The Consulate General of India
New York

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The Department of International Trade & Marketing (ITM)
Fashion Institute of Technology, New York

Present

Fabric To Fashion Trade Forum - India 2011

March 25, 2011

at

Fashion Institute of Technology
Board Room, 9th Floor
Feldman Center (C Building)
27th Street (Between 7th & 8th Ave.)
New York, NY 10001
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Welcome Letter from Acting Dean Frank T. Koe

I welcome you to Fabric To Fashion Trade Forum – India 2011 sponsored by FIT’s Department of International Trade and Marketing. With India exporting between 2009 and 2010 more than $182 billion, it is clear that India has become much more than a developing world economic power.

We are pleased that FIT can offer informative sessions like this one that serve to educate our students about influential countries like India who are making their mark on the global economic stage.

I welcome you to the forum and wish you “good learning!”

Frank T. Koe, Ph.D.
Acting Dean, Jay & Patty Baker School of Business and Technology

The Department of International Trade and Marketing for the Fashion Industries (ITM) at the Fashion Institute of Technology (FIT) is pleased to present its third Emerging Markets guest lecture on India called Fabric To Fashion Trade Forum - India 2011. We are indeed fortunate to be collaborating with the Consulate General of India for this presentation.

As the world's fifth largest economy, with a population estimated by some experts to surpass China by 2020, and a well-educated English-speaking workforce, India is well positioned to become a leading exporter in more fields than information technology including fashion and textile industries.

Today's forum builds on previous discussions held on Asian women's role in business, the world's hottest consumer markets, growth opportunities in the area, and the effect of global warming as well as fashion and retail industries on India's economy to focus on India's textile industry's road to success and the increasing globalization of its apparel business. Specifically, the panelists will provide their insights on the trade, development, global economic challenges, growth potential, as well as export and import opportunities in these areas. They will also reflect on the cultural impact, the changing landscape, and the challenges faced by upcoming designers as a result of such forces reshaping these sectors.

Against this backdrop, I welcome all of you to our thought-provoking dialogue today.

Christine S. Pomeranz
Chairperson, Department of International Trade and Marketing (ITM)
MESSAGE

I am happy to learn that a panel discussion on Indian Apparels, Textiles and Fashions is being organized at the Fashion Institute of Technology, New York on March 25, 2011.

Honed by centuries of experience of fabric weaving, the highly skilled artisans in India can deliver uncompromising quality of the final product at highly competitive prices. Technological developments and superior design capabilities provide integrated solutions to the importers. A friendly Government policy towards exports and excellent cultural and political relations with the importing countries have nurtured this industry and made it bigger and better each year.

India offers a wonderful amalgam of natural resources and industry-related expertise. Entrepreneurial initiatives backed by a pro-active and supportive Government together with a smart and winning attitude of the Apparel Industry spurs it towards development and progress.

I am confident that the panelists would bring out various facets of the Indian Apparel Industry to a highly informed and discerning audience which is expected to attend the event.

(Prabhu Dayal)

Welcome Letter from Professor Subash Midha

India, today, stands on the threshold of years of unprecedented growth. From a developing nation just two decades back. India, today, has emerged as one of the decisive nations shaping the contours of the world economy.

Consistently charting a growth path over the last few years, Brand India is an idea whose time has truly arrived. Today, the triumph of Brand India is visible in almost all fields, with some aggressive cross-border acquisitions India has been rewriting the global business equations; India has established its leadership in IT and knowledge-based industries globally; and along with the rapidly declining age profile, it has the fastest growing population of workers and consumers.

Today we are going to focus on Textile and Fashion Industries of India, which are growing by leaps and bounds and having a global impact.
Feature Panels:

1. Road to Success: Indian Textile Industry

The Indian textile industry, with its unbroken weaving traditions is the oldest and largest industries in India. It displays a very complex sectoral dispersal system with latest technological sophisticated mill sector at one end of the spectrum and operationally efficient hand-woven and hand-spun at the other, with the decentralized power loom and knitting sectors in between.

It is the only industry in the Indian industrial arena which is self reliant and complete in value chain from raw material to garments.

Indian textile industry produces all types of textile fibers from natural and manmade fibers including cotton, jute, silk, wool, polyester, viscose, nylon, acrylic, polypropylene and filament yarns.

The Indian textile industry has a significant contribution in the Indian economy. It accounts for 14% of the total industrial production and 4% of the GDP. It provides direct employment to more than 35 million people and is the second largest employment generator after agriculture and earns 27% of the foreign exchange.

