

## **POST EVENT REPORT**

**IFCCI CHENNAI**

**Friday, 03.6.2022 & SATURDAY, 04.6.2022**

# **SPOTLIGHT PUDUCHERRY**

**FOSTERING INDUSTRIAL GROWTH IN PUDUCHERRY**  
**3RD JUNE 2022, PUDUCHERRY: Hotel Residency Towers**



The Indo-French Chamber of Commerce & Industry (IFCCI) in association with the Government of Puducherry and the Consulate of France in Puducherry organised its 'Spotlight Puducherry' event on the 3rd of June 2022 in Puducherry with an agenda to foster industrial growth in the Union Territory. The event was supported by the CII, the Conseillers du Commerce extérieur de la France (CCEs) in India and Club de Entrepreneurs in Puducherry.

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Exposition, a Site-visit to **Poclain Hydraulics**, Panel discussions, a VIP cocktail dinner and a high-level roundtable meeting for French companies with the industries minister.

The Spotlight Puducherry conference inauguration commenced with official lamp lighting by, **Shri. N. Rangasamy**, Hon'ble Chief Minister of Puducherry, **Shri A Namassivayam**, Hon'ble Minister for Industries & Commerce, Government of Puducherry, **Mrs Lise Talbot BARRE**, Consul General of France in Puducherry & Chennai, **Dr T. Arun**, I.A.S, Secretary to Government, Industries & Commerce, Government of Puducherry, **Mr Yohann Samuel**, Regional Director, Southern Region, IFCCI and **Dr S Sureender**, Chairman CII Puducherry & Director, The Flavours India Pvt Ltd.

Following the lamp lighting, Mr Yohann Samuel, Regional Director, Southern Region, IFCCI welcomed all dignitaries and participants to the event. Mrs Lise Talbot BARRE, Consul General of France in Puducherry & Chennai said that Puducherry is full of potential and shares a historic relationship with France. Ms BARRE mentioned that Puducherry will play a key role in further strengthening the strategic ties between India and France. Shri. N. Rangasamy, Hon'ble Chief Minister of Puducherry spoke about the ambitious industrial plans Puducherry towards making Puducherry as THE BEST Puducherry. Shri A Namassivayam, Hon'ble Minister for Industries & Commerce, Government of Puducherry during his speech said that Spotlight on Puducherry is key to show that the Government of Puducherry will entirely support the industries towards investing in Puducherry which will in turn bring more job opportunities to the youth. He concluded his speech by inviting French companies to invest in the UT. Dr S Sureender, Chairman CII Puducherry & Director, The Flavours India Pvt Ltd gave his vote of thanks.

Following the grand and encouraging inaugural session, the **Panel 1 on Success stories in Puducherry** commenced. Esteemed panellists included,

- **Mr Marc David**, Chief Executive Officer, **Boost My Shop France**
- **Mr Syed Sajjadh Ali**, Managing Director – India Electrical sector, **Eaton**
- **Mr Sriram Subramanya**, Founder, MD & CEO, **Integra Software Services**
- **Mr Damien Berville**, Chief Operating Officer, **Manureva Digital Solutions**.

The session was moderated by **Mr Vivien Massot**, Managing Director, **TAC Economics**.

**The first panel** provided an enlightening session on success stories of established Indian and French companies in Pondicherry. The moderator introduced few background facts on the economy of Pondicherry: the economic overperformance and resilience when compared to

India as a whole, the growing contribution of the tertiary sector in the local economy, the importance of education (high literacy, high proficiency in English, very high enrolment in higher education), as well as the continuous improvement in the ease of doing business.

First, each panellist introduced his respective business journey in Pondicherry, from how it started few years or decades ago, and what it has achieved so far in terms of development: human resources, national and international development. Then, the panellists reviewed the nurturing strengths of Pondicherry for successful business: cost of doing business is very competitive, especially when compared to Tier 1 and Tier 2 cities; the connectivity and infrastructures of the city are well appreciated, with one local airport and the proximity to Chennai International Airport, the maritime connectivity through Chennai and Karaikal ports, nine fully functioning industrial estates. The social infrastructures are also key for local businesses: the multicultural environment, the outstanding quality of life (ease of accessibility for commutes, peaceful town, large range of hospitality services and activities), robust healthcare services. Lastly, the panellists informed the audience about the talented pool of educated resources for skilled, semi-skilled and technical jobs in Pondicherry, thanks to a wide offer of educational institutions.

**Next was Panel 2 on Puducherry Vision - Expectation, Prospect & Analyze.** Esteemed panellists included,

- **Mr B Sivakumar**, CEO and Director, **Citelum India Private Limited**
- **Mr Florent Stroebel**, Executive Director, **Cryolor Asia Pacific Private Limited**
- **Mr Eisenhower Swaminathan**, Managing Director - Glass Solutions & Strategic Projects, **Saint Gobain India Pvt Ltd**
- **Mr Vinodh Soubra**, Managing Director, **Serval India**
- **Mr Eric APODE**, Senior Vice President R&D, **Stellantis**

The session was moderated by **Mr Sanjay Mehta**, Partner, **Surana & Surana**.

The speakers represented their Industry and gave an overview on the expectations and requirements of a French company from the Government when looking to enter a new State / Union territory for setting-up their operations.

Mr Sanjay Mehta, Partner, Surana & Surana and moderator for the session summarised the expectations as below,

- Stability in government with good Law and order.
- Availability of large contiguous land parcels and infrastructure associated therein (i.e., good roads, drainage system, public transport, etc.)
- Uninterrupted and reliable power supply. Adequate and reliable water supply.
- Availability of source of raw materials.
- Support from local government (Tax incentives, faster clearance, and approvals, etc.).
- Good health infrastructure.
- Better connectivity both for people (airports, highways, public transport) and for material (inbound and outbound logistics – supply chain ecosystem).
- Development of larger ecosystem that assists and supports the manufacturing sector, i.e., similar activities for suppliers and other vendors of the company.
- Small businesses look for less time-consuming procedures in setting up their business.
- Single window portal for all approvals, escalation matrix for faster resolution of issues with the regulators and government agencies.
- Government support on consumer education and getting their acceptance in case of new initiatives where public services are provided by private agencies

The Spotlight Puducherry conference concluded with Vote of Thanks by Mr Yohann Samuel, Regional Director, Southern Region, IFCCI. The same evening, Mrs Lise Talbot BARRE, Consul General of France in Puducherry & Chennai hosted a VIP networking cocktail in the gardens of the French Consulate in Puducherry.

## DAY 2

Day 2 of Spotlight Puducherry began with **CEO's breakfast roundtable meeting with Shri A Namassivayam, Hon'ble Minister for Industries & Commerce, Government of Puducherry**, Mrs Lise Talbot BARRE, Consul General of France in Puducherry & Chennai and Dr T Arun, IAS, Secy to Govt, Industries Department, Government of Puducherry. The roundtable meeting was attended by CEO's French companies which gave an opportunity for the companies present and the Government to discuss on their expectations, advantages of the UT and support by the Government. This closed-door meeting concluded with a press meet where the officials responded to media on the event and enormous Industrial plans of the Government of Puducherry.

The event was a huge success with positive feedback from all stakeholders.

**GLIMPSE OF THE EVENT**



**PRESS COVERAGE**



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**About Indo-French Chamber of Commerce & Industry (IFCCI)**

Established in 1977, the Indo-French Chamber of Commerce belongs to a worldwide network of 120 French Chambers (CCIFI) in 90 countries with over 33,000 companies. One of the most active bilateral chambers in India, the Indo-French Chamber is a private association that promotes mutually beneficial trade relations between India & France and caters for its members' needs and interests. The Chamber has four offices in Mumbai, New Delhi, Chennai, Bangalore and two representations in Chandigarh and Pune. For more information, please visit <https://www.ifcci.org.in/>

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