





## **U.S. Commercial Service**

# **Smart Cities Infrastructure Business Development Mission to India**

**February 8-12, 2016**

**New Delhi | Mumbai | Chennai | Visakhapatnam (Vizag)**

**Led by**

**Deputy Secretary of Commerce  
Bruce Andrews**

# Smart Cities Infrastructure Business Development Mission to India

*Mission Statement  
February 8-12, 2016*

The United States Department of Commerce, International Trade Administration (ITA) is organizing an Executive-led Smart Cities Infrastructure Business Development Mission to India (New Delhi, Mumbai and Chennai, with an optional spin off site visit to Vizag), from February 8-12, 2016.

India is the third largest economy in the world in terms of purchasing power parity, with the second largest population. According to a report by McKinsey Global Institute (MGI), India's urban population is expected to grow from 340 million in 2008 to 590 million in 2030. The Government of India (GoI) has made infrastructure development a priority along with a plan to develop 100 smart cities. To connect these proposed cities with existing air and sea ports, India needs infrastructure upgrades and technologies.

The New Policies Scenario (NPS), a report by the International Energy Agency (IEA), projects that India's energy demand will grow at a compound annual growth rate (CAGR) of 3.1% from 2009 to 2035 - more than double the projected world energy demand growth of 1.3% (CAGR) for the same period. India's total share of world energy demand is projected to increase from 5.5% in 2009 to 8.6% in 2035. Furthermore, the Indian water market is valued at \$2.54 billion and is expected to grow at over 15.2% annually through 2018. Growth will be driven by shortfalls in drinking water and sanitation access, which will continue to translate into a robust water treatment facility development market in India.

This three-city trade mission will focus on technologies, systems and services that will drive and enhance the sustainable growth of India's infrastructure sector, while making India's growing urban centers more attractive to business and providing a better quality of life for India's citizens.

The Mission is geared toward representatives from U.S. companies and U.S. trade associations with members that provide infrastructure-related technologies, urban planners, project managers and implementers, as well as companies providing energy efficiency systems and services. Each delegate will receive market briefings from local Commercial Service officers and experts and participate in customized meetings with key officials and prospective partners.

The U.S. Department of Commerce, ITA organizes and executes regular government-led trade missions to key markets with rapidly developing infrastructure sectors. ITA leverages the policy and industry expertise of staff in Washington and around the world to provide market intelligence and ensure that trade mission delegates meet with key foreign stakeholders. The U.S. Commercial Service in India (CS India) is the U.S. Department of Commerce's second- largest post outside the United States, has 70 international professionals in place to help U.S. companies pursue export opportunities in India. CS India will introduce U.S. firms and trade associations to opportunities and potential partners to expand U.S. trade in India's rapidly expanding infrastructure market, with emerging opportunities centered on smart cities.

## **INDIA'S INFRASTRUCTURE SECTOR AND THE SMART CITIES OPPORTUNITY**

In recognition of cutting-edge U.S. technologies, products and services, the Government of India is encouraging the U.S. Government (USG) and U.S. companies to take the lead in developing smart city projects in three major urban areas: Ajmer in the state of Rajasthan, Allahabad in the state of Uttar Pradesh, Vishakhapatnam in the state of Andhra Pradesh. With the support of the U.S. Trade and Development Agency, U.S. companies will be involved in planning and technical assistance for each of these cities. However, U.S. participation is not limited to these three cities. CS India, in partnership with the American Chamber of Commerce and other local commercial chambers, has been staging events throughout the country in cities with additional public and private smart city projects.

Regional projects for the Smart City Initiative abound, and include the Dholera Greenfield smart city project, a large-scale project that sits on a 920 square kilometer area, which is in an advanced stage of tendering in the state of Gujarat, as well as other projects being developed along the Delhi-Mumbai Industrial Corridor (DMIC). The DMIC is a state-sponsored industrial development project of the GoI valued at \$100 billion and aimed at developing industrial zones spanning six states to spur economic development in the region.

