



Preparing your business for the future

Sadlers Wells, London, 3 March 2009

<http://digital-biz.org>

Agenda

Morning



8.45 - 9.30	REGISTRATION AND BREAKFAST
9.30 - 9.45	WELCOME Speaker: Stephen McGowan (UKTI) and Sam Michel (Chinwag)
9.45 - 10.05	OPENING KEYNOTE Speaker: Was Rahman (UKTI) Chair: Sam Michel (Chinwag)
10.05 - 10.45	WHY CONSIDER INDIA? An overview of the opportunities, market place, demographics, business environment, education/skills of working population, media, IT and comms infrastructure, plus government support. Speaker: Kevin McCole (UKIBC) Chair: Sam Michel (Chinwag)
10.45 - 11.15	COFFEE During coffee and lunch breaks UKTI will be running enquiry desks.
11.15 - 12.30	BEFORE YOU GET TOO EXCITED... What are the challenges, costs, cultural differences, legalities, and practicalities of beginning and doing business in India? Panelists: Dr Shefaly Yogendra , Ajit Mishra (FoxMandel Little) and Harish Kohli (AwimAway) Chair: Kathryn Corrick (Digital Media Consultant)



Agenda

Afternoon



12.30 - 1.30	LUNCH
1.30 - 2.15	<p>WHAT AND WHERE ARE THE OPPORTUNITIES?</p> <p>What opportunities are on the rise? Where in the country are they occurring? What does the competition look like? Is it the right time to go in?</p> <p>Panelists: Lucian Tarnowski (BraveNewTalent), Murly Tiwari (Indoor Media), Adi Kishore (Heavy Reading), Chaitanya Lyengar (Cleanslate) and Parminder Vir OBE (UKIBC)</p> <p>Chair: Shantanu Bhagwat (Amadeus Capital)</p>
2.15 - 3.00	<p>HOW SHOULD I PREPARE MY BUSINESS?</p> <p>How do I get my business ready? What documentation will I need? Who can I go to for advice? Can I get any funding/grants? How long should I expect for things to take? What else do I need to be aware of?</p> <p>Panelists: Dr Shefaly Yogendra, Kevin McCole (UKIBC) and Pratik Sharma (Core Objects)</p> <p>Chair: Was Rahman (UKTI)</p>
3.00 - 3.15	COFFEE
3.15 - 4.00	<p>ADVICE FROM THE TRENCHES</p> <p>What's it really like setting up a business in India? What can I learn from other's mistakes and successes?</p> <p>Panelists: Lucian Tarnowski (BraveNewTalent), Harish Kohli (AwimAway), Adam Maxted (Tanla Mobile) and Faisal Galaria (Kayak.com)</p> <p>Chair: Kathryn Corrick (Digital Media Consultant)</p>
4.00 - 4.50	<p>OPEN SPACE</p> <p>A discussion time and space to find people who have similar interests/concerns. It will be run in an un-conference style, with a leader from each group reporting their discussion to draw the session to a close.</p> <p>Facilitator: Benjamin Ellis (Redacto)</p>
4.50 - 5.00	<p>NEXT STEPS AND CLOSE</p> <p>Speaker: Stephen McGowan (UKTI) Sam Michel (Chinwag)</p>

Speakers



Shantanu Bhagwat

Business Development Partner (Asia), Amadeus Capital Partners

An engineer by training, Shantanu is a one-time diplomat turned-venture investor. These days he divides his time between UK and India, working with early stage start-ups and on ideas to improve political systems and governance in India. Over the last few years, he has spent a lot of time thinking about globalization, innovation and entrepreneurship across geographies and sectors, with a particular emphasis on India. He is a personal investor in start-ups in India and is closely involved in mentoring budding entrepreneurs.

In a career spanning two decades, he has worked across geographies and industries, including several years in Japan and in the UK. Presently a Partner at a venture capital firm, Shantanu has also worked at Monitor Co. in London. Prior to that, he spent several years as a fast-track career diplomat with the Indian Foreign Service, working in New Delhi and Tokyo. He is a Charter Member of TiE - a global non-profit network of entrepreneurs and professionals. He also sits on the Advisory Board of Asia-Silicon Valley Connection and is a founder of India Venture Capital Interest Group in London.



Kathryn Corrick

Digital Media Consultant

Kathryn is a freelance digital media consultant and strategist with over ten years experience in digital media. She combines her knowledge of online publishing, production, advertising, event management and PR with an understanding of trends, business and emerging technologies. As a consultant her clients have included: McCann Erickson, Handbag.com, the University of Westminster, the London Development Agency, Horses Mouth, New Media Knowledge and New Media Age.

