

**Indo-Canadian Delegation visit to J&K**

**4<sup>th</sup> April 2022**

**Post Event Report**



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## ❖ Brief & Objectives

In continuation to the Virtual Session on Export Promotion of Indian Saffron held on 18th November 2020 & Virtual Session on Jammu & Kashmir- Ontario Buyer Seller Meeting Program held on Friday, 26 February 2021, The delegation from the Indo Canada Chamber of Commerce visited Jammu on 4 April 2022.

The main objective of the visit was to promote bilateral trade relations and jointly to discuss on the investment and trade opportunities with thrust on exports from J&K to Canada along with creating business opportunities for Indian start-ups and MSMEs in Canada.

The interaction was clubbed with Buyer-Seller Meet where women entrepreneurs, start-ups and exporters presented their products and services from sectors like education, handloom & handicrafts, agro-based and horticulture products to the delegation

## ❖ Delegation Profiles

### **Mr Ripudaman Singh Dhillon, President, ICCC:**

Ripudaman established ICC Canada Immigration Solutions Inc. to help new immigrants to easily settle into a better life in Canada. His entrepreneurial zeal led him to launch Guru restaurant in 2013 in Heartland. His affinity for public service inspired him to start Radio Dhun, Ontario's first multicultural and multilingual radio station, and in 2017 he acquired Radio 1220AM that reaches audiences from Ottawa to St. Catherines. The International Fashion Festival Toronto he launched in 2014 promotes local designers. Ripudaman is an active philanthropist and was the Progressive Conservative Party of Ontario's candidate in 2018 and a candidate of record for Brampton North.

### **Mr Virender Rathi, Corporate Secretary & Executive Vice President, Membership Engagement, ICCC:**

Virender is the President of Xcent Lawyers LLP. He is a versatile lawyer who specializes in immigration and real estate. Virender graduated from Osgood Hall Law School. He is a member of the Law society of Ontario, Canadian Bar Association, Ontario Bar Association and CASAL. A strong votary of community service, he dedicates time and resources to Indo-Canadian community in Greater Toronto Area. He is strongly committed to the community and is actively involved in many NFPs including the ICCC.

### **Mr Bhavik Parikh, Director, IT, ICCC:**

Bhavik is an innovative technologist, data architecture and researcher who has worked with multiple fortune 500 companies and provided B2C, B2B and B2G solutions. He serves on various non for profit boards across Canada, USA and India. He has worked in various business domains including human resource, finance,

space, health, pharmaceutical and education. Bhavik has a bachelor's degree in business Community Enterprise and Information Technology from University of Liverpool and master's degree in Information Systems engineering from University of Manchester.

**Kalpesh Joshi, Managing Director, Vastu Vision:**

Kalpesh is a globally renowned vastu consultant. His company Vastu Vision is internationally acclaimed dealing with Feng Shui and Vastu Shastra (Indian Architecture) Consultant. The company has clients in 45 countries including United States, United Kingdom, Australia and New Zealand. His company has branches in London, New York and Vadodara, India.

**Tribhuvan Anand, Member, ICCC's Strategy Group:**

Tribhuvan offers Personal Leadership, Strategy Consulting, Skills & Marketing Strategy to the industries with a global vision. With over 36 years of cross-discipline experience in the International Trade more specifically E Commerce, Logistics, multimodal transport, Customs and Shipping Brokerage besides sourcing financing at international level. Tribhuvan is an investor, entrepreneur advisor, Visionary-Strategist -Enthusiastic Thinker and a Business Developer. He is experienced in change management, turn-around- management, cost reduction, increased market share, opening new divisions in new markets, brokerage, etc. I have stake in E-waste, Recycling and Renewable energy sectors. Tribhuvan's niche areas include Global sourcing in Commodities Technologies Trade, Collaboration, Buy Back Agreements and FTZ-EPZ..He has provided advice and opinions on WTO -ASEAN-SAARC-NAFTA-CARICOM foreign and extraterritorial Measures.

**JKTPO has signed MoU with LJK Economic Growth and Development Dialogue - LEAD in February 2022** for Developing, catalysing and driving growth in trade, investment and employment generation for the Union Territory of Jammu & Kashmir.

**Mr Abhay Parbal** from the LJK Economic Growth and Development Dialogue - LEAD, a division of Vibrant Motivation and Development Foundation and JKTPO's partner in developing specific actions that contribute to a supportive policy environment and subsequent materialization and conversions of strategic sector specific investments for increasing productivity and socio-economic mobility.