## **MISSION GOALS**

The mission will help participating firms and trade associations gain market insights, establish industry contacts, solidify business strategies, and advance specific projects with the goal of increasing U.S. exports to India. By participating in an official U.S. industry delegation, rather than traveling to India independently, U.S. companies will enhance their ability to secure meetings in-country and gain greater exposure through association with our diplomatic mission.

## **MISSION SCENARIO**

This business development mission will include: one-on-one business appointments with pre-screened potential buyers, agents, distributors and joint venture partners; meetings with national and regional government officials, chambers of commerce, and business groups; and networking receptions for companies and trade associations representing companies interested in expansion into the Indian market. Meetings will be offered with government authorities that can address questions about policies, tariff rates, incentives, regulation, etc.



**BRUCE ANDREWS - MISSION LEAD**  
*DEPUTY SECRETARY OF COMMERCE*  
*U.S. DEPARTMENT OF COMMERCE*



Bruce Andrews was confirmed as the Deputy Secretary of Commerce on July 24, 2014. Andrews was named Acting Deputy Secretary of Commerce by President Obama and Secretary Penny Pritzker on June 9, 2014. Prior to this, Andrews served as Chief of Staff to the Secretary at the U.S. Department of Commerce, a post which he began in October 2011.

Prior to joining Commerce, Andrews served as General Counsel for the U.S. Senate Committee on Commerce, Science and Transportation, where he served as the chief counsel for the Committee and was responsible for policy, legal and jurisdiction issues. Before joining the Committee staff, Andrews served as Vice President of Governmental Affairs for the Ford Motor Company, where he oversaw the company's federal and state government affairs. Prior to joining Ford, Andrews practiced law as an attorney in the Public Policy and Telecommunications Groups at Arnold & Porter. He was also a founding member of the firm Quinn Gillespie & Associates (QGA), where he worked with clients on a variety of issues related to transportation, technology, judiciary, telecommunications and financial services. Andrews began his career on Capitol Hill where he served as Legislative Director for Representative Tim Holden (D-PA), Legislative Assistant for Representative Gus Yatron (D-PA) and on the staff of Senator Alan Cranston (D-CA).

Andrews, a Syracuse, New York native, is a graduate of the Georgetown University Law Center and Haverford College. He, his wife and children live in Washington, D.C.



**LEOCADIA I. ZAK**

*DIRECTOR*

*UNITED STATES TRADE AND DEVELOPMENT AGENCY*



Leocadia I. Zak was appointed by President Obama and confirmed by the United States Senate as the Director of the U.S. Trade and Development Agency which helps U.S. businesses create jobs through the export of their goods and services for priority development projects in emerging economies. USTDA links U.S. companies to export opportunities by funding project planning activities, pilot projects and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries. USTDA provides a demonstrable return on taxpayer investment, generating an average \$74 in U.S. exports for every dollar it programs. Further, the \$11.8 billion in new exports identified in FY15, brings USTDA's total exports generated to over \$53 billion.

Since 2009, USTDA has launched innovative initiatives to connect U.S. businesses to the Agency's export promotion programs. Making Global Local, the largest domestic outreach strategy in the Agency's history, leverages partnerships with state and local trade entities to open overseas markets for U.S. goods and services. The Global Procurement Initiative levels the playing field for U.S. companies in emerging economies by advancing the utilization of best-value determinations and life-cycle cost analyses in public procurements. The Agency focuses its funding for activities in priority countries and key sectors, concentrating investments in areas with the highest potential for U.S. exports while promoting sustainable development overseas.

Prior to joining USTDA, Ms. Zak was a partner in the Washington and Boston offices of Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C., practicing in the areas of corporate, municipal and international finance. Ms. Zak was also an Adjunct Professor of Law and has taught International Project Finance at the Boston University School of Law, Morin Center for Banking and Financial Law Studies and at the Georgetown University Law Center.

