

DEEPENING ECONOMIC TIES

A new book that decodes doing business in India and China

By **NITHYA SUBRAMANIAN**

“Indians have an innovative mind, are full of ideas, while Chinese are excellent in execution, if the two came together, it would be a match made in heaven,” said Singapore-based business veteran, Girija Pande, who has co-authored a book titled *The Silk Road Rediscovered* with Washington DC-based research consultancy China India Institute chairman Anil K Gupta and the institute's managing partner Haiyan Wang.

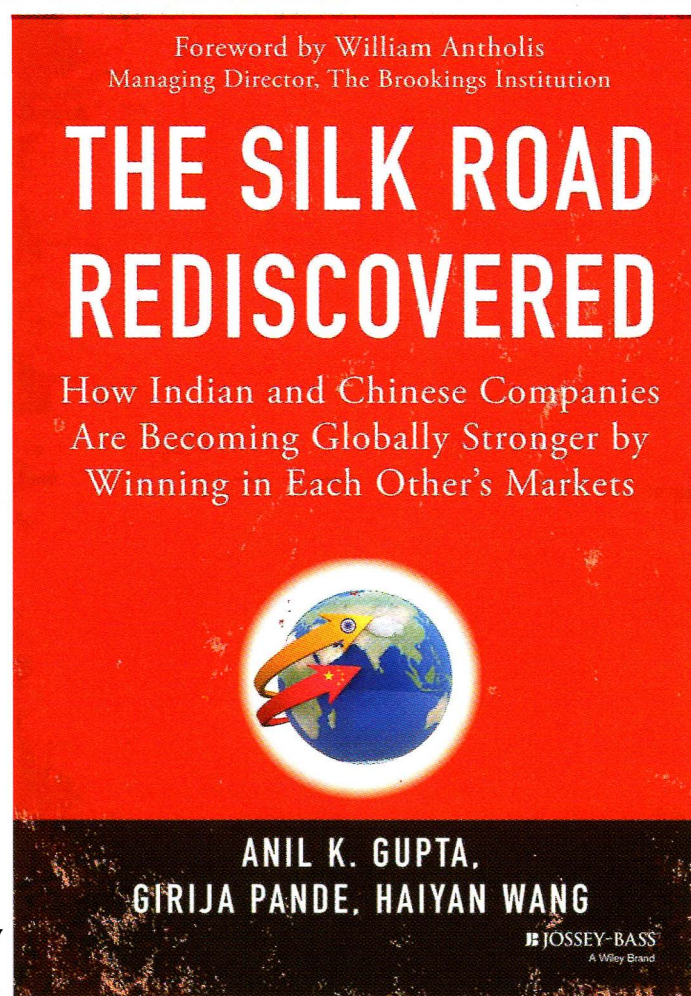
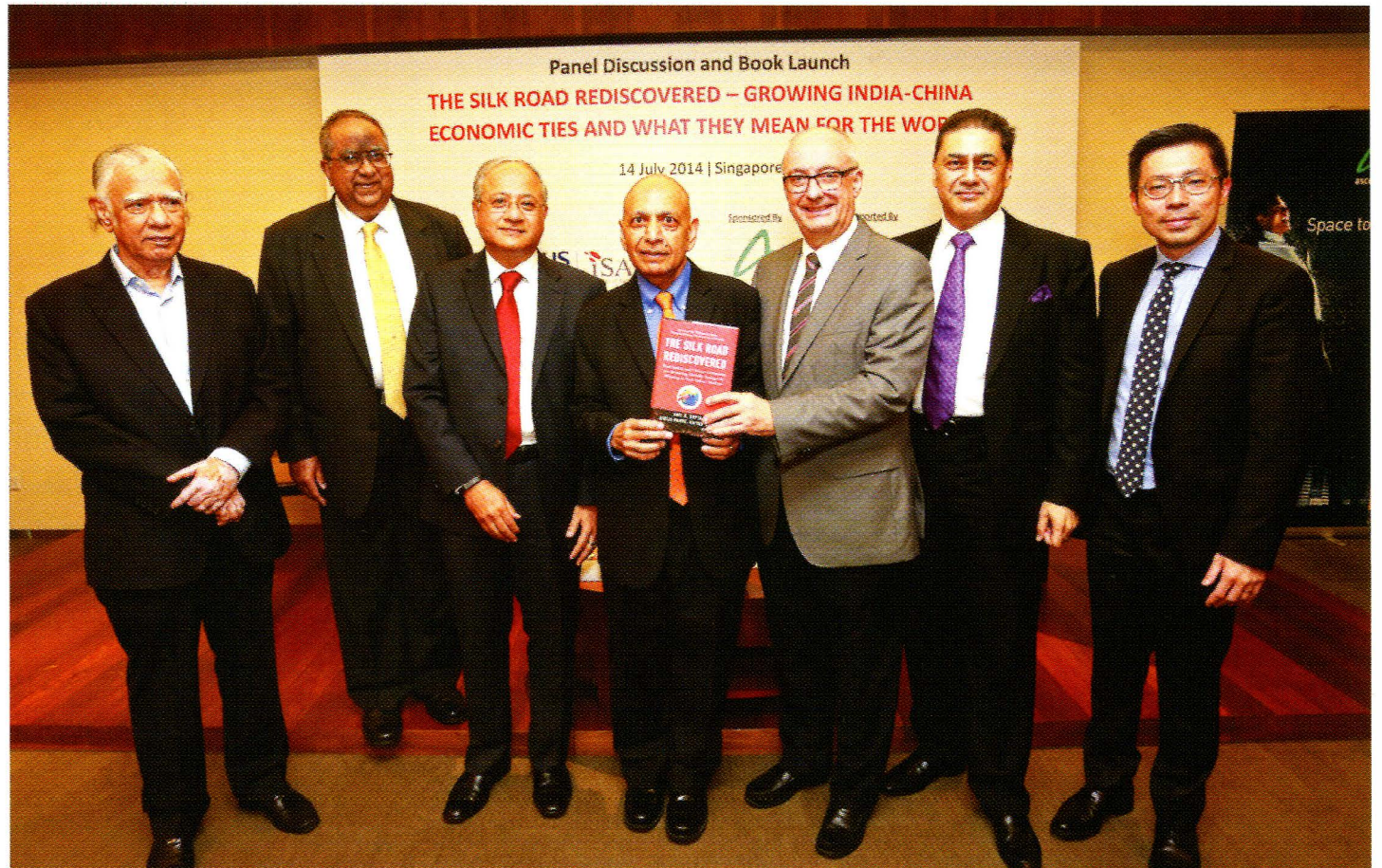
Speaking exclusively to India Se, Pande said that the book looks at the growing corporate linkages between the two Asian powerhouses India and China. It examines the success secrets of Indian companies such as Tata Consultancy Services, Mahindra Tractors, NIIT, Tata Motors/Jaguar Land Rover and Sundaram Fasteners while also examining how Chinese companies such as Lenovo, Huawei, TBEA, Haier and Xinxing have made a strong commitment to India and are beginning to realise the fruits. The contents of the book. Seek to unravel Asia's best-kept secrets.

