



AUSIB

ALLIANCE FOR US INDIA BUSINESS

Promoting Bilateral Growth Based on Shared Values



About AUSIB

The Alliance for U.S. India Business (AUSIB) is a not-for-profit organization that helps catalyze the US-India bilateral trade relationship. AUSIB was incorporated in 2004, in response to the extraordinary growth in US-India trade and investment, which despite its tremendous growth faces substantial challenges. AUSIB has been instrumental in expanding business cooperation between the two countries through policy advocacy, trade delegations, and by enhancing channels of communication between business leaders and policymakers.

AUSIB helps connect potential partners from the US market with those in India to explore opportunities in a cross-section of industries, and encourages business building and people-to-people connection between both the countries. We also provide an extensive network of contacts in the political, legal and business arenas.

We facilitate the building of new business relationships by bringing industry or State government led delegations to the US and India. These delegations provide businesses with an opportunity to explore, network and build relationships without committing themselves to a long-term presence.

AUSIB draws its strength from the influential Indian-American community, which serves as the foundation for the growth of small and medium-sized businesses.

Mission

- Increase business and investment flows between India and the US
- Open business opportunities by organizing business delegations to both countries
- Open channels of communication between business leaders and policy makers
- Assist US and Indian companies enter new markets
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- Create global opportunities through the promotion of dynamic collaboration and partnerships.
- Renovate the learning path of wisdom and achievement.

Vision

- To establish academic centers of excellence in select Indian institutions of higher learning by promoting bilateral growth of education through shared values.
- To serve as a catalyst for promoting academic programs, and research and development activities in the U.S. and India.
- To introduce value-added educational programs of the highest standard in the U.S. and India.

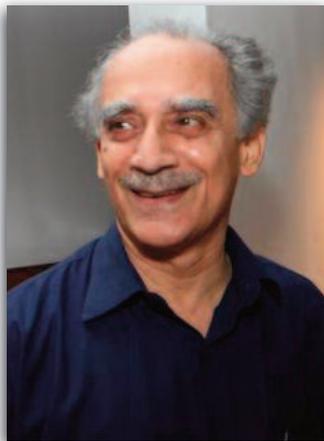
Leadership



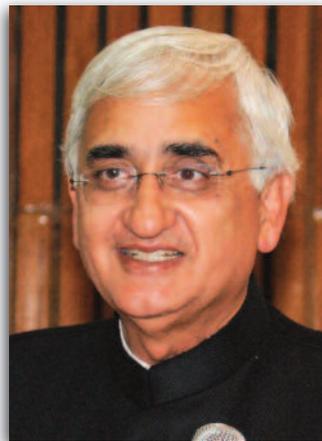
Sanjay Puri, President

Sanjay Puri is acknowledged as the authority on US-India relations. He is the founder-CEO of the Alliance for US-India Business (AUSIB). Mr. Puri regularly leads business and political delegations to and from India and the U.S. He is a frequent public speaker and focuses on US-India relations and the Indian-American community's political impact. Mr. Puri has also been at the forefront of working with the US Congress to further the US-India Energy Security relationship. He hosted the first ever US Congressional India Renewable Energy Conference, held at Capitol Hill.

Mr. Puri serves as the founder and Chairman of the US-India Political Action Committee (USINPAC), and is the CEO of Engage Global. Moreover, he is the founder and CEO of Optimos Incorporated, an information technology company located at Virginia. Prior to establishing Optimos Inc, Mr. Puri worked with the World Bank.



Mr. Arun Shourie



Mr. Salman Khurshid

AUSIB is also Co-Chaired by Mr. Arun Shourie (Former Indian Disinvestment Minister) and Mr. Salman Khurshid (Indian Minister for State for Corporate Affairs and Minority Affairs).

