

**PRESENTS**

**3<sup>rd</sup> edition**

# INDIA – U.S.A. TRADE & INVESTMENT CONNECT

**Wednesday, June 5, 2024 | 9:30 a.m. - 5:30 p.m. (IST)**

**VENUE: ITC Grand Chola, Chennai**



## WHO ARE WE?

- Established in 1968, IACC is pivotal in facilitating sustainable business development between India and the US.
- Throughout its extensive five-decade journey, the IACC has cultivated collaborative ties with various business, research, and developmental organizations in India and the US, maximizing the potential of Indo-US business relations.
- Presently, the IACC boasts a nationwide presence across India, with a membership base exceeding 1500 members, encompassing a wide array of industries.
- For more details, please visit our website [www.iaccindia.com](http://www.iaccindia.com)

# INDIA – U.S. BILATERAL TRADE

- USA is India's largest trading partner with bilateral trade in goods and services crossing US\$ 191 billion in 2022. In 2022 bilateral merchandise trade reached US\$ 133 billion and services trade reached around US\$ 58 billion.
- During 2022-23, US was the third largest source of FDI into India with inflows of US\$ 6.04 billion accounting for almost 9% of total FDI equity inflows. Many Indian companies are investing in the US and adding value. According to a CII study released in April 2023 163 Indian companies invested over \$40 billion in the US and created over 425,000 direct jobs.  
(Source: US Census data).

# INDIA – U.S. BILATERAL TRADE

India-US Bilateral Trade (in US\$ million)	2020	2021	2022
<b>India's Exports to US</b>	<b>India's Exports to US</b>	<b>India's Exports to US (bn)</b>	<b>India's Exports to US (bn)</b>
Merchandise	51,190	73.37	85.67
Services	25,841	28.98	32.86
<b>Total</b>	<b>77,031</b>	<b>102.35</b>	<b>118.53</b>
<b>U.S. Exports to India</b>	<b>U.S. Exports to India</b>	<b>U.S. Exports to India (bn)</b>	<b>US Exports to India (bn)</b>
Merchandise	27,395	39.94	47.33
Services	17,420	16.72	25.57
<b>Total</b>	<b>44,815</b>	<b>56.66</b>	<b>72.9</b>
<b>Total Bilateral Trade</b>	<b>Total Bilateral Trade</b>	<b>Total Bilateral Trade (in bn)</b>	<b>Total Bilateral Trade (bn)</b>
Merchandise & Services	121,846	159.01	191.43
<b>Source: US Department of Commerce, US Bureau of Census</b>			

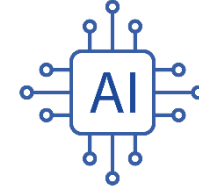
# KEY FOCUS INDUSTRIES



**Ease of doing  
business**



**Global Capability  
Centre**



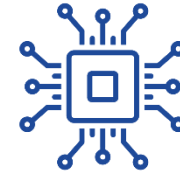
**AI & Emerging Technologies  
for Manufacturing**



**Fuel & emission  
Efficient Technologies  
In Automotive**



**Real Estate &  
Infrastructure**



**Electronics &  
Semiconductor**



**Aerospace &  
Defence**



**Heavy  
Engineering**



**Renewable  
energy**



**Medical Devices  
Manufacturing**



# WHY ASSOCIATE WITH **TRADE & INVESTMENT CONNECT?**

## Market Expansion Opportunities



provides a platform to explore new markets and expand business operations. It serves as a bridge between Indian and American companies, fostering connections that can lead to strategic partnerships, collaborations, and market entry opportunities.

## Networking with Industry Leaders



allows companies to connect with industry leaders, experts, and potential partners. Networking opportunities can open doors to valuable collaborations, joint ventures, and insights into industry trends.

## Knowledge Exchange and Learning



Participating companies can gain valuable insights into market dynamics, regulatory environments, and emerging trends, contributing to informed decision-making and strategic planning.

## Showcasing Products and Services



The event provides a platform to showcase products, services, and innovations to a diverse audience. Exhibiting at the conference can attract potential clients, investors, and partners, offering a unique opportunity to demonstrate offerings and create brand visibility.