## ❖ Programme Schedule

Time	Topic	Speakers
13:30 - 13:40 Hrs	Welcome Address	<b>Ms. Ankita Kar, IRAS</b> Managing Director, Jammu and Kashmir Trade Promotion Organization (JKTPO)
13:40 - 13:50 Hrs	Special Address by ICCC	<b>Mr. Ripudaman Singh Dhillon</b> President Indo-Canada Chamber of Commerce (ICCC)
13:50 - 14:20 Hrs	Introduction & Brief Address by Industry Associations	<ol style="list-style-type: none"> <li><b>Mr Arun Gupta</b>, President, Jammu Chamber of Commerce &amp; Industries</li> <li><b>Mr Rahul Sahai</b>, Chairman, PHD Chamber of Commerce &amp; Industry, J&amp;K</li> <li><b>Mr Manik Batra</b>, Chairman, ASSOCHAM, J&amp;K</li> <li><b>Mr Lalit Mahajan</b>, Chairman, Bari Brahamna Industries Association</li> <li><b>Mr Ravnish Gulati</b>, Immediate Past Chairman, CII J&amp;K</li> <li><b>Mr Irfan Ahmad Guju</b>, Chairman, FICCI, J&amp;K</li> <li><b>Mr Pawan Gupta</b>, Chairman, All Jammu Hotel and Lodges Association</li> <li><b>Mr Abhay Parbal</b>, LJK Economic Growth &amp; Development Dialogue (LEAD)</li> </ol>
<b>Buyer - Sellers Pitch Presentations</b>		
14:20 - 14:45 Hrs	Presentation 1	<b>Ms Pooja Gupta</b> , Nimbark Organic Foods (Exporter)
	Presentation 2	<b>Mr Ravish Handoo</b> , ESPA Learn Pvt. Ltd. (Startup-Education)
	Presentation 3	<b>Mr Sunny Gupta</b> , Fast Beetle (Startup-Logistics)
	Presentation 4	<b>Ms Payal Sharma</b> , JK Aromatics and Herbs LLP (Hausla-Herbal products)
	Presentation 5	<b>Ms Khushi Gupta</b> , Happyheartsbykhushi (Hausla-Handicraft)
	Presentation 6	<b>Mr Gagan Jain</b> , MD VKC Nuts (Exporter-Agro Products)
14:45 - 15:00 Hrs	Discussion/Breakout Sessions	
15:00 Hrs onwards	Networking Hi-Tea	

## ❖ Key takeaways

The event was focused to promote investment and exports along with facilitating business linkages and direct dialogue between the Indo - Canadian delegation and their extended network with industry representatives from J&K.

Principal Secretary to Government I&C, Shri Ranjan Prakash Thakur, IRTS, who stressed upon J&K being a hub of exponential opportunities and a virgin territory from the aspect of attracting global attention and investment along with being a strategic focus and priority for the central government. He highlighted the fact that J&K has the best incentives, package and policies in the country and a huge potential in the sectors of hospitality and tourism to name a few.

Ms. Ankita Kar, IRAS, MD, JKTPO welcomed the delegation and presented views, policies, incentives and potential export products of the UT in a interactive presentation with specific focus was on GI products.

The President of the Indo Canada Chamber of Commerce, Mr. Ripudaman S. Dhillon, said that the focus of the delegation was on sectors like agriculture, hospitality, immigration, realty, information technology, infrastructure etc. All these sectors continue to show incredible potential and are expected to become pivotal in the growth story for enhancing trade relations between the two countries. He further said that growing interest of the Indo-Canadian diaspora into "Make in India" products will also compel Canada to look at India and specially at a growing market like J&K to promote trade to ensure growth and employment opportunities for its budding entrepreneurs. He invited JKTPO to start a help desk in Canada.

The discussions revolved around promoting exports of traditional exportable products from J&K like Saffron, Basmati Rice, Pashmina and Kani Shawls, Carpets, Honey, Kashmiri Chilli, Walnuts along with innovative ideas like Medical Tourism.

Entrepreneurs, start-ups and exporters presented their products and services from sectors like education, handloom & handicrafts, agro-based and horticulture products to the delegation which were highly appreciated and received overwhelming responses in terms of potential market linkages & investments.

Some other proposals discussed were Indian food and value-added products in Canada, investments in JVs by Indian businessmen in Canada, importing economical but quality products from J&K.

## ❖ The way forward

- JKTPO has been invited to start a help desk in Canada. Further work is required on the feasibility of the proposal and to assess the requirements.
- A plan for a delegation visit from J&K to Canada was discussed. A detailed analysis must be done to plan an international visit involving specific Sector/Products.
- More Interactions & Buyer-Seller Meets for backward & forward linkages and to boost investment & business tie-ups will follow. Must plan couple of interactions & buyer-seller meets to promote investment & export from J&K
- Exhibition should be planned for grater reach, promotions & to showcase strengths of the UT.
- International Roadshows should be planned to promote conducive schemes & policies.

## ❖ Photographs



**Photo Caption (L to R):** Mr Bhavik Parikh, Director, IT, ICCC, Mr Ripudaman Singh Dhillon, President, ICCC, Shri Ranjan Prakash Thakur, IRTS, Principal Secretary to Government I&C, Mr Virender Rathi, Corporate Secretary & Executive Vice President, Membership Engagement, ICCC, Kalpesh Joshi, Managing Director, Vastu Vision, Ms. Ankita Kar, IRAS, Managing Director, Jammu and Kashmir Trade Promotion Organization (JKTPO)





## ❖ Press Coverages

<https://kashmirobsvber.net/2022/04/04/iccc-team-discusses-investment-trade-opportunities-in-jammu/>

<https://www.dailyexcelsior.com/jktpo-iccc-to-work-in-partnership-towards-enhancing-bilateral-trade-between-india-canada/>

<https://www.risingkashmir.com/-JKTPO--ICCC-to-work-in-partnership-towards-enhancing-bilateral-trade-between-India-and-Canada-103909>