Ms. Zak received her B.A. from Mount Holyoke College and her J.D. from Northeastern University School of Law.



*Reducing Risk. Unleashing Opportunity.*

**RAYMOND ELLIS**

*VICE PRESIDENT | GLOBAL BUSINESS DEVELOPMENT  
EXPORT-IMPORT BANK OF THE UNITED STATES*

Raymond Ellis currently serves as Vice President of the Global Business Development Division of Ex-Im Bank's Export Finance Group. The division oversees business development outreach activities worldwide. Mr. Ellis previously served as Vice President of the Strategic Initiatives Division and the Operations Division of the Export Finance Group. Strategic Initiatives was responsible for business development for Sub-Saharan Africa and renewable energy. The Operations Division administers the intake of all applications for Ex-Im Bank support and the issuance of all medium- and long-term loans and guarantees and short and medium term insurance policies.

Mr. Ellis began his career at Ex-Im Bank as a financial analyst/loan officer in the Bank Guarantee Division before moving to the Asia Division overseeing the Bank's long-term programs for Southeast Asia. He left the Bank to join the private sector where he held executive management positions with leading international banks in Chicago, Illinois. He served as Vice President for Trade Services/Cash Management at Chemical Bank in Chicago, and Vice President and General Manager of Bankers Trust Company International in Chicago. He also held senior positions with two travel management companies in Chicago. He returned to Ex-Im Bank in 1999.

Mr. Ellis holds a Masters of Business Administration degree in International Finance and Business Administration, and a Bachelor of Arts degree in Russian and Linguistics, both from Indiana University, Bloomington.

## **BUSINESS DELEGATION PROFILES**

## U.S. COMPANIES PARTICIPATING IN THE TRADE MISSION

ALCOA INC.	<a href="http://WWW.ALCOA.COM">WWW.ALCOA.COM</a>
AQUATECH INTERNATIONAL	<a href="http://WWW.AQUATECH.COM">WWW.AQUATECH.COM</a>
BLACK & VEATCH PVT. LTD.	<a href="http://WWW.BV.COM">WWW.BV.COM</a>
CONVALT ENERGY LLC	<a href="http://WWW.ACOINVESTMENT.COM">WWW.ACOINVESTMENT.COM</a>
DANAHER CORPORATION	<a href="http://WWW.DANAHER.COM">WWW.DANAHER.COM</a>
ECOLAB	<a href="http://WWW.NALCO.COM">WWW.NALCO.COM</a> / <a href="http://WWW.ECOLAB.COM">WWW.ECOLAB.COM</a>
EI TECHNOLOGIES, LLC	<a href="http://WWW.EITEK.COM">WWW.EITEK.COM</a>
MASTERCARD	<a href="http://WWW.MASTERCARD.COM">WWW.MASTERCARD.COM</a>
MILBANK MANUFACTURING	<a href="http://WWW.MILBANKWORKS.COM">WWW.MILBANKWORKS.COM</a>
OPOWER, INC.	<a href="http://WWW.OPOWER.COM">WWW.OPOWER.COM</a>
OWENSCORNING INDIA PRIVATE LIMITED	<a href="http://WWW.OWENSCORNING.COM">WWW.OWENSCORNING.COM</a>
QUALCOMM	<a href="http://WWW.QUALCOMM.COM">WWW.QUALCOMM.COM</a>
S2 GLOBAL - OSI SOLUTIONS	<a href="http://WWW.OSI-SYSTEMS.COM">WWW.OSI-SYSTEMS.COM</a>
SILVER SPRING NETWORKS	<a href="http://WWW.SILVERSPRINGNET.COM">WWW.SILVERSPRINGNET.COM</a>
SMART CITIES COUNCIL	<a href="http://WWW.SMARTCITIESCOUNCIL.COM">WWW.SMARTCITIESCOUNCIL.COM</a>
TURNER PROJECT MANAGEMENT INDIA PVT. LTD.	<a href="http://WWW.TCCO.COM">WWW.TCCO.COM</a>
UL LLC	<a href="http://WWW.UL.COM">WWW.UL.COM</a>
XYLEM INC.	<a href="http://WWW.XYLEMINC.COM">WWW.XYLEMINC.COM</a>



