



**Mr. Milan Ratilal Zatakia**  
**Mr. M. Jagannath Rai**  
**Mr. Saurabh Sonawala**  
**Mr. Prasanna B. Choudhari**  
**Mr. Vinod Shankar**  
**Ms. Madhu Kapoor**  
**Mr. Mark Wrightsman**  
**Mr. Glenn Dennis**  
**Mr. Richard Schatzberg**  
**Mr. Zenovy Wowczuk**  
**Mr. Charles W. Atkinson**

**First USIIC Trade Delegation  
from Oct. 1st, to Oct. 5th 2012  
report in brief by  
Orenda Foods Pvt. Ltd.**

C1, Sunshine Greens Soc  
Off Aundh Road, Khadki,  
Pune, - 411020

Phone: 0091 20 25806219  
E-mail: Vinod@orendafoods.com

## **USIIC - visit to usa**

### **A FUTURE FULL OF POSSIBILITES**

United States India Importers council (USIC) is an India based not for profit organization that is engaged in assisting Indian and US Industry, government bodies to enhance trade and information exchange.

The USIIC acts as an intermediary organization to facilitate partnership, trade and technology thus acting as a catalyst in promoting economic growth between India and United States.

Orenda Foods is a Pune based organization that is a member of the United States India Importers council. The company represented by its Managing Director, Vinod Shankar Kaushik was part of the recent mission to the United states.

Orenda Foods is currently engaged in the business of manufacturing of Mexican condiments along with operating one of Pune's most popular fast food restaurant brand named Chips & More!. The company also supplies its products to hospitality chains, fine dinning restaurants and reputed caterers in Pune and Goa.

The mission visited Washington, Baltimore and New York and had several informative sessions with senior members of the United states Foreign commercial service, US, Department of State, US Department of Commerce, US Chamber of Commerce, Untied States trade representative, Department of Business & Economic Development– State of Maryland.

The mission was also hosted by Cititgroup, Mc Larty & Associates, Hogan Lovells, Anchin and the Honorable Governor of Maryland state– Martin O' Malley.

The mission was led by members of the board of the USIIC, that included Mr. Milan Ratilal Zatakia, Mr. M. Jagannath Rai and Mr. Saurabh Sonawala.

This report aims to capture some of the highlights and experiences of this historic mission.

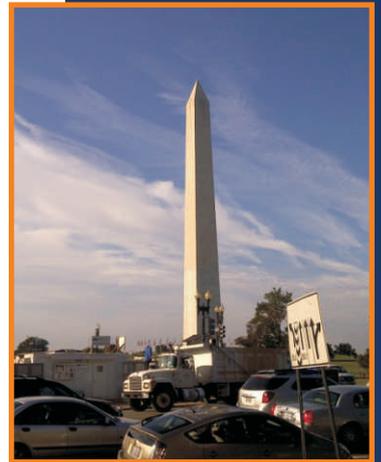
The mission began its 5 day tour, in Washington DC on the 1st of October 2012. USIIC signed a landmark MOU with the US department of Commerce.

The MOU, underscores the cooperation between the US Department of Commerce and the USIIC, for facilitation of trade between US and Indian Industry.

The general discussion during the meeting between the members of the US department of commerce and the USIIC involved areas of import duties, Tariffs and various trade barriers in the movement of goods from the US to India.

The delegation then left to meet with Minister Vinay Kwatra at the Indian Embassy and over a round table meet, discussed the issues involving trade imbalances between the United States and America. Minister Kwatra explained the nature of dialog between the US and India at various forums including the WTO meets, bilateral trade meets etc.

The delegation then made a stop at a consulting firm by the name of McLarty & Associates. Consisting of former members of the Bush Administration, the State Department of Commerce, this firm offers consulting services across geographies across the world for Industry and governments.



The delegation was then hosted to lunch by Mr. Mark O' Malley who spoke about their consulting services.