In the world textile scenario, it is the largest producer of jute, second largest producer of silk, third largest producer of cotton and cellulosic fiber, fifth largest producer of synthetic fiber and seventh largest producer of wool.

The Panelists will elaborate on the trade, development, global economic challenges, growth potential, as well as export and import opportunities. They will discuss India’s textile industry's long-term prospects, opportunities for textiles development, maximizing its potential manpower, encouraging Foreign direct investment, and steps to improve the current business environment.

2. Indian Apparel Fashion: Going Global

Each region of India has its own unique native costume and traditional attire. While traditional clothes are still worn in most of rural India, urban India is changing rapidly, with international fashion trends reflected by the young and glamorous, in the cosmopolitan metros of India. Fashion in India is vibrant, colorful and glamorous, where designers and models start new trends every day.

While previously a master weaver was recognized for his skill, today a fashion designer is celebrated for his creativity. Young urban Indians can choose from the best of East and West as Indian fashion designers are inspired by both Indian and western styles. This fusion of fashion can be seen on the streets and ramps of the metropolis in India. Fashion in India covers a whole range of clothing from ornate cloths designed for wedding ceremonies to pret lines, sports wear and casual wear. Traditional Indian techniques of embroidery such as chikhan, crewel and zardosi, and traditional weaves and fabrics have been used by Indian designers to create indo-western clothing in a fusion of the best of the East and the West. Fashion in India is continuously evolving as new designers from leading institutes such as the National Institutes of Fashion Technology continue to redefine the fashion in India.

Discussion topics will chart the growth of the industry, sourcing, export and import, domestic and global opportunities, Trend, cultural impact, changing landscape and challenges faced by upcoming designers.
Road to Success: Indian Textile Industry

Moderator:

Jeffrey Silberman, Chairperson, Textile Development and Marketing Department, FIT

Jeffrey Silberman is a Professor and Chairperson of the Textile Development and Marketing Department at the Fashion Institute of Technology (FIT) in New York, a consultant to the International Cotton Advisory Committee (ICAC) Secretariat, and serves as Executive Director to the International Forum for Cotton Promotion (IFCP). He is an international textile consultant specializing in marketing and development strategy.

He designed and implemented textile programs in more than fifteen countries, including Turkey, India, Armenia and Nepal; linen development programs throughout Russia, including the Vologda, Kaluga and Kostroma, Yaroslavl oblasts; market development programs for the Mongolian Cashmere FibreMark Society in Ulaanbaatar, Mongolia, and United Textile Mills in Bangkok, Thailand. Mr. Silberman was a core member of the team charged with developing and launching the Egyptian Cotton Logo and World Wide Promotion Program (CottonEgypt) for the Government of Egypt and Alcotexa. He built, managed, and was a site guide for the Apparel and Home Textiles Internet Industry Channel for About.com.

Prior to building his consulting firm, Mr. Silberman was a Director of Marketing for Cotton Incorporated, and before that, the Technical Director for United Merchants and Manufacturers, Inc.

Mr. Silberman holds a Master of Textiles (MR) degree from North Carolina State University, College of Textiles, a B.S. in Textile Marketing and Design from Philadelphia University, and Advanced Management Program Certificates from the Wharton School of Business in Finance and Accounting, Marketing Management from the Columbia Graduate School of Business, and Environmental Law from New York University. He is a winner of the 'Winrock Award for Service and Dedication Given in Helping to Build a Better World' for his work with Russian flax producers, in December, 1999.

Panelists:

Dr. A.M. Gondane, Deputy Consul General, Consulate General of India, New York

A.M. Gondane, Ph.D., joined Indian Foreign Service in 1985. He has worked in Indian Embassies in Damascus, Baghdad, Vienna and Ankara in various positions. He was Director of West Asia and South Asian Cooperation (SAARC) Divisions in the Ministry of External Affairs in New Delhi. He also served as Joint Secretary at the Foreign Service Institute and was Joint Coordinator for the 14th SAARC Summit held in April 2007 in New Delhi. He also worked as Officer on Special Duty to the Deputy Speaker of Indian Parliament.

Mr. Gondane was a visiting Fellow at the Henry L Stimson Centre, Washington, DC in 2006 and has edited two books on social development issues. His book “The Arrival” was published in 2006.
Nimet Degirmencioglu, Co-founder of Soham Dave

After getting a Textile Engineering degree from Turkey in 2001, she worked as a Textile