Prior to July 2006 Kathryn was online manager of the New Statesman magazine, where she was responsible for all digital content, business, technical development and sponsored projects, including their annual New Media Awards and the social enterprise programme EdgeUpstarts. Kathryn is also a visiting lecturer at the University of Westminster teaching online journalism, a member of the Online News Association and member of Women in Journalism.



Faisal Galaria

Managing Director, Europe and Asia for Kayak.com

Faisal has previously had international business and corporate development experience, acquired within entertainment, technology and telecommunications markets with high-profile companies such as Skype, FON and Jaman. Prior to joining Kayak.com, Faisal was General Manager and VP Corporate Development for Jaman.com. At Jaman, he forged groundbreaking partnerships with TiVo and Hollywood studios including Lionsgate and Paramount Pictures.

While at Skype, he was responsible for initiating global partnerships with companies including Sony, Bebo, HP, Dixons.co.uk and McAfee. Following Skype's investment in FON, Faisal became FON's Vice President of Global Business Development, responsible for partnerships with British Telecommunications (BT) in the UK and Time Warner in the U.S. He is an expert in Global online business development, Web 2.0, Telecoms, Online Search, Vertical Search, Travel



Speakers continued.



Chaitanya Iyengar

Managing Director, Cleanslate Communications

Chaitanya has over 11 years of industry experience, and extensively in sales and distribution, marketing communications, brand management and advertising, digital communications, promotions and trade shows and business process outsourcing. He has held key positions in Marketing and Business Development in companies like Eveready Batteries Limited, Usha International Limited, Way2Wealth Securities Pvt Limited and Basil UK Limited.

Originally from India, he has spent the past 3 ½ years in the UK market in the business process outsourcing industry and helped set-up and build a BPO company catering to advertising agencies, digital agencies and publishers. He founded Cleanslate Communications, a brand and digital communications company, with presence in the United Kingdom and India in March 2008. The core objective of the company is to provide business solutions and enable clients to build global brands. Cleanslate enables companies to define marketing objectives, identify new market opportunities, devise branding and digital strategies, design marketing collaterals, build websites, execute campaigns and assist in launching brands in international markets.



Aditya Kishore

Digital Media & Broadband Consumer Services, Heavy Reading

Aditya has spent nearly 15 years in the media business, with more than a decade tracking and analyzing digital media market opportunities. His coverage areas at Heavy Reading include digital media applications and services, and their distribution over broadband networks.

Prior to Heavy Reading, Kishore was the Director of Global Media and Entertainment at the Yankee Group. He was responsible for managing digital media research and consulting across Yankee Group analyst teams in North America, Europe and Asia. Kishore began his career in television news, then spent three years in advertising working with a range of leading consumer brands, including Nestle, Samsung and McDonald's. He also developed a number of digital video and web projects for various US broadcast stations and independent producers. This included interactive video projects with the PBS network series, Frontline.



Harish Kohli

Founder, AwimAway

Now based in Hampshire and London, Harish is the founder of AwimAway- an online eco-adventure travel company. With an ever-expanding alliance of partnerships from around the world, AwimAway have quickly become a reputable, trustworthy establishment.

Harish is also well known for his two world records. In 1980 Harish devised and led the 'Trans-Himalaya Expedition'- the first ever traverse of the Himalayas. In 475 days he and his team covered 8,000 km on foot. After experiencing many brushes with death, avalanches, and an encounter with a snow leopard, the pioneering exploration of over 48 mountain passes finally finished at the Karakoram Pass on the north-western tip of the Himalaya. Later, unable to hang up his snow-boots, Harish set himself a challenge verging on the impossible- to cross the Himalayas on skis. In 1995 the Ski-Himalaya Expedition was born and executed. With a team of the best high-altitude skiers (two from the British Army) and over a period of 97 days, Harish forged pathways through previously unknown territories of the Himalaya – traversing 2,000km.



Speakers continued.



Adam Maxted

VP Interactive TV, Tanla Mobile

After completing his professional ACIB banking qualification and working in UK banking, Adam moved into telephony with British Telecom in 1986. From there he worked in their VAS business, which included a secondment to Illinois Bell in Chicago, USA. Returning to the UK Adam was Associate Director of one of most successful premium rate companies Legion, where he had was responsible for media development, starting off in the UK before seeing him involved in start ups in Scandinavia and S Africa. Adam then set up Legion Telecall in Australia, a joint venture with the Seven Network, which became the number one SP in 6 months, adding major shareholder the John Fairfax Group and the Ten Network as clients.