The delegation made a visit to the US– India Business Council and briefly met Exec. Vice President Ms. Dianne Farrel. She introduced the delegation to her team that offers a broad spectrum of services to American and Indian Companies and promote greater trade exchanges.

The final meeting on the 1st of October was with M/S Hogan Lovells, This firm headed by Mr. Raymond Vickery was again willing to work closely with the USIIC and offer advisory services to companies.

On 2nd October 2012, the delegation was hosted to a breakfast by the Honorable Governor of Maryland State– Martin O' Malley. The delegation joined the Governor at his residence in Annapolis, Maryland. Over breakfast, the governor took interest in understanding the profile of members of the USIIC and also promised great support from his state and the Economic development Council of Maryland.



With the Honorable  
Governor of Maryland -  
Martin O' Malley

The delegation had an introductory meeting with the Director, Larry Walthers and his team at the US EXIM Bank. The team at the EXIM bank is extremely supportive of the mission of the USIIC and has offered to play a key role in the enhancement of trade between Indian and American companies. The bank offers capital loans, Working capital support and other financial assistance that can significantly alleviate financial stresses that plague trade between Indian and American Industry.

The delegation was then welcomed by Arun Venkataraman, Director For India, Office of South Asia at the United States Trade Representative. He defined his offices' role as one that works closely with Indian counterparts to engage them in dialog on areas of trade barriers, tariffs, customs rules and harmonization etc.

The delegation then left to meet Asst. Sect of State– South Asia at the US Dept of state. The delegation was introduced to his team of analysts who were keen to understand the implications of FDI in retail, insurance and Defense sectors in India. Chairman and Founder Director of The USIIC, Milan Zatakia also brought up the issue regarding impediments to conduct sales in the lucrative Indian defense sector given the stringent laws passed by the US government. This was acknowledged by secretary Blake.

The delegation was then led to meet with Director International Economic Relations– White House, Mr. Mike Froman. Mr. Froman was enquiring about the FDI in retail and insurance sectors in India and was supportive of the initiative of the USIIC.

Finally, the delegation met Director, South Asia, Cara Abercrombie at the Office of the Secretary of Defense. Cara passionately spoke about Indo– US relationship as one of the most "defining relationships" of the 21st century from the American perspective. She also stressed on the need for greater "inter governmental" engagement that would help improve bilateral relations even more.



On the 3rd of October, the delegation departed for Baltimore for a formal presentation made by the Department of Business & Economic Development (DBED) of the State of Maryland. The presentation was conducted by Deputy Secretary, Domnick Murray and were assisted by Signe Pringle and Jessica Reynolds. The DBED's mission is to facilitate Indian and American companies to work together on areas of common interest that could benefit both economies. DBED also facilitated several Business-to-Business interactions that allowed decision makers from companies of both countries interact and attempt to find a new path to work together.

The mission then departed to the final leg of their journey to New York to pursue further engagements.

On the 4th of October, the delegation was hosted by Citigroup and Anchin LLP. The event saw the attendance of distinguished clients from different industries and gave the USIIC mission to network with business owners, promoters and Interest groups.

This brought us to the end of the formal engagements that were planned under this historic first delegation visit to the United States.

My personal take away from this visit has been one of optimism and opportunity for our business interests. There is enough evidence to show that companies, institutions and eventually economies of both countries have a wonderful opportunity to grow.

With India emerging as a major market in the last decade, the US is keen to work with India. Also, India and specifically Indian companies stand to benefit immensely given the Institutions in the US are ready to offer access to high end technology.

While there remain several political, legislative and economic concerns, in both countries, there is general consensus that India and United States are "natural allies" and can do much in helping business and commerce to grow.

To conclude, however the mission was a grand success and has certainly sown the seeds to fostering greater ties for a bright new future for both countries.



USIIC Chairman & Founder Director, Milan Zatakia with Mike Forman, Assistant to the President & Deputy National Security Advisor



US Department of State



USIIC mission at the Pentagon, Washington DC