

**Webster**  
UNIVERSITY

Geneva



In collaboration with the Indian Embassy to Switzerland, the Swiss-Indian Chamber of Commerce, the Chamber of Commerce and Industry of Geneva (CCIG), and Euro Alliance SA, Webster University Geneva is pleased to invite you to our conference on:

# Doing Business with India

Wednesday, April 10<sup>th</sup>, 2019, 14:00–18:30



India is becoming the fast-growing economy with several attractive perspectives including vivid IT and pharmaceutical industries, and a massive talented work-force. We gathered several prominent experts from the legal and commercial sectors to express their views on various questions such as: How does India stack up in the global R&D competition? How does one find the right Indian partner? What are the recruitment advantages in India? Where are the markets? What are the legal challenges faced by companies doing business in India? The conference will be held under the auspices of H.E. Mr. Sibi George, Indian Ambassador to Switzerland, the Swiss-Indian Chamber of Commerce, and the Geneva Chamber of Commerce and Industry. This is a public event, notably open to Swiss executives/investors interested in India, and Indian executives/investors operating in Switzerland.

14:00-14:30: Opening launch of the Euro Alliance SA-Webster University Geneva  
Market Access Program

14:30-15:30: Session # 1 – Overall Economic Situation, and Market Opportunities

15:30-16:30: Session # 2 – Managing Risks in India

16:30-17:00: Coffee and Networking Break

17:00-18:00: Session # 3 – Technology Creation, Innovation, R&D in India

18:00-18:30: Cocktail

## DETAILED SCHEDULE

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13:30-14:00 Arrivals and registration

13:45-14:00 Yoga demonstration

### **14:00-14:30 Opening and Launch of the Market Access Program**

14:00-14:10 Welcome – Clementina Acedo, Director, Webster University Geneva  
Dominique Jolly, Chair of Walker School of Business & Technology

14:10-14:15 Inaugural address: H.E. George Sibi, Ambassador of India to Switzerland

14:15-14:20 Address: Philippe Reich, Baker & McKenzie, Chairman and President  
of the Swiss-Indian Chamber of Commerce (SICC)

14:20-14:25 Address: Vincent Subilia, Directeur général adjoint, Chambre de  
commerce, d'industrie et des services de Genève (CCIG)

14:25-14:30 Quick Break

### 14:30-15:30 Session I: Overall Economic Situation in India. and Market Opportunities

14:30-14:35	Introduction to the panel: Ivan Coste, Professor at SKEMA Business School
14:35-14:45	Sudeep Chhabra, Retail Consultant (New Delhi), "Emerging India – The Case of the Luxury Industry" (by skype)
14:45-14:55	Rakshit Mehta, Chairman and Managing Director of Euro Alliance, "Swiss-India Tech: Where is the Opportunity?"
14:55-15:05	James Cherian, Founder Prestige Enterprise, "My experience of producing in India"
15:05-15:30	Q&A

### 15:30-16:30 Session 2: Managing Risks in India

15:30-15:35	Introduction to the panel: Samuel Wee, Founder and CEO Cohesion Dynamics
15:35-15:45	Amit B. Jain, Ernst & Young, "Tax risk management in India"
15:45-15:55	Baptiste Rigaudeau, Lalive, "Protecting Your Investment vis-à-vis Regulatory and Political Risks in India"
15:55-16:05	Rahul Donde, Lévy Kaufmann-Kohler, "Risk management and dispute resolution mechanisms in India"
16:05-16:30	Q&A

### 16:30-17:00 Coffee & Networking Break – Indian Dance Demonstration

### 17:00-18:00 Session 3: Technology Creation, Innovation, R&D in India

17:00-17:05	Introduction to the panel: Georges Haour, Professor of International Management, IMD, Lausanne
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17:05-17:15	Dr. Manfred Plischke, CEO ,IT Consultants & XLPAT Europe, "The Indo European patent /tech landscape"
17:15-17:25	Amit Sreedharan, Infosys, Director for client relationships, "Technology creation at Infosys"
17:25-17:35	Akash Bhavsar, Founding Partner at Indo-Swiss Block-chain Alliance, "Start-up scenario in India"
17:35-18:00	Q&A

### 18:00-18:30 Cocktail

– end of conference –

Webster University Geneva and the Walker School of Business and Technology (WSBT) express our sincere thanks to all of our guest panelists and moderators. This event has been made possible thanks to *Fondation Webster*. These WSBT events target timely topics, gathering reputed experts to share their views. Events are an opportunity to bring together fragmented pieces of knowledge from various sector and industry perspectives for a conference of presentations, exchanges of ideas and networking.

## Speakers' and moderators' bios



### **James Cherian - Founder & CEO Prestige Enterprise**

James Cherian is a serial entrepreneur with over 20 years of experience creating personalized products for clients, working with luxury brands and in trading business. After over 10 years with the American Multinational Procter & Gamble, it was time to move on to take a new entrepreneurial challenge. In 1999, James Founded Prestige Enterprise in Switzerland which specializes in creating personalized products for corporate clients. Most of these personalized products are manufactured in the family run factory in India managed by his brothers. Couple of years later James remembers receiving a call from one of the clients asking for VIP Luxury Gifts for their High Yield Clients. This opened a new horizon, Prestige Enterprise now collaborates with leading brands like Louis Vuitton, Montblanc, Chopard, Baume & Mercier, Hugo Boss to name a few. Seeing a very good and promising growth potential in Europe, in 2017 James opened a company in Europe to expand geographically. Travelling regularly between Switzerland and India, James over the years discovered a huge potential in India. In 2018 James opened a company in India. In addition to the current scope, this company is active in building its own brand and trading. James is here to share "His experience of producing in India".



## SUDEEP CHHABRA

Sudeep Chhabra is a retail consultant with over 19 years of experience across 25+ brands across hospitality, retail, fashion and luxury. Based in New Delhi, India, his expertise lies in business strategy, design, sales and marketing and organizational turnaround.

Mr. Chhabra specializes in providing retail and distribution platforms for international brands to enter and expand into India. He also runs a bespoke consulting firm, which represents a think tank of luxury retail professionals. Recently, he has been involved in setting up the Armani Junior business in India, where he handled the entire cycle of Feasibility, Business Planning, Store Rollout and Project Management. He is the former CEO of Suneet Varma, an Indian couture fashion house, before which he launched DLF Emporio, India's finest luxury mall as its Head of Marketing. He is also the former Director of Sales for Hotel InterContinental in New Delhi.

He is a regularly invited to speak at marketing and retail forums in India and abroad, and is a visiting faculty member for the master's program at SKEMA Business School in France and China, as well as Luxury Connect Business School in Gurgaon, India. He teaches Design and Innovation, Retail Operations, Negotiation Principles, Critical Thinking and Decision Making.

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LinkedIn <https://www.linkedin.com/in/sudeepchhabra/>



## **Ivan Coste-Maniere**

Ivan Coste-Maniere is currently Professor at SKEMA Business School, Sophia Antipolis, France, Suzhou, China, and Raleigh, USA, where he teaches Luxury Brand Management and is Programme Director. He is also Professor in Organic Synthesis at the University of Marseille and Genova. He is currently acting as a consultant for several top ranked luxury brands having around 20 years in entrepreneurship and innovation and has been founding several companies, acting now as scientific consultant for Eytelia, Sil'Innov, and some multinational groups as well. Member of the Board of MPM Partners Bank, he is in charge of trends spotting. He has been Section Member of the Economic and Social Council of the French Republic, being now member of the board of the Association of the former members, President of the Track and Field Association. He is currently member of the Regional Economic Social and Environmental Council, Vice Chairman of the Association Francophone des Académies Olympiques (AFAO), member of the board of the Cercle Français Pierre de Coubertin, of the Regional Olympic Committee Region Sud and has been President of the Regional Olympic Committee of the French Riviera. He has been working in India for 10 years, teaching at IIFT, IIT, Jaypee Group....

He got a Ph.D. in Chemistry, is an Engineer of Ecole Centrale Marseille and has been awarded the Paul Harris Fellow (Rotary International), Gold Medal (Ministry of Youth and Sports) and Officier des Palmes Académiques, from the Ministry of Research and Education. He has been a deputy Mayor for city of Grasse for ten years. Apart from this, he has been a real sportsman for Track and Field and Handball.

LKK  
LÉVY KAUFMANN-KOHLER



Rahul DONDE

Counsel

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Rahul Donde specializes in international commercial and investment arbitration. Over the past ten years, Rahul has acted as arbitrator, counsel, secretary and assistant of the arbitral tribunal in over 30 international arbitration proceedings under both ad hoc (Indian Arbitration Act, 1996, Swiss PILA, UNCITRAL) and institutional arbitration rules (CEPANI, CRCICA, HKIAC, ICC, ICSID, ICSID (A/R), LCIA, SIAC).

Rahul has specific experience in disputes relating to utilities, natural resources (water, oil, gas, renewable energy), commercial (agency, distribution, sales, purchase, services agreements) and corporate laws in different jurisdictions. He has a specialization in energy law with focus on oil, gas and renewable energy. Having worked in Switzerland and India for several years, Rahul has developed expertise in both common law and civil law systems.