Back in the UK he set up and sold reselling business Pipertel to PNC Telecom, selling too his stake in a successful premium content business that went on to list on AIM as Stream Telecommunications. Since then he has had a variety of consultancy positions including with Harvest Media Group, (responsible for American Idol and X Factor in the UK), where he became UK MD, before briefly joining MINICK in 2007, as Business Development Director - Media & Entertainment. In March 2008, he joined Tanla Mobile as VP Interactive TV to develop Tanla's global TV content business. Adam blends 20 years experience working in premium fixed line and mobile telephony for media Groups around the World. Adam is on the committee of AIME in the UK.



Kevin McCole

COO, UK India Business Council

Kevin joined the UK India Business Council in December 2008, after 18 years with the Foreign and Commonwealth Office. His most recent diplomatic posting was as Deputy Head of Mission and Director Trade and Investment for Eastern India, based in Kolkata. His previous postings were in The Netherlands, Malta, and Romania.



Sam Michel

CEO Chinwag

Sam was one of the UK's first full-time webmasters for Time Out magazine, executive producer of the award-nominated movie website, Popcorn.co.uk, for Carlton plc and has consulted on email and digital marketing projects for clients including MSN, BBC and World Wildlife Fund. Sam's work with Chinwag also includes the development of the Digital Mission with UK Trade & Investment, a trade mission specifically designed for digital companies looking to expand into the US market. He speaks and writes regularly about the digital economy, communities that evolve around social media and digital marketing.

Sam founded Chinwag in 1996, as a hub for those working in the digital marketing industry. Since its inception Chinwag has grown from a single email discussion list, uk-netmarketing, to become the UK's leading community for new media and digital marketing professionals. The company has grown to include leading recruitment website, Chinwag Jobs, the viral marketing announcement service, Viralmonitor, Chinwag Live, a series of informal, friendly Q&A sessions as well as discussion lists covering design, usability, and wireless marketing.

Speakers continued.



Was Rahman

CEO and co-founder of Dolphin Advisory; Advisor to the UK Government on the Global IT Industry

Was is an experienced entrepreneur, senior executive and author with over two decades' experience working with corporates, SMEs and startups. His current focus is on developing trade and investment in and between UK and India. He has held executive positions at leading global corporations including Accenture (where he set up the Telecoms and Change Management practices in Poland) and Infosys (serving on the EMEA Executive Council, with responsibility for Strategy and Internal Transformation).



Pratik Sharma

Managing Director – European Operations for CoreObjects Inc

Pratik is an entrepreneur and a technology professional with significant trans-national and intra-business experience. He has 21+ years of diversified & enriched experience, with specialist expertise in Electronics, Software and Outsourcing. He has also conducted seminars & training sessions for an Entrepreneurs Club and various SME's in India on "Reaching out to the Global Markets." In 2001/2 Pratik helped a large UK company in education & technology space move its manufacturing base to India and since 2005-6 he has been involved as a consultant to a UK mobile advertising space startup company set up shop in India. This company is now a key player providing services to brands for digital/internet/mobile advertising and is working with major global brands. He is presently involved with a large UK based automotive electronics supplier helping them find the right partners within India, and helping formulate marketing strategies. He also acts as Consultant to a few niche UK & Indian SME's on market exploration and cross selling strategies. He is also a Fellow of the Royal Society of Arts.



Lucian Tarnowski

Founder and CEO of BraveNewTalent.com

Lucian is an active young entrepreneur in both the UK and India. He has been placed in the UK's top 5 up and coming entrepreneurs by Natwest and RBS and is the world's youngest entrepreneur to join the UKTI (UK Trade and Investment's) hugely successful Global Entrepreneur Program with BraveNewTalent.com being described by the UK Government as a "Technology company of Exceptional Potential".

Lucian has a long association with India, as a longstanding supporter of the work of Baba Amte. As a student he ran one of the UK's only entirely student run charities - Take Heart India. Lucian is passionate about youth leadership issues and has been heading up the search to find 1500 leaders of tomorrow from 192 countries for an initiative called One Young World. Finally, he is a youth advisor for Next Generation India on the Board of the UK India Business Council. BraveNewTalent.com has an office in Mumbai.



Murly Tiwari

Managing Director and co-founder of Indoor Media

Indoor Media is a UK based specialist online media sales house representing over 300 international websites that allow advertisers and agencies to targeting ethnic minority groups globally. Reaching over 1.5 million unique users in the UK, 12 million unique users in India and 6 million unique users in China.

Prior to starting Indoor Media, Murly held senior roles at 24/7 Real Media, Adtech, Redeye and Universal McCann. He is a 25 year media veteran and started his career sending out blue and green books while at AGB.

