

INDIAN CONSUMER 2.0

CRACKING THE INDIAN CONSUMER CODE – 080407

CONSUMER HABITS – BRANDING – FASHION – TRENDS – RETAIL – ADVERTISING – CONSUMER DESIRES – BOLLYWOOD – CROSS-CULTURAL COMMUNICATION – CONSUMER TASTES – MARKETING – MARKET ENTRY

Within a generation India will become a nation of upwardly mobile middle class households, consuming goods ranging from high end cars to designer clothing. In two decades it said to surpass Germany as the world's fifth largest consumer market. Companies that fail to understand the unique tastes and desires of the new Indian consumer will miss out on a half billion strong market.

So who are these Indian consumers? What are their tastes and desires? How do Swedish companies brand and market in India? How do Swedish companies communicate with an Indian consumer? Come and gain some interesting insights and outlooks on how to tap into this large growing market in India.

WHEN: 08.45 – 16.30. April 7th, 2008. **WHERE:** Östasiatiska Museet Stockholm Sweden

प्रोग्राम्मे

OPENING TALK 08.45

Deepa Gopalan Wadhwa, Ambassador of India

INTRODUCTION 09.00

Moderator Stefan Engeseth, Author and Marketing expert

THE INDIAN TWIST 09.15

– How Indian culture and consumer habits react on foreign/western influence

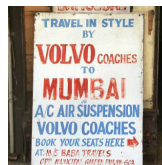
Per J Andersson, Journalist, Author and founder of Vagabond Magazine

CROSS-CULTURAL ASPECTS 09.50

– Getting to know Indians as partners

Anne-Charlotte Sukhia, Intercultural expert

COFFEE BREAK 10.35



BRANDING, ADVERTISING AND MARKETING IN INDIA 11.05

– Is Bollywood one way?

Preeta Singh, Brand and Marketing guru from India

LUNCH 12.00

from Indiska's Hurry Curry

and visiting the exhibition in the museum "BOLLYWOOD – Living gods of India" The exhibition takes off in Indian films, and shows how contemporary India is connected to its past through stories and myths about love, gods and heroes.

ENTERING THE INDIAN RETAIL MARKET 13.30

– Opportunities & Challenges for Swedish companies

Christina Baines, Vice President Indiska Magasinet

FASHION, DESIGN AND TRENDS IN INDIA 14.20

Sunita Shankar, Fashion Designer from India

COFFEE AND TEA 15.10

PANEL DISCUSSION 15.30

SEK.

1200

FOR TICKETS

PROFILE OF SPEAKERS AND PARTNERS

SPEAKERS:

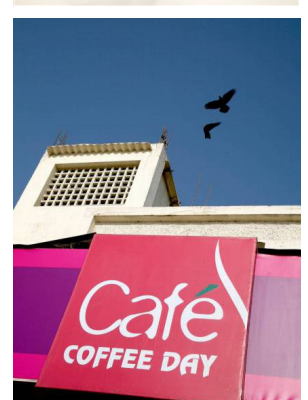
Moderator Stefan Engeseth, Author of several books such as “Detective Marketing” and “ONE”, consultant and speaker. Stefan’s ideas range from innovative and future-oriented to bordering on far-fetched. Yet, they all build on the universal truth that without innovation and visions, companies will not grow in today’s highly competitive business world. A few years ago, Stefan had the honor to hold a lecture at Advertising Agencies Association of India in Mumbai and did hold interviews. He is a big fan of Bollywood movies, so he created a concept called Bollybranding improvised at the lecture and used in the interviews (press and television).

Intercultural trainer Anne-Charlotte Sukhia, an Intercultural Trainer in Sweden. Intercultural communication deals with how people from different cultures succeed or do not succeed in understanding each other in business or at work. For the last 25 years she has worked with most of the Swedish multinationals as well as with the Foreign Ministry and international organizations. www.interkulturellutbildning.se. Her knowledge about Indians and Swedes in interaction goes back 40 years. She is also a member of SIETAR Europa, the International Society for Intercultural Education, Training and Research www.sietar-europa.org

Brand and Marketing guru Preeta Singh, Brand and Marketing guru Preeta Singh, has been in the brand business in India for over two decades and helped build popular and premium brands for the Indian market. She has handled iconic global brands like IBM, American Express, Unilever, Motorola and Indian International brands like Titan, Dabur, Asian Paints as well as social issues like national integration, literacy, public health to mention a few. Preeta was Executive Director with Ogilvy & Mather, a leading global communication company and more recently, CEO of India’s leading talent management and sport and entertainment company, Percept D’mark, for two years before embarking on her new venture – MADI Design Support. MADI is an organisation that aims to preserve, propagate, promote and present Indian design, bridging tradition and contemporary markets.

Fashion Designer Sunita Shanker Sunita established her design label “Sunita Shanker” in 1996. She has shown her collections in various parts of the world – Japan, Hong Kong, Bangkok, Singapore, London, etc. Having served as a design consultant on various projects in both Handloom and Handicraft sectors of The Ministry of Textiles, Government of India, she has developed new designs for products and textiles incorporating various crafts and skills. With extensive experience of working with crafts people and weavers in villages, her design philosophy is strongly influenced by the Indian textile tradition which is grounded in sustainability. Sunita’s hallmark is the assimilation of traditional skills in contemporary designs.

Journalist Per J Andersson one of the founders of the now 21 years old Swedish travel magazine Vagabond. He has been travelling to India regularly since 1983 and worked as a freelancer with Indian subjects for the Swedish News Agency TT, the culture/opinion pages at the daily newspaper Dagens Nyheter and Swedish Radios P1 (Channel 1), among others. He has published a couple of guide books on India on Vagabond Förlag/Publisher, and two feature/reportage books: “Moderna Indien” (Modern India), Alfabet Publisher 2006, and “Indien – elefanten som började dansa” (India – the elephant who begun to dance), Bilda Publisher 2007. He also hold speeches about India at schools, libraries and companies, run the blog-sight Indien Online (<http://per-j-andersson.blogspot.com>) and contributes regularly to Utrikesbloggen.se (The Swedish Blog on foreign affairs).



Christina Baines is the vice-chairman of Indiska. The Indiska Business idea is to, with inspiration from India and the Orient, through own shops offer a modern range of clothes, accessories, home furnishing and utilitarian ware worth its price. Today Indiska has 83 shops in all, of which one established in Denmark, 10 in Norway and 10 all over Finland. The yearly turnover is at the moment approximately 700 million SEK.

PARTNERS:

SIBC: The Sweden-India Business Council (SIBC) was established in May 2003 following an initiative by the Swedish Government, the Swedish Trade Council and several Swedish companies that have seen the new, fast and promising developments in India. SIBC represents over 100 leading Swedish and Indian companies and brands. www.sibc.se

East Asian Museum: The museum is beautifully situated on Skeppsholmen, a small island in the middle of central Stockholm. Here you can encounter not only the Far East - China, Korea and Japan - but also India and Southeast Asia. The magnificent collections have few equivalents outside Asia. Here we will see exhibition "Bollywood- Living Gods of India" The exhibition takes off in Indian films, and shows how contemporary India is connected to its past through stories and myths about love, gods and heroes. www.ostasiatiska.se

Futurelab: FutureLab is a strategy and communication agency focused on integrated marketing communication, design and branding. The agency is based in Borås, Sweden, where it all started, and has since 2007 a branch in Malmö, Sweden. The agency is also the founder and organizer of FutureDesignDays, an international design festival. www.futurelab.se

SPONSORS:

Austrian Airlines: Austrian Airlines provides great connections to India, we fly daily to Delhi and Mumbai. Enjoy the famous Austrian hospitality - our main course selection offers the choice of Hindu meals prepared according to original Indian recipes. Don't miss Bollywood films in original Hindi language. Fly via Vienna – Europe's easiest airport!

Nordic Light

Nordic Light Hotel is Stockholm's design hotel – a place that comes in a sleek, stylish outer wrapping with a warm, generous soul inside. Our Nordic approach means we regard good design more as a way of life than the way things are. We see it as our mission to welcome you into an environment of strong personalities, innovative design and lighting that can surprise and seduce you. www.nordiclighthotel.se

REGISTRATION: Please register by sending email to info@sibc.se
Limited seats only. Registration is binding.
For more information **Sanjoo Malhotra** at **+46707184609**