Leadership



Dr. K. G. Pathan is a Senior Advisor on Education at AUSIB and brings with him more than 30 years of experience in the field of higher professional education. He holds a PhD in Agricultural Economics and has been a Professor of Economics and Director at the Institute of Management and Social Work, Bharati Vidyapeeth University, Pune, India. He was also the Director, Distance Education Center at the Sinhgad Institute of Management, Pune.

Dr. Pathan has authored seven books on Economics and has advised numerous PhD candidates over the years. He has worked on raising awareness about certain social issues with various governmental and non-governmental organizations in India. Dr Pathan is also the Founder Director of the ICG Forum of India.



Michael Taylor is Advisor for the US Education Sector at AUSIB, and has previously been associated with the organization as its Senior Media Advisor and Executive Vice-President. He has been a consultant to various non-profit organizations in the US, and has extensive experience in trade policy, program and project management, media and industry relations, advocacy campaigns and policy development. Michael Taylor also served most recently as the Director for Europe and Multilateral Programs at the US Chamber of Commerce. He was previously

the President and CEO of MDT World Consulting – a boutique government and public affairs firm. He has also taught public policy and politics at universities in the Washington D.C. metro area. Currently, he is an adjunct faculty member in the Department of Political Science at Shepherd University in Shepherdstown, WV.

Participation in Education Events

AUSIB partners with educational institutions during education fests, conferences, seminars organized by such institutions. We also provide financial support and participate in the events organized.

In January 2011, AUSIB participated in MAEERS' MIT School of Government's 1st Parliament of Indian Student Council Leaders i.e. Bharatiya Chhatra Sansad from Jan 12-14, 2011 at MIT Campus, Pune. We also partly sponsored the event that saw keynote speakers such as former Indian President, A. P. J. Abdul Kalam, leader of opposition L K Advani, Chagga Bhujbal and Supriya Sule among others.



A P J Abdul Kalam addressing participants during the Parliament of Indian Student Council Leaders

AUSIB also participated in Sympulse 2011, an international student event by the Symbiosis International University in Pune from 17-21 January, 2011. The event saw students from different countries participate in the Model United Nations Conference, Symulate (a management fest) and other cultural events as well.

Other Past Education Events

- 2nd Annual India Business Conference at the Stephen M. Ross School of Business, University of Michigan, September 24-25, 2010
- India Business Conference at the Kellogg School of Management, May 8, 2010
- Harvard Business School India Conference, March 6, 2010
- 2nd Annual Duke India Business Forum at Fuqua School of Business, Duke University, March 28, 2010
- Inaugural South Asia Leadership Summit at the Stern School of Business, New York University
- 6th Annual India Business Conference at the Columbia Business School
- AUSIB Supports Yale School of Management's South Asian Business Forum
- 6th Annual Tata India Leadership Summit 2010, Chicago, May 15, 2010
- 2009 Harvard Business School Conference, March 25, 2009
- 2009 Wharton Business School Conference, March 21, 2009
- Duke India Business Forum 2009, March 22, 2009
- 2009 Yale School of Management Conference, April 3, 2009
- 2009 Columbia University Conference, April 10, 2009

AUSIB Membership

AUSIB provides you a plethora of services, specially designed to suit your company's business expansion needs in the US or India. We provide networking opportunities, invitations to delegations, trade missions, conferences, and one-on-one meetings with industry leaders and government officials. AUSIB guides you through the process of venturing into new markets, finding the best locations, forging strategic alliances and even crisis management and media outreach.

AUSIB Membership

- Connect with universities/ business schools from US of your interest
- Find professors/ lectures from US universities who can visit your college as visiting faculty /lecturers
- Connect with lecturers who can provide online video sessions for your students.
- Connect with US universities who are interested in student(s)/ Professor(s) exchange programs
Provide networking opportunities and increasing brand visibility of your college through events, seminars, conference, delegation meets, etc. AUSIB has organised various events along with its partners for networking and B2B interactions in India and USA.
- Match-making introductions with potential international Joint Venture partners.
- Opportunities to expand business in India or the US, and set up branches.
- Participation in AUSIB delegations to India and US.
- Speaker reservations and trade booths for AUSIB members at AUSIB event.

