

INDIA-ESTONIA BUSINESS SEMINAR

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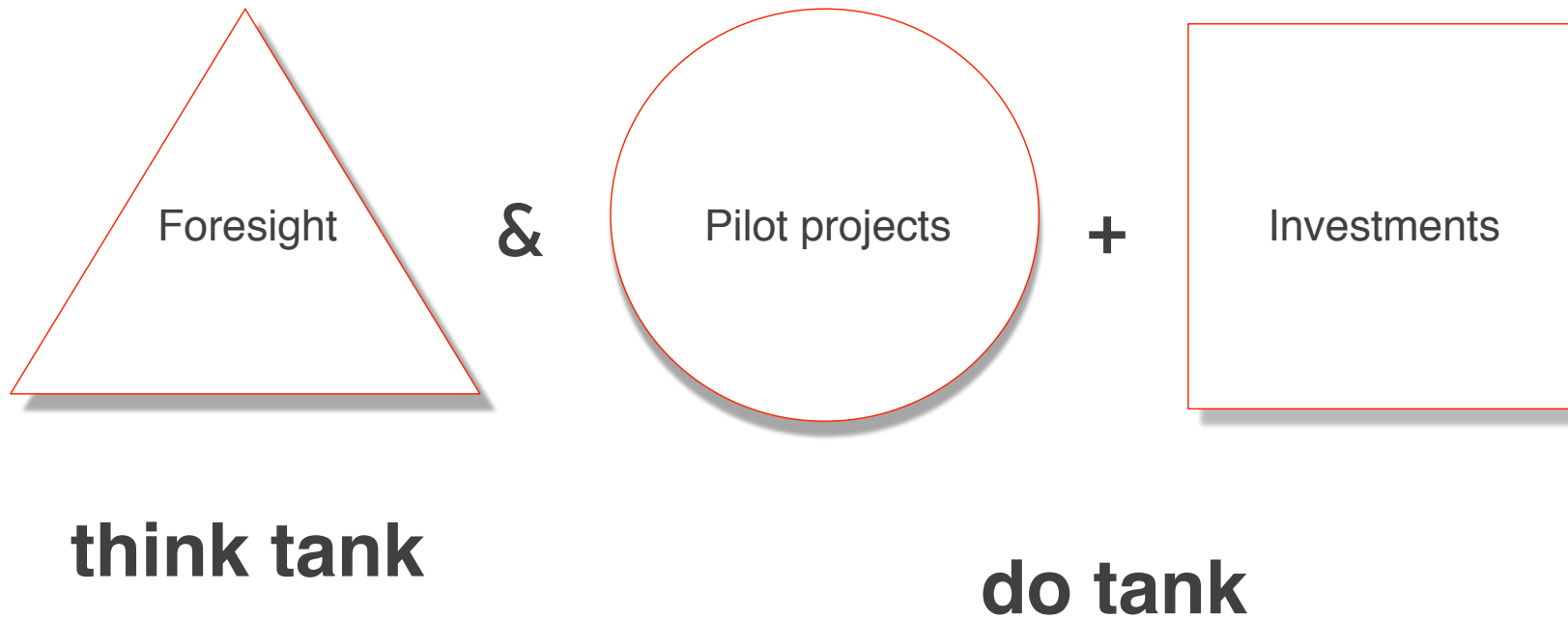
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Estonian Development Fund: building tomorrow's economy



Foresight: what's next?



- **Foresight is to strengthen the basis for decision-making in public and private sector by creating awareness of the future and highlighting its importance to the present.**
- **We contribute with knowledge and inspiration. We analyse trends that influence the future nationally and internationally.**
- **Through research, analyses, seminars, workshops, forums, presentations, reports, blogs and website we give advise on the future.**
- **Through carefully selected pilot projects we incubate the future ideas to facilitate systemic change.**