Rahul is empaneled as an arbitrator with all major international arbitral institutions. He has been involved in high-profile disputes arising under the NAFTA and BITs as well as under complex long-term contracts.

Rahul has advised multinational companies in cross-border construction and commercial disputes and assisted parties in annulment proceedings before the Swiss Federal Tribunal. Besides, he has considerable experience representing clients in domestic disputes in India, including appearing before various judicial and quasi-judicial bodies such as the Bombay High Court, the Company Law Board and others.

Rahul is the co-editor of the first-ever TDM Special on dispute resolution in India. He is a member of the Advisory Board of the Thailand Arbitration Center and the Center for Advanced Research in Dispute Settlement. He is a Steering Committee Member of the young arbitration practitioners groups of the Chartered Institute of Arbitrators and the Mumbai Center for International Arbitration. He is regularly invited to lecture, speak at conferences and conduct workshops organized by the ICC World Business Institute, UN organizations and others. His publications cover topics of current interest in technology, water, energy law and international arbitration.

## EDUCATION

- LL.M. (Oil and Gas Law), Robert Gordon University, 2018
- LL.M., International Dispute Settlement (MIDS), Geneva University Law School and Graduate Institute of International and Development Studies, 2011
- B.L.S., LL.B., University of Mumbai, 2008

## BAR ADMISSIONS

- Maharashtra and Goa, 2008 (India)

## LANGUAGES

- English (native)
- Hindi (proficient)
- Marathi (proficient)
- French (intermediate)

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**Georges Haour** is Professor of innovation management at the executive education institute IMD, in Switzerland. He acts as an adviser to companies on the effective management of innovation, using his “innovation journey”, to foster innovation-led growth in firms, as well as on the productive transfer & commercialization of technology.

As an associate of the incubator Generics (now Science Group), in Cambridge, UK, he helped launch the British Telecom's incubator “Brightstar”, in Ipswich, UK. He works with start-ups, in Switzerland, Cambridge, Paris and Shanghai. His recent work on innovation in China led him to join an EU project on 5G/IoT, involving companies from Japan and Europe.

Born and raised in Lyon, France, Georges obtained a PhD in Chemistry & Materials Science from the University of Toronto, Canada. There, he worked with Marshall McLuhan. After Bell Labs, in Murray Hill, N.J, he joined the innovation and technology transfer firm Battelle, in Geneva, becoming manager of a 35 staff business unit. There, companies funded innovation projects carried out in his unit; he licensed several of his eight granted patents to firms, such as Hitachi, in order to launch new activities.

He has published many articles and five books. “Resolving the Innovation Paradox” deals with innovation management. Technology transfer is the subject of “From Science to Business” ([www.sciencetobusiness.ch](http://www.sciencetobusiness.ch)). Both books are with Palgrave, London. Georges' most recent book is on innovation in China. Titled “Created in China – how China is becoming a global innovator”, it is published by Bloomsbury (London, 2016), and, in Chinese, by CITIC Publishing (Beijing, 2017).



## Background

Amit is an international director with EY UK, LLP focussing on international tax, transfer pricing, supply chain optimization and M&A tax. Prior to this Amit was a Partner with Ernst & Young, India, International tax practise. Amit has worked with clients in life science, chemicals, FMCG, Auto and IT enabled sector. He has also been also involved in handling large Private Equity accounts.

Amit joined Ernst & Young in 2004 and has previously worked with EY Mumbai and Pune practice. Prior to this Amit worked with PwC Mumbai.

Amit is a fellow chartered accountant of the Indian Institute of Chartered Accountants, India and Law (LLB) and Commerce graduate

## Professional Experience

- Cross border acquisition support including tax due diligence, structuring and implementation
- Advising on international tax issues such as taxability of foreign companies in source country, permanent establishment and attribution of income, etc.
- Cross border investment structuring and setting up of operations in India including obtaining regulatory approvals and rulings
- Transfer pricing documentation and planning including global documentation for multiple countries based on OECD principles
- Bilateral and Unilateral Advance Pricing Agreement (APA) / Mutual Agreement Procedure (MAP) preparation and negotiation
- Transfer pricing and international tax dispute resolution before Revenue authorities and appellate authorities
- Supply chain optimization using transfer pricing principles



**Professor Dominique Jolly**

Chair Walker School of Business & Technology,

Webster University Geneva

Professor Dominique JOLLY has been Chair of the Walker School of Management & Technology at Webster University Geneva for 3 years. He was previously a faculty member at SKEMA Business School (France) and Head of "Strategy, Entrepreneurship and Economics" department. He moved to Shanghai in 2012-2013 and remained a visiting professor at CEIBS for the next three years.

For more than 30 years, he has been teaching Business Strategy. He specializes in "Management of alliances and inter-company cooperation", "Management of technology and innovation" and has offered his course "Business Practice in China" for the past 20 years. He is the author of three business strategy books published by Vuibert and Maxima, and three other books on the Chinese economy published by Eyrolles, Maxima and Pearson. He published more than 100 articles – on business-to-business alliances, endogamy and exogamy, the management of Chinese-foreign joint-ventures, technology sourcing, technology assessment and competitive uses of technology, creation of technology in China.

He is a member of the International Association for Management Technology (IAMOT) and a founding member of the International Association for Management Research in China (IACMR). He has been associate editor of the journal Technovation and European regional publisher for the Journal of Technology Management in China. He is a member of the editorial board of Asia Pacific Journal of Management.

Professor Jolly is a regular speaker in multinational enterprise programs. He has also taught as a visiting professor in more than 20 different countries in Europe, Asia, North America, South America and Africa.

He regularly speaks in the media. He has been interviewed by LCI, TV 5 Monde, France Culture, Radio Classique, Russia Today, and by RTS and Bilan magazine. He is the author of forums published in the newspaper Le Monde, Libération and Agefi.



**Rakshit MEHTA, Chairman & Managing Director Euro Alliance SA**

**A Techno-preneur with over 18 years of experience working with developed and developing ecosystems** spanning sectors like IoT, wireless charging, med tech & life sciences, digital currencies-blockchain tech, renewable energy, water & ad tech. He specializes in technology scouting & commercialization, venture capital, international trade, & business development. **Mr. Mehta has been featured as a “Game Changer” in the 12<sup>th</sup> edition of The Introducer Magazine-The Real Value of Health Tech-March 2019 edition** ([www.theintroducermagazine.com](http://www.theintroducermagazine.com)).

**He is a board member on numerous European / Asian companies & NGO’s.** He is actively involved with top global foundations in the field of disability & education and holds the position of **Resident Director Switzerland, Europe & Asia** with the **world’s largest private NGO for disability** ([www.jaipurfoot.org](http://www.jaipurfoot.org)) registered under the **UN ECOSOC**.

Mr. Mehta is also an **international speaker on entrepreneurship & technology innovation** and has been invited by numerous startup accelerators, incubators & organizations, universities and governments globally to deliver key note speech and to join panel discussions.

He is currently the **Chairman & Managing Director for Euro Alliance S.A.** ([www.euroalliancesa.com](http://www.euroalliancesa.com)) and based out of Switzerland. He holds a **Master in Business Administration** (MBA- major in Finance & Entrepreneurship) from the **prestigious Grand Ecole- Ecole National Des Ponts et Chaussées, Paris, France**, **Masters in International Business** (MIB) from **SIMBA-Tonji University- Shanghai, China** & **Bachelor of Commerce (Honors)** from **Delhi University, India**.



**Dr. Ing. Manfred Plischke**  
European Patent Attorney

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Dr. Manfred Plischke, holding a doctorate in Chemical Engineering, is a highly experienced IP professional. He started his career with an American multinational consumer goods company (Procter & Gamble) where he gained extensive experience in technology development, becoming (co-)inventor on numerous patents. He then moved into the IP division to become qualified as a **European Patent Attorney**. Subsequently, as independent patent attorney as well as strategic IP business consultant, he worked with numerous enterprises across the globe to develop and deploy targeted patent, IPR, and business strategies.

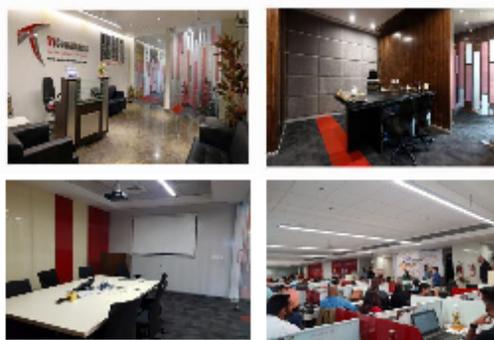
**My Roles at TT Consultants and XLPAT Labs:**

- Providing a local / regional hub for European Clients;
- Providing expertise in the fields of Consumer Goods, Chemistry, Materials, Physics, Production equipment on a global basis;
- Leading the growth of TTConsultants' European business;
- Further strengthening TTConsultants' strategic and executional IP Consulting services.