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Alcoa is a global leader in lightweight metals technology, engineering and manufacturing. Alcoa innovates multi-material solutions that advance our world. Our technologies enhance transportation, from automotive and commercial transport to air and space travel, and improve industrial and consumer electronics products. We enable smart buildings, sustainable food and beverage packaging, high performance defense vehicles across air, land and sea, deeper oil and gas drilling and more efficient power generation. We pioneered the aluminum industry over 125 years ago, and today, our 60,000 people in 30 countries deliver value-add products made of titanium, nickel and aluminum, and produce best-in-class bauxite, alumina and primary aluminum products. Alcoa's operations consist of four worldwide business groups: 1) Engineered Products and Solutions (EPS), 2) Global Rolled Products (GRP), 3) Global Primary Products (GPP, Alumina and Primary Metals) and 4) Transportation and Construction Solutions (TCS).

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Aquatech is a global leader in water purification technology for industrial and infrastructure markets with a focus on desalination, water reuse and zero liquid discharge. The company is headquartered in the United States and has a significant presence worldwide through operations in India, Europe, the Middle East and China. Aquatech provides technology leadership and performance excellence to the global water industry, and supports its clients with cutting edge sustainable solutions, minimizing their life cycle cost as well as their carbon and water footprint.

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**Black & Veatch Corporation** is a leading global engineering, consulting and construction company with the mission of Building a World of Difference®.

Founded in 1915, Black & Veatch specializes in infrastructure development in energy, water, telecommunications, Federal, management consulting and environmental markets. Black & Veatch is an employee-owned company with more than 100 offices worldwide, including three engineering offices in India. We have completed projects in more than 100 countries on six continents. Black & Veatch is ranked on the Forbes "500 Largest Private Companies in the United States" and is consistently in the top ranking for engineering design, including environmental engineering design, and construction firms.

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**Convalt Energy** was founded as a Delaware LLC in 2013 and is a portfolio company of ACO Investment Group. Convalt Energy is primarily focused on acquiring and developing energy generation, transmission & distribution assets. Convalt is poised to become a global Independent Power Producer in Solar, Onshore & Offshore Wind, Hydro, Waste to Power and Biomass. Additional areas of interest include Storage and Energy Efficiency.

**ACO Investment Group** was established in 2011 as a Global Alternative Investments Manager. Our focus is to invest in our core areas of expertise, which include Energy & Power (renewable power), Transportation & Logistics (aviation/airports), Telecom and Oil & Gas. We build and operate world-class infrastructure assets around the globe. In this pursuit, we utilize our extensive network of contacts and our team with proven skills in maximizing value.

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**Danaher** is a Science and Technology Leader that designs, manufactures, and markets innovative products and services to professional, medical, industrial and commercial customers. In 2014, Danaher generated \$19.9 billion of revenue from five reporting segments: Test & Measurement, Environmental, Dental, Life Sciences & Diagnostics and Industrial Technologies. Danaher is ranked #147 on the Fortune 500. Their technologies address a range of global needs by:

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- Ensuring the freshness, dosages, authenticity and safety of food, pharmaceuticals and consumer goods

For more information please visit their website: [www.danaher.com](http://www.danaher.com)

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A trusted partner at more than one million customer locations, Ecolab is the global leader in water, hygiene and energy technologies and services that protect people and vital resources. With 2014 sales of \$14 billion and 47,000 associates, Ecolab delivers comprehensive solutions and on-site service to promote safe food, maintain clean environments, optimize water and energy use and improve operational efficiencies for customers in the food, healthcare, energy, hospitality and industrial markets in more than 170 countries around the world.