## Access to Investment Opportunities



The conference facilitates discussions on investment opportunities and funding options. Companies seeking capital for expansion or new projects can engage with potential investors and financial institutions, paving the way for investment deals and strategic alliances.



**Exclusive**  
**Branding opportunities**  
**and Benefits**



# BRANDING / SPONSORSHIP OPPORTUNITIES



**Corporate Sponsorship**



**Gold Sponsorship**



**Silver Sponsorship**



**Session Sponsorship**



**Delegate Kit Sponsorship**



**Badge/Lanyard Sponsorship**



**Booth Space**



# CORPORATE SPONSORSHIP

The highest level of sponsorship, where the sponsoring organization's name is prominently featured in the event

**INR 3,00,000**

## PRE-EVENT

- Speaking slot in the event
- 4 Complimentary passes to attend the event
- One full page advertisement in the exhibitor directory

## AT THE EVENT

- Booth Space: 3m x 2m
- Screening of promotional video during breaks
- LOGO in the backdrop of the event

## POST EVENT

- Complimentary IACC membership for one year
- Company profile in the exhibitor directory
- Insertion of one company collateral in the delegate kit

**Plus GST**

# GOLD SPONSORSHIP

A top-tier sponsorship level that typically includes extensive branding, exclusive privileges, and high visibility throughout the event. Not as premium ad title sponsorship, logo placement at tier 2 band with other brands

**INR 2,00,000**

## PRE-EVENT

- LOGO in promotional materials
- 3 Complimentary passes to attend the event

## AT THE EVENT

- Booth Space: 3m x 2m
- LOGO in the backdrop of the event

## POST EVENT

- Company profile in the exhibitor directory
- Insertion of one company collateral in the delegate kit

**Plus GST**

# SILVER SPONSORSHIP

A mid-level sponsorship that provides organizations with branding opportunities and benefits suitable for their level of investment. Logo placement at the bottom of all promotions and event collaterals

**INR 1,00,000**

## PRE-EVENT

- 2 Complimentary passes to attend the event

## AT THE EVENT

- Booth Space: 3m x 2m (50% discount)
- LOGO in the backdrop of the event

## POST EVENT

- Company profile in the exhibitor directory
- Insertion of one company collateral in the delegate kit

**Plus GST**

# DELEGATE KIT SPONSORSHIP

Take advantage of the opportunity to put your brand in the spotlight and directly engage with attendees.

**INR 1,50,000**

## PRE-EVENT

- 2 Complimentary passes to attend the event

## AT THE EVENT

- LOGO in the backdrop of the event

## POST EVENT

- Company profile in the exhibitor directory
- Insertion of one company collateral in the delegate kit
- Printing of LOGO in the Kit Bag

**Plus GST**

# SESSION SPONSORSHIP

Get a prominent recognition and branding opportunities before, during and after the event.

**INR 1,00,000**

## PRE-EVENT

- 2 Complimentary passes to attend the event

## AT THE EVENT

- LOGO in the backdrop of the event

## POST EVENT

- Company profile in the exhibitor directory
- Insertion of one company collateral in the delegate kit
- Display of LOGO in the LED Screen during the session

**Plus GST**

# BADGE / LANYARD SPONSORSHIP

Logo placement on attendee badges or lanyards, ensuring constant visibility throughout the event.

**INR 75,000**

## PRE-EVENT

- 2 Complimentary passes to attend the event

## AT THE EVENT

- LOGO in the backdrop of the event

## POST EVENT

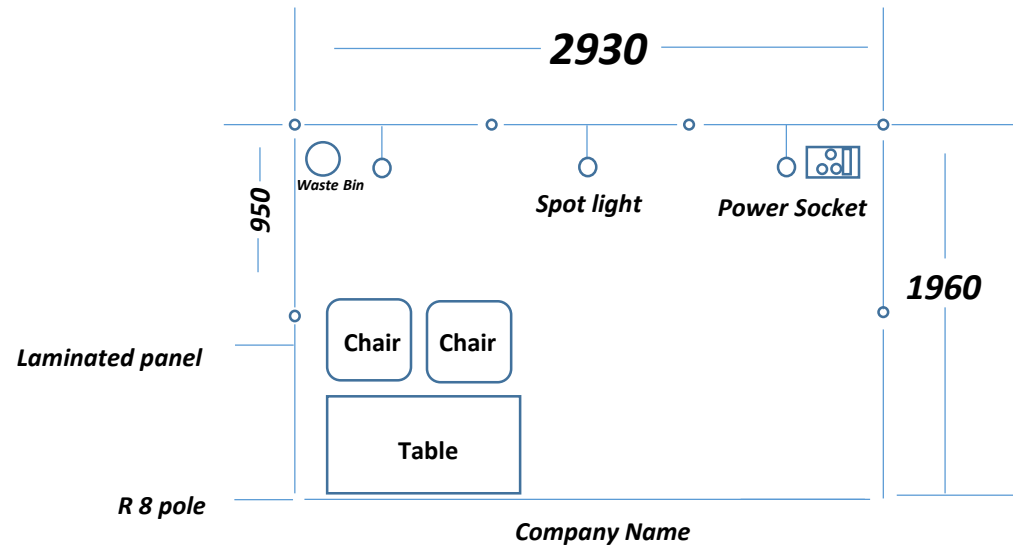
- Company profile in the exhibitor directory
- Insertion of one company collateral in the delegate kit
- Printing of company name in the Lanyard

**Plus GST**

**BOOTH SPACE**

**INR 50,000**

Stall space is open for all Industry Sectors



**Octanorm Stall Size: 3x2 Mtr**

Get a head start: enjoy a 10% early bird discount offer valid up to April 15, 2024

**Plus GST**



# ELIGIBILITY CRITERIA FOR EXHIBITORS

## Stall Registration Guidelines

Exhibitors should be a member of IACC; or an U. S. based Company or an U.S. subsidiary in India.

## Relevance to Indo-American Trade

Exhibitors should have a clear relevance to Indo-American trade and investment. Their products, services, or offerings should align with the interests and needs of businesses looking to engage in bilateral trade between India and the United States

## Export-Ready Products or Services

Exhibitors should offer products or services that are export-ready and have the potential to cater to international markets. The expo aims to facilitate trade, and exhibitors should be prepared for cross-border transactions.

## Industry Alignment

The stall space is open to all industries or sectors.

## Legal and Ethical Compliance

Companies must comply with legal and ethical standards in both India and the United States. This includes adherence to trade regulations, intellectual property laws, and ethical business practices.

## Export Readiness

Exhibitors should demonstrate their readiness to engage in export activities. This may include having the necessary documentation, certifications, and compliance with export regulations.





# HIGHLIGHTS: 2<sup>nd</sup> Edition



**1**

DAY



**8**

SECTORS



**9**

SESSIONS



**35+**

EXHIBITORS



**50+**

SPEAKERS



**500+**

DELEGATES

# NOTABLE MOMENTS FROM THE 2<sup>ND</sup> EDITION

Embark on a journey down **memory lane with IACC Rewind**



# NOTABLE MOMENTS FROM THE 2<sup>ND</sup> EDITION

Embark on a journey down **memory lane with IACC Rewind**



# NOTABLE MOMENTS FROM THE 2<sup>ND</sup> EDITION

Embark on a journey down **memory lane with IACC Rewind**



# NOTABLE MOMENTS FROM THE 2<sup>ND</sup> EDITION

## EXHIBITORS & PARTNERS



Come, let's dive into exploring sustainable growth - together, beyond borders


## Contact Us


### Reach Out for inquiries or assistance

Disclaimer : Interested members are requested to register online to plan & coordinate further. The final allocation of stalls will be under the discretion of the IACC organizer only. For branding / sponsorship opportunities or any additional information, please contact IACC Secretariat:

 [tniconnect@iaccindia.com](mailto:tniconnect@iaccindia.com) / [anusha.d@iaccindia.com](mailto:anusha.d@iaccindia.com)

 <https://tradeconnect.iaccindia.com> | <https://iaccindia.com>

 044 - 24611391/24613606 | +91 - 97909 85103/ 94442 77590

 ITC Grand Chola, 63, Anna Salai, Little Mount,  
Guindy, Chennai – 600032, Tamil Nadu, India

Link to register

<https://forms.office.com/r/YmTPxvcxXL>

Scan to register