**About TT Consultants**

Talwar & Talwar Consultants Pvt. Ltd. (herein referred to as TT Consultants Pvt. Ltd) established in 2006 is a ISO27001 & ISO9001:2008 firm, is recognized as a global leader in providing customized IP Services & Solutions, and technology consulting to international corporations, law firms & Universities.

Headquartered in Mohali (India), TT Consultants has 150+ professionals which includes Engineers, Patent Agents, Ex-USPTO examiners, and Patent Attorneys, aiming and working to provide quality IP based services and products in diversified domains such as Electronics, Communication, Mechanical, Mechatronics, Electrical, IT, Bio-Pharma, Consumer Goods, Chemical and other general domains.



# LALIVE

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## Baptiste RIGAUDEAU

Associate



### Admission

Paris, 2015

### Nationality

French

### Languages

English, French,

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### Practices:

International Commercial Arbitration

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## BIOGRAPHY

Baptiste Rigaudeau joined LALIVE in 2018. He specialises in international arbitration, with a focus on commercial and investor-State disputes. He has experience working as counsel and secretary to international arbitration tribunals under ICDR, HKIAC, SIAC, SCC, OIETAC, OMAP, ICSID and UNCITRAL rules, in proceedings governed by various procedural and substantive laws, both common and civil. He has experience in the energy, particularly in oil and gas, construction, banking, telecommunications, hotel and pharmaceuticals sectors. He also has experience in cross-border litigation and asset recovery matters.

He is a member of the ICDR's Commission on the Belt & Road Initiative and is member of several professional associations including the Chartered Institute of Arbitrators, ICDR Y&I, LOIA YIAG and the International Wine Law Association. He has spoken at conferences and has published several articles on international arbitration.

Baptiste Rigaudeau trained in Paris and Madrid (2009-2010) before working as an associate to two leading international arbitrators, based in Hong Kong and in Paris (2011-2012). He then practiced international arbitration in the Paris office of Foley Hoag LLP (2014-2018).

Baptiste Rigaudeau holds a Licence de droit from the University of Nantes, Masters degrees in International Economic Law from the University of Nantes and in International Arbitration and Business Law from the University of Versailles. He also holds a LLM from Cardiff University Law School.

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[lalive.law](http://lalive.law)

Baptiste RIGAUDEAU



**Amit Sreedharan** is a change agent and a digital technology enthusiast and gains satisfaction in creating and simplifying solutions by instilling empathy into technology.

Presently, the Director for client services for Infosys based out of Geneva, he started his career with Dell and then Infosys 16 years back. He has lived and worked extensively across the Middle east, Europe, United states and India as a technology evangelist converting real world problems into technology solutions.

Through his career he has played multiple roles across strategy, consulting and sales and has been responsible for driving growth and innovation across key customers, increasing the adaption of new technologies and putting in place localization strategies and partnerships working with his leadership team.



**Vincent SUBILIA** (born in 1975)

As Deputy Director General of the Geneva Chamber of Commerce (CCIG), Vincent Subilia oversees its international affairs, arbitration department and Members' services, as well as represents the CCIG within numerous regional, national and international institutions (including the General Council of the World Chamber's Federation, as elected Swiss representative). Vincent has equally acted as President of the Swiss Chambers' Arbitration Institution.

A qualified lawyer with robust expertise gained in Switzerland and abroad (including in Brussels, London, New York and Beijing), Vincent worked within a large international bank in Geneva as Vice President for numerous years, as well as for a major law firm specialised in WTO issues.



### **Samuel Wee, Cohesion Dynamics**

Samuel is a Corporate & Executive Coach, Consultant and Facilitator with diverse and solid successful professional background. He has held positions as Chief Financial Officer, European Financial Controller, Group Asia Pacific Business Development Manager. His success through people gravitate him towards developing people. Samuel's hands-on specialty is Inspiring Human Potential in individuals, teams and organizations. He is passionate about finding the true excellence in people and bringing it into their work and life. His energy, his desire to enjoy life and his interest in the success of his clients are often factors that attract new clients to his practice.

As a professional coach, his clients include 'C' position leaders, board members, entrepreneurs, executives and professionals. As an organizational consultant he specializes in change initiatives, strategy development and operational performance improvements. As a facilitator, he designs and delivers management and leadership training and development workshops, covering a wide range of organizational and personal needs. He is also a professor of leadership & management, developing students in different universities and countries.

He is a Singapore-Chinese, who works comfortably in English, French, Mandarin, and understands basic German. His hobbies include martial arts, golfing, scuba diving, and reading. One of Samuel's secret hobbies is experimenting, where he has successfully combined martial arts teachings, Chinese energy system, philosophy, psychology, science, management and leadership theories and best practices to bring out the best in organizations, teams and individuals.