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**EI Technologies, LLC** is a full-service GIS consulting firm that has successfully completed more than 450 GIS projects for governmental agencies here in the United States and around the world. It is important to note that all of EI Technologies' projects are completed on time and within budget; a claim no other vendor can make in this industry. In addition, EI Technologies has a 100 percent customer satisfaction rate, assuring our clients that their GIS Projects will be successfully completed to their satisfaction.

Our unique government solutions allow Cities to manage their entire operations using Enterprise GIS as a hub. We have solutions that integrate with all the facets of a City Government including Police Records Management System, Public Works Asset Management System, Fire Incident Management System, Planning & Zoning, Water & Wastewater, Fiber and Telecommunications, Electric & Gas, Emergency Operations Center, Elections Voter Information System, and Cadastral Management. Our tools allow our customers to manage, analyze and report all aspects of City Government operations from a single Common Operating Picture. With executive dashboards to citizen engagement, we have the tools to manage your City in a smart and effective manner.

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**MasterCard** is a technology company in the global payments industry. We are leading the way toward a world beyond cash with the power to expand connectivity, opportunity, and prosperity for individuals, businesses, and communities. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments, and businesses in more than 210 countries and territories. Our products and solutions make everyday commerce activities—such as shopping, traveling, running a business, and managing finances—easier, more secure, and more efficient for everyone. Through our payment solutions, we deliver value and connect close to 2 billion cardholders handling over 36 billion transactions involving 21,000 financial institutions (issuers and acquirers) with more than 35 million acceptance locations worldwide.

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With a proud history, and a vision to improve energy's future, and a firm commitment to creativity and innovation, **Milbank** is developing energy management solutions that redefine long-standing electrical industry paradigms and will forever change the complexion of the movement and utility of energy-in the U.S. and across the globe.

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**Opower** (NYSE: OPWR) is an enterprise software company that is transforming the way energy providers engage with their customers. Opower's customer engagement platform enables electricity distribution companies to reach their customers at moments that matter through proactive communications that increase customer engagement and satisfaction, drive energy savings and demand reduction, and lower customer operation costs. Opower's software has been deployed to more than 95 utility partners around the world and reaches more than 50 million households and businesses. Having run hundreds of large scale field tests, and been subject to over 40 independent programme evaluations, Opower has amassed the world's largest body of experience in delivering behavioural customer engagement programmes.

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## **JITENDRA GODSE**

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**Owens Corning** develops manufactures and markets insulation, roofing and fiberglass composites. Global in scope and human in scale, the company's market-leading businesses use their deep expertise in materials, manufacturing and building science to develop products and systems that save energy and improve comfort in commercial and residential buildings. Through its glass reinforcements business, the company makes thousands of products lighter, stronger and more durable. Ultimately Owens Corning people and products make the world a better place. "Composites First", The knowledge and Service Hub, will be a One stop for Glass fiber based Composite solutions in India. It is a new innovative business model for Owens Corning in India. Composites First will offer reliable connection platform for Industry stakeholders to share and learn and will provide Turnkey business and Market development solutions to the Industry with focus on projects like Swaccha Bharat Program, Housing For All, SAGAR MALA and AMRUT in Construction and Industrial segment.

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## **SUNIL LALVANI**

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**Qualcomm Incorporated**, headquartered in San Diego, California, is the world leader in 3G, 4G and next-generation wireless technologies. For more than 25 years, Qualcomm ideas and inventions have driven the evolution of digital communications, linking people everywhere more closely to information, entertainment, and each other. Qualcomm Technologies, Inc., a wholly-owned subsidiary of Qualcomm Incorporated, is working to bring efficiency, safety, and sustainability to the future of urban living at every level.