Speakers continued.



Parminder Vir OBE

Executive Producer, Media Consultant

Parminder brings very considerable expertise and experience in business development, fund management, film and television production and closing transactions in the creative and media industries. She currently acts as consultant to a number of UK Media companies looking to do business with the emerging markets media and entertainment industries including India, Nigeria, South Africa and Middle East. Present and past clients include: ITN Source, National Film Video Censors Board, Nigeria, Channel 4, ITV, MTV, LDA, Royal Shakespeare Company, The May Fair, and Spectrum Value Partners. She is also a regular speaker and panelist at International Film Festivals and Media Conferences, on the subject of International Film and Media Finance, Co-Productions and how to benefit from emerging opportunities in India, China and beyond.

Parminder is currently a non executive director of Department for Culture, Media and Sports (DCMS), a board director of UK India Business Council, a Charter Member of The Indus Entrepreneur and Chair of their Creative Industries Special interest group, a board director of Goldcrest Films, a board director of Screenwriters Festival, a Skillet patron and a board director of the Young Vic Theatre. Previously she served as a board director of the UK Film Council (1999-2005). She was awarded an OBE for her services to the Broadcasting and Film industry in the Queen's birthday honours list in June 2002, the Asian Women of Achievement Award for Media in May 2001, the Media and Arts Award at the Asian Jewel Awards in July 2003 and the Windrush Diversity Award in 1999.



Dr Shefaly Yogendra

Strategy Consultant and Executive Mentor

Dr Yogendra specialises in identifying and delivering strategic value in highly regulated, technology driven industries. She is knowledgeable in the pharmaceutical, biotechnology and TMT sectors, and has special expertise in India. Shefaly worked in corporate venturing in Europe and India with HCL Technologies, a leading Indian IT services group, starting 1994. Since 2000, she has advised investors and businesses on their strategic challenges. Currently, she is helping British investors in India with their investment decisions and cultural translation. Her recent projects have included due diligence on Indian funds, portfolios and leadership, leading to over £150M of investment; 360° reports on biotechnology firms including executive reputation, competitive assessment, pipeline review, investment prospects; and India entry advisory for British technology firms.

Shefaly trained as an electronics engineer and obtained her MBA at the Indian Institute of Management, Ahmedabad in India. She read technology policy for a Master's degree and continued to a PhD in decision making at the University of Cambridge in the UK. She has also been a Research Fellow in MIT in Cambridge, USA.

About Chinwag



The Chinwag community is a focal point for digital media practitioners in the UK and beyond. We aggregate expertise, fact and opinion, and act as a connecting rod for ideas and talent across the new media industries.

Chinwag started life in 1996 and fast became renowned for its discussion lists, including uk-netmarketing and Viralmonitor, two of the most popular discussion forums for the digital industry.

Today, Chinwag offers a wide range of services:

DIGITAL MISSION

In 2008, Chinwag was selected by UK Trade & Investment (UKTI) to undertake two trade missions with a series of supporting activity for industries in the digital industry looking to expand into the US market. Dubbed 'Digital Mission' (<http://digital-mission.org>) the trip to New York in Sep 2008 was hugely successful leading to several deals for the companies involved and is being followed with a Digital Mission to South by South West interactive in March 2009.

The latter features 35 of the UK's top digital firms selected by a panel of industry experts. Further work with UKTI includes full-day conferences looking at the opportunities for digital firms to expand into India & China. Further Digital Mission events are planned for 2009 with other activity helping to support the UK's burgeoning digital sector.

COMMUNITY

The Chinwag.com (<http://www.chinwag.com>) site is an aggregator and focal point for professionals working in digital. In tandem with the Chinwag Live events series, sister-site Chinwag Jobs launched in January 2006 and along with our presence across the web on Twitter, Facebook, Flickr, Linked In, Plaxo, Upcoming and elsewhere, the Chinwag community operates as a connecting rod for advancing the digital industries. Keep up-to-date with all things Chinwag through the Chinwag Announce newsletter or the Chinwag News blog (RSS).

CHINWAG LIVE

Through its informal monthly panel discussions, Chinwag Live aims to cast light on trends and issues across the web, mobile and broader interactive media industries, maximising community input and podcasting all sessions. Chinwag also publishes the definitive list of digital industry events taking place in the UK with selected international events, supported with a regular event newsletter.

(<http://www.chinwag.com/events>)

CHINWAG JOBS

Designed to slice through clutter for both those on the look out for a new role and recruiters with vacancies to fill in the digital sector, Chinwag Jobs works in tandem with users to streamline the search and the selection process. <http://jobs.chinwag.com>