



# INDIAN INDUSTRIES ASSOCIATION



## MEMORANDUM OF UNDERSTANDING

between

**Indian Industries Association Noida , India**

&

**Exporters Association -ADEX, Lima, Peru**

This Memorandum of Understanding (MoU) is signed on 8<sup>th</sup> February 2011 in New Delhi between Indian Industries Association, Noida , INDIA through its Chairman Mr. N. K. KHARBANDA & Exporters Association - ADEX, Lima , Peru through the Ambassador of Peru to India, Excellency Javier Paulinich Velarde, on behalf of Mr. José Luis Silva Martinot, President, Exporters Association, Lima, Peru



**MOU Exchange between Ambassador of Peru in India & Chairman IIA Noida Mr N K Kharbanda in presence of Mr Paul Duclos , First Secretary, Peru Embassy, New Delhi Mr Ashwani Mahendru Past Chairman, GB Nagar Mr M N Lari Vice Chairman IIA Noida, Mrs Manjula Mishra, Secretary IIA Noida, Mr Ravi Salhotra, Mr Suresh Bhasin**

Head Office : IIA Bhawan, Vibhuti Khand, Gomti Nagar, Lucknow-226 010

Tel.: +91-522-2720090, 3248178, Fax: +91-522-2720097, email : [iaa@iaaonline.in](mailto:iaa@iaaonline.in), website : [www.iaaonline.in](http://www.iaaonline.in)

*India's trade with Latin America has increased from US\$ 2.1 billion in 2000 to US\$ 17.2 billion in 2009 but unfortunately it is 3% of India's total Global trade. This has the potential to go up to US\$ 30 billion by 2012 given the positive changes in the market of Latin America and the favorable mindset of Latin Americans towards India. India's exports to the region has increased from US\$ 1.2 billion in 2000 to US\$ 7.5 billion in 2009. The target set is US\$ 15 billion by 2012. IIA Noida is working towards giving marketing support to MSME with a thrust to exports. IIA Noida is working towards building strong trade relations with Latin American countries. In the month of May 2010, IIA Noida has already signed MOUs with Brazil – India Chamber of Commerce , and Argentina – India Chamber of Commerce & Industry.*



*Excellency Javier Paulinich Velarde , Ambassador of Peru in New Delhi Chairman IIA Noida Mr N K Kharbanda ,Mr Paul Duclos , First Secretary, Peru Embassy,New Delhi, Mr Ashwani Mahendru Past Chairman, GB Nagar, Mr M N Lari Vice Chairman IIA Noida, Mrs Manjula Mishra, Secretary IIA Noida, Mr Ravi Salhotra, Mr Suresh Bhasin*



Chairman IIA Noida Presenting the IIA Noida Flag to His Excellency Ambassador of Peru to India Mr. Javier Paulinich Velarde

## THE PARAMETERS OF MOU

The MOU an understanding for broad based collaboration between the two associations that will be mutually supportive and beneficial for bilateral trade development between India and Peru.

### **Areas of Cooperation**

The Parties shall cooperate in the following areas through exchange of information, best practices and experiences;

#### a) Trade

- i) To exchange information on the rules and practices pertaining to trade in both countries;
- ii) To trade and promote investment activities in India and Peru;

iii) To facilitate the exchange of commercial intelligence tools that promote information access related to international trade mainly in both countries;

iv) To promote the exchange of electronic newsletters and magazines with entrepreneurial character that motivates the knowledge and the approach to business offer in both countries.

v) Other trade facilitation activities.

**b) Development of Small and Medium Sized Enterprises (SMEs)**

i) Devising regional and intra-regional strategies and programs for the competitive development and internationalization of SMEs and business creation for SMEs.

ii) Building supply-side capacity measures in critical areas of production and outsourcing management.

iii) Providing business development services for SMEs, especially those relating to export marketing (including e-commerce), technology upgrading, venture and other business financing, and inter-firm networking and linkages.

iv) Sharing data concerning the business environment and requirements in the two regions, including the development of business registries and database for inter-firm networking purposes, and the facilitation of networking trade missions involving SME entrepreneurs from the two regions.

v) Having a Business to Business market place that can show SMEs offer in both countries.

**c) Educational / Professional / Vocational Courses**

i) Identifying the possibilities of exchanging students for internship in Business Administration, International Trade, and General English and Spanish.

ii) Identifying University tie ups for promotion of education in Business Administration, International Trade, and General English and Spanish.

iii) Encouraging twinning programs in different segments in Business Administration, International Trade, and General English and Spanish.

iv) Exchanging information and guiding students for admission into various universities.