Pande said that keeping aside political issues, Indian and Chinese companies will only become stronger by winning each other's market.

“Chinese foreign direct investment (FDI) into India could touch US\$30 billion by 2025,” said the executive chairman of the investment-based Apex Avalon Consultancy in Singapore. He is also former chairman of Tata Consultancy Services in Asia Pacific.

Talking about the growth strategies of both the countries, Pande said that Beijing followed a strategy of “China for outside, China for the region and finally China for China.”

Elaborating, Pande said the Chinese manufacturers must look at setting up shop in India, pointing out that the Far-eastern country is already relocating its low-end manufacturing to the South-east Asian countries while



focusing on high-end production.

India, on the other hand, needs to set up export-oriented manufacturing and utilise the opportunity to work with the Chinese major manufacturers, taking over component, parts and semi-finished product making contracts. This manufacturing link up between the two countries could significantly help balance the current trade deficit.

The book is full of anecdotes that Pande and his co-authors, Gupta and Wang, have gathered during their various interactions. Quoting an example, Pande said, “During one visit, I was informed that Indian professionals in China were having a tough time finding vegetarian food. This problem was fixed by the next visit. On the other hand, we have heard of Chinese executives in India

taking on Indian names.”

The book has been released in various cities around the world including Washington DC, Singapore, Delhi, Bombay and Shanghai. Unlike other books on business, this one is easy to read, informative and engaging.

As Pande sums up, “The book is a DIY on how to build a business in India and China.” ■