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## **AJAY MEHRA**

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**S2 Global**, Inc. is the operational solutions division of OSI Systems, Inc. and the sister company of Rapiscan Systems, the largest U.S. provider of security screening equipment. S2 Global is a provider of turn-key security screening solutions and has extensive experience providing project management and overall operation, training, assessment, technology, image analysis and maintenance services at ports, land borders and airports. The company's solution ensures that customers can dramatically increase screening capabilities to meet mandates by always having the latest inspection technologies and techniques. S2 Global's turn-key screening model gives customers a cost effective avenue to focus their efforts on enforcing laws and collecting revenues otherwise missed by traditional screening solutions.

For custom agencies, border security and tax collection agencies, S2 Global has achieved up to 100% automated inspection and manifest verification of trucks, rail and cargo containers. The company is able to achieve high speed threat and contraband detection through advanced equipment which can automatically screen for narcotics, contraband, goods and undeclared goods and other threats. Finally, through advanced systems integration, training and technology S2 Global can dramatically improve the efficiency of customers' trade, infrastructure, supporting economic growth and transparency.

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**HUGH MCDERMOTT**

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**Silver Spring** is a leader, connecting millions of homes and businesses. Our pioneering IPv6 networking platform has more than 22 million Silver Spring enabled devices delivered and our innovative solutions enable utilities to gain operational efficiencies, improve grid reliability, and empower consumers to monitor and manage energy consumption.

For details of IPv6 networking platform visit -  
<http://www.silverspringnet.com/solutions/silverlink-network/>

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Smart**Cities**Council

## PHILLIP BANE

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**The Smart Cities Council** is a coalition of the world's foremost smart city practitioners. It envisions a world where digital technology and intelligent design have been harnessed to create smart, sustainable cities with high-quality living and high-quality jobs. It helps cities that seek to achieve its three core values of livability, workability and sustainability. The Council is comprised of more than 40 member companies advised by more than 80 independent organizations, including 11 universities from 7 countries as well national laboratories, standards bodies, climate advocacy groups and development banks. Collectively, the Council's members employ more than 1.5 million people in more than 150 countries. They have worked on more than 11,000 smart city projects of one kind or another over the past six years. The Council is the author of the internationally recognized Smart Cities Readiness Guide, which provides guiding principles and proven techniques for an integrated, cross-cutting smart city. The Readiness Guide was developed based on discussions with hundreds of cities and solution vendors, and has been applied all over the world. The Council's affiliate Smart Cities Council India will be publishing a Readiness Guide for India in February 2016.

### **Smart Cities Council**

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# Turner

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**Turner**, established in New York City in 1902, is a leading builder in the USA with presence in diverse and numerous market segments. Turner International (TI), overseas arm of Turner is providing project management and construction management services (PMC) for 40 Mn. Sq.m. development valued approximately \$50billion. Active in India since 2007, Turner is providing international PMC services to developers, corporates and Government clients in Delhi NCR, Mumbai and Ahmedabad. Turner's 170 staff are managing projects more than \$1billion. Prominent projects include 182M tall statue - Statue of Unity project in Gujarat, and Largest Mall of country - Mall of India, Noida

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**UL LLC**, headquartered in Northbrook, Illinois, is a global independent safety science company serving more than 65,000 companies in over 100 countries. We are guided by our 120-year-old mission to promote safe living and working environments for everyone, everywhere. UL's over 11,000 professionals provide top-level service based on UL/ANSI standards and other international standards to ensure the integrity of products in terms of safety, quality, sustainability, and performance. UL is a committed partner of the global community and seeks to ensure that we safely address shared environmental, social, and economic challenges. UL is present in India since last 18 years, employing more than 400 people across different businesses and mission driven verticals.

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**Xylem** is a leading global water technology company committed to "solving water" by creating innovative solutions to meet the world's water needs. The company's products and services move, treat, analyze, and return water to the environment, in public utility, residential and commercial building services, industrial and agricultural settings.

**Xylem** focuses on solving customers' water challenges in three key areas: water productivity, the efficient movement, treatment and use of clean water; water quality, the cost-efficient and sustainable management and renewal of wastewater; and water resilience, helping communities prepare for and recover from water-related risks, such as floods, droughts and contamination.

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