Background study: India-Estonia business opportunities



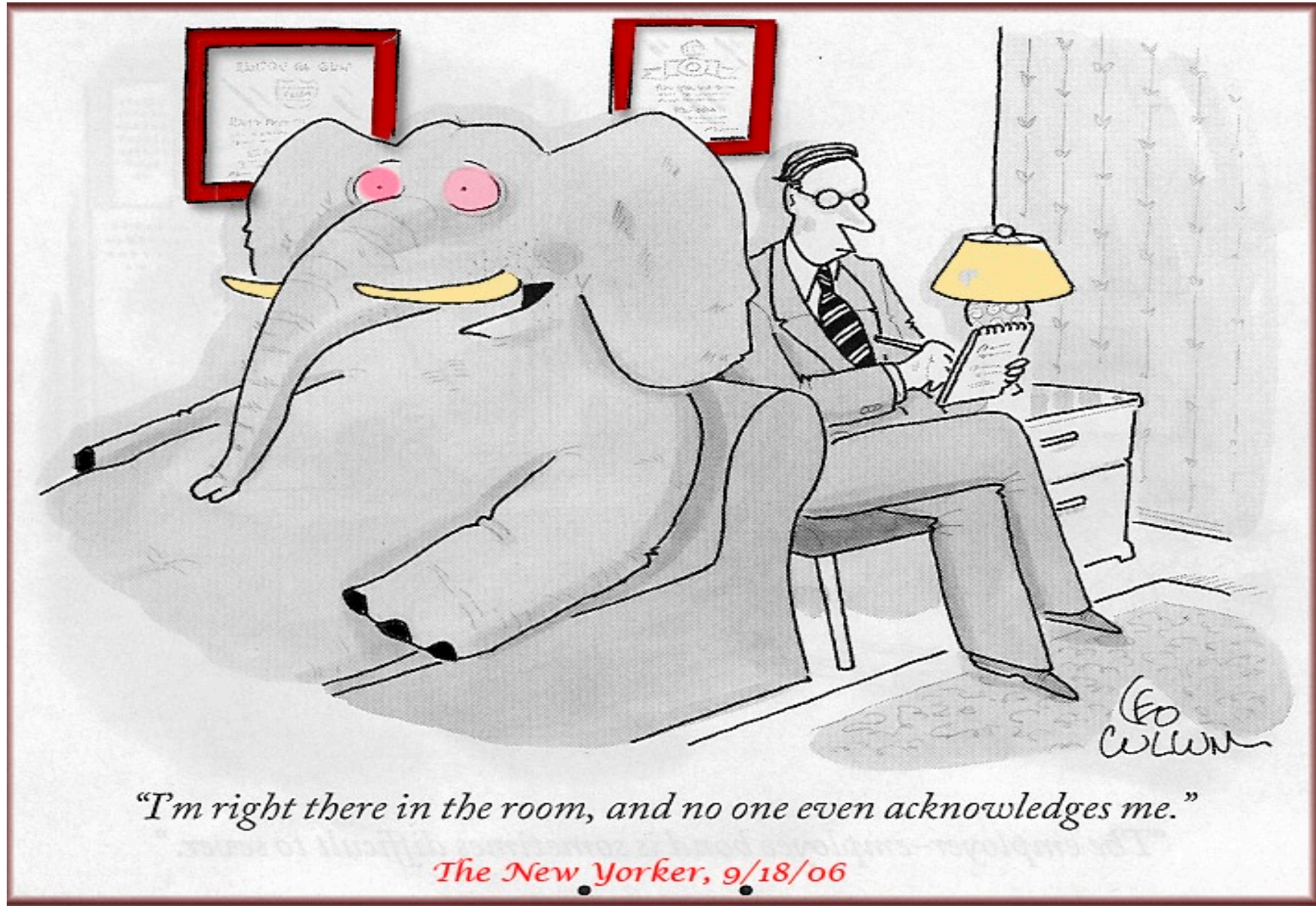
- **Co-operation between Embassy of India to Finland and Estonia and Estonian Development Fund**
- **The aim is to create readiness for more active economic relations btw two countries and mobilize for action**
- **One-year project focuses on knowledge and network creation including research, interviews, training, seminars and visits**
- **By the end of the year report with findings will be published, incl. recommendations for actions**

Starting point: Estonia



- **Ongoing shift of world's economy towards Asia is understood, but what does it mean for Estonia?**
- **There is no defined India interests**
- **Very few knowledge about modern India, its economy and growing business opportunities**
- **Some attempts in making business in India, but with limited success**
- **Perception: India is too big and too far-away - we cannot afford**

Estonian Asia-readiness today:



However, the momentum will come...



- **Perceived need to open up more to the world: find new markets, create alliances, become more globalized**
- **In the Government plans Asian Strategy in the pipeline**
- **Shared understanding that foreign economic policy should be made more proactive and targeted**
- **AND the project could contribute to that**

Volunteers say 'Let's do it Delhi'

HT Correspondent, Hindustan Times
New Delhi, March 21, 2010

Email to Author

First Published: 00:20 IST(21/3/2010)
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On Saturday, south Delhi's Bhikaji Cama Place looked cleaner than it ever has been — all thanks to a YouTube video. The usually-busy commercial complex woke up to an unusual cleaning campaign, as more than 900 volunteers gathered early in the morning, with gloves and garbage bags in hand. The campaign was organised as part of an initiative —'Let's do it Delhi' — to clean up the city before Commonwealth Games in October this year.

Started by a group of professionals, students and activists, the initiative was joined in by employees of many corporate houses.

"The idea first came to us while watching a video on YouTube about Estonia, where more than 50,000 citizens cleaned up the city in a single day," said Anita Bhargava, the brain behind the campaign.

Corporate houses that pitched in on Saturday included ICICI bank, Hvatt Hotels. Jindal Steel. Puniab National Bank. Abir Infrastructure.

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Today's seminar: kick-off of the project



- **Provide insight into Estonian economy:**
 - Theory
 - Practice

- **Gather your first-hand ideas:**
 - Why Estonia? Or Europe?
 - Why India? Or Asia?
 - What are the obstacles today?