AUSIB Business Delegations

AUSIB has been the leader in organizing Governor- and State-led delegations to and from India and the US. AUSIB's business delegations help you overcome challenges associated with foreign markets, enabling you to penetrate a new market at minimal cost.

Since 2004 we have successfully facilitated over 20 delegations both in the US and in India. AUSIB has organized several delegations to India by senior members of the U.S. Senate, and also taken a number of its own business delegations to India on an annual basis.

With full-time staff in both countries and hands-on experience with the business environment and culture of India and the US, AUSIB is the ideal guide to help you venture into a foreign market.



AUSIB Delegations Offer You:

- Corporate match-making services
- Logistical support, including visa assistance
- Power receptions and meetings with political and business leaders
- One-on-one meetings with decision-makers across industry verticals
- Media outreach and crisis management
- Pre- and post-delegation briefings
- 24/7 support from dedicated staff in US and India

Past Delegations

• Indiana Delegation (Feb 2011)

A delegation led by E. Mitchell Roob, Jr., Secretary of Commerce, Indiana and the CEO of the Indiana Economic Development Corporation (IEDC) visited India between February 20, 2011 and February 26, 2011. AUSIB set up meetings with business leaders from IT, Life Sciences, Automotive and the other sectors. The delegates were invited to a dinner organized by the US Consulate in Mumbai.

• NFWL Business Delegation (Jan 2011)

A nine member National Foundation for Women Legislators (NFWL) delegation visited India from January 9 to January 15, 2011. It met with various business and policy leaders and explored the huge opportunities that India presents. The delegates visited Mumbai, New Delhi and Ahmedabad and also participated in the 2011 Vibrant Gujarat Summit. The delegates met with senior policy makers and parliamentarians, Chief Ministers of Gujarat and New Delhi, and leaders of Indian companies such as Mahindra & Mahindra, Financial Technologies India Pvt. Ltd. etc.

• Gujarat Delegation (Sept 2010)

A high-level delegation from Gujarat, India consisting of government and corporate leaders visited the US East Coast between September 10 and 18, 2010. The 20 member delegation met with the key business leaders in the Energy, IT, Bio-Technology, Pharma, Automotive, Food & Agro, Financial Services and Textile sectors in the U.S.

• Collaboration with the Congressional Taskforce on US-India Investment and Trade Relations

AUSIB has been working closely with the Congressional Taskforce on U.S.-India Investment and Trade Relations to advance legislation promoting bilateral trade and increase in US-India bilateral investments. AUSIB in cooperation with the Task Force broadens participation of the private sector and the legislature in furthering the economic dialogue.

Testimonials from Delegates and Task Force Members



Christyl Johnson

Deputy Director for Science and Technology (Office of the Director) – NASA

“This trip has been both professionally and culturally enriching. AUSIB’s successful facilitation of meetings with the key State and Business Leaders provided a host of opportunities for potential future collaborations. Our exposure to the cultural traditions, magnificent foods, and visits to the important historical landmarks have made this trip to India ‘I WILL NEVER FORGET!’ The AUSIB team is awesome!!”



Thomas J. Vlisack,

Governor, Iowa

“This undoubtedly was among the finest trade missions that I have experienced and that was largely due to the tireless efforts of our Iowa Department of Economic Development and the Alliance for U.S. India Business (AUSIB). AUSIB helped us plan and execute this virtually flawless trade mission.”



Joyce Dickerson

Council District Two - Richland County Council

“I experienced splendour in tradition, courtesy in service, hospitality, warm and welcoming, cuisine different but delightfully delicious, travel excellence. The visit with heads of States was richly educational and enlightening. I have further experience a social cultural and political awareness, the partnership is crucial to help improve the quality of life to all people. AUSIB did a wonderful job!”



Contact us at:

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