian ICT industry associations supported the launch.

Co-Chairman of the AIIIBN, Mr S Lakshinarayanan, Additional Secretary at the Department of Information Technology New Delhi, welcomed the launch. "India is happy to support the constructive attitude adopted by the Australian government to offshoring, which has led to several Indian IT companies like Infosys, Satyam, TCS, Birlasoft and ZenSar to set up and operate software development centers from Australia. The Government of India appreciates the initiatives undertaken by the Australian Government for taking steps to strengthen bilateral cooperation with India in the ICT sector." Mr Kiran Karnik, President of NASSCOM welcomed growing collaboration between Indian and Australian firms. "The Asia-Pacific sector is emerging as a fast growth sector in the global ICT market. Australia and India are both important markets in this region and provide numerous opportunities for cooperation within their own markets as well as to other countries."

The National Convenor of the AIIIBN is Mr Neville Roach, and Convenor of the Victorian Chapter of the AIIIBN is Mr Ravi Bhatia.



Chairman of AIBC and Convenor of AIIIBN, Mr Neville Roach, AO.

## Satyam Opens Global Development Centre in Melbourne

On 1 September Satyam Computer Services Limited, announced the opening of its largest global development centre outside of India at Melbourne Central. The Minister for Information and Communication Technology, Hon Marsha Thomson MP said the 300 seat state-of-the-art centre would position Victoria as a hub for Satyam's Asia-Pacific projects.

"The global development centre will perform software development work for local and international Satyam customers and plans are already underway to undertake work for clients in the Asia-Pacific, including Japan, here in Australia," Ms Thomson said. "Companies like Satyam Computer Services are choosing Victoria over other international locations because of our key strengths in ICT skills development – we are Australia's leading producer of IT and computing graduates – and in cutting edge ICT research and development."

Ms Thomson said investments like the one by Satyam play an important part in internationalising the local ICT industry, providing access to cutting-edge technologies and global networks to make it more connected and competitive.

## Indian Centres Help IELTS Australia Win Export Award Accolades

IELTS Australia Pty Ltd, a subsidiary of AIBC member IDP Education Australia and 14 Australian education institutions, has won the prestigious 2004 ACT Chief Minister's Education Export Award, with the help of India-based test centres.

The ACT Export Award recognised the Canberra-headquartered company, first established in 1991, for administering, marketing and delivering the International English Language Testing System (IELTS) through operations in 33 countries around the world. The Export Award is recognition for the strong candidature growth of 49% in 2003 despite challenging international conditions, according to Ms Lindy Hyam, Chief Executive of IDP Education Australia and IELTS Australia.



Emeritus Professor Deane Terrell, AO, Chair Board of IELTS Australia with Ms Lindy Hyam, CEO IDP Education

"A powerful branding strategy, innovative marketing and promotion, and a focus on maintaining the integrity and security of the test to institutions, governments and professional associations has helped us significantly increase our share of the global English Language testing market in the last few years," said Ms Hyam. The award was based on some significant acceptance of the test at centres throughout India. The growth has been so strong that India looks set to become one of the major users of International English Language Tests. In India, a network of new IDP Learning Centres will offer short preparatory courses to students who are planning to sit for the IELTS test. The new IDP Learning Centres aim to provide thousands of Indian students increased access to Australian educational opportunities.

IELTS is used by students seeking entry into education institutions around the world, professionals seeking accreditation and recognition, organisations and governments for benchmarking to international standards and for immigration purposes, and by individuals seeking global mobility through migration and/or employment. IELTS Australia Pty Ltd administers, markets and delivers the International English Language Test (IELTS). The test is owned, managed and delivered in Australia and around the world via a partnership of IELTS Australia, the British Council and the University of Cambridge ESOL Examinations. It is an internationally recognised test of English language proficiency which assesses all four language skills: listening, reading, writing and speaking. For more information please visit the following website: [www.idp.com/globalexaminationservices](http://www.idp.com/globalexaminationservices)

## Lowy Institute Launch of "India: the next economic giant" report

Trade Minister Hon Mark Vaile MP launched the Lowy Institute's first publication, *India: the next economic giant* at a breakfast in Sydney on 13 August. Minister Vaile commented on the growing exports of Australian goods and services to India, attracted by the surging Indian economy. "Like India's economy before 1991, Australia's economic engagement with India has not always measured up to expectations. But this too has changed." Australian exports to India doubled in the last calendar year and India is now Australia's 7<sup>th</sup> largest trading partner.



Mark Thirlwell, Director International Economy and author of *India: the next economic giant*, commented on the unique development path being followed by India; a path that is very different to that followed in East Asia, which has moved up the value chain of manufactured goods. "In contrast, India is now making its mark in the global marketplace by exporting services, and competing in areas traditionally thought to be the preserve of more developed economies." This services-led development model supplies the world with greater levels of high quality, skilled workers at low cost, providing a spur to international productivity and world growth prospects. "With one third of the world's poorest people living in India" noted Thirlwell, "continued growth in the Indian economy will also have a good impact on global poverty levels."

The Australia India Business Council, Asialink and Lowy Institute will host a luncheon to launch the Lowy Institute research report on "India: The Next Economic Giant", in Melbourne on Wednesday 13 October. Hon John Brumby MP, Treasurer of the State Government of Victoria, will launch the report and a panel of business leaders will comment on their own experiences in doing business with one of the world's fastest growing markets. Further details on the report may be found online at <http://www.lowyinstitute.org>

## UPCOMING EVENTS OF INTEREST—AUSTRALIA

- AIBC, Asialink and Lowy Institute present 'India: the Next Economic Giant'- Melbourne Launch of Lowy Institute report on India, Wednesday 13 November Email Lucy Moore, Asialink [l.moore@unimelb.edu.au](mailto:l.moore@unimelb.edu.au)
- Australia India Chamber Commerce & Australia India Business Council Cruise - Yarra and Port Phillip Bay, Friday 12 November, Email Harish Rao [harishrao@aicc.com.au](mailto:harishrao@aicc.com.au)
- AIBC Social Event, November 2004, Sydney Email [divya.raghavan@aseanfocus.com](mailto:divya.raghavan@aseanfocus.com)
- AIBC hosts Sabeer Bhatia, founder of Hotmail, November 2004, Melbourne and Sydney Email [divya.raghavan@aseanfocus.com](mailto:divya.raghavan@aseanfocus.com)

## UPCOMING EVENTS OF INTEREST—INDIA

- The Premier of NSW, Hon Bob Carr, will lead a trade visit to India from 1-5 November 2004. The Premier's program includes several events in New Delhi and Mumbai, in which delegates from companies that have an interest in India may consider participating. These include events organised by National Association of Software and Service Companies (NASSCOM), Federation of Indian Chambers of Commerce and Industry (FICCI) and Confederation of Indian Industry (CII), and a reception in Mumbai hosted by the Premier in conjunction with the Australian Consulate General (Mumbai). Registration is required. To participate, please email Divya Raghavan at the AIBC Secretariat for further information: [divya.raghavan@aseanfocus.com](mailto:divya.raghavan@aseanfocus.com)

For further events in India, please refer to the website of the Indian Consulate General (Sydney) [www.indianconsulatesydney.org/Programme\\_of\\_Events\\_India.pdf](http://www.indianconsulatesydney.org/Programme_of_Events_India.pdf); and the High Commission of India (Canberra) [www.highcommissionofindiaaustralia.org/Impevents\\_pg.htm](http://www.highcommissionofindiaaustralia.org/Impevents_pg.htm)

## Australia-India Focus

The Australia-India Focus newsletter is produced bi-monthly by the Australia-India Council and the Australia India Business Council.

Australia-India Focus aims to inform our readers on the range of cultural and business activities occurring between Australia and India.

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Australia-India Focus is also available from the Australia India Business Council's website at [www.aibc.org.au/newsletter/htm](http://www.aibc.org.au/newsletter/htm) and the Australia-India Council's website at [www.dfat.gov.au/aic](http://www.dfat.gov.au/aic)



The Australia-India Council (AIC) was established in 1992 in response to a recommendation by the Senate Standing Committee on Foreign Affairs, Defence and Trade, following an inquiry into Australia's relations with India.

The Council initiates or supports a range of activities designed to promote a greater awareness of Australia in India and a greater awareness of India in Australia, including visits and exchanges between the two countries, development of institutional links, and support of studies in each country of the other.

The Council offers support, in the form of funding, for projects likely to contribute to the development of the relationship, within the context of AIC objectives and guidelines.

For more information, visit [www.dfat.gov.au/aic](http://www.dfat.gov.au/aic)

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The AIBC is a national NGO and is recognised by the Australian government as the peak body for promoting business links between Australia and India.

The AIBC is the first point of contact by government and business representatives from both countries seeking access to industry, business and government leaders of both countries.

The AIBC maintains close relationships with strategic government agencies, the diplomatic corps and industry bodies, and also has an affiliated counterpart in India, the India Australia Joint Business Council.

The AIBC has representatives and members across all states and territories in Australia, and has three different membership categories available.

For more information, visit [www.aibc.org.au](http://www.aibc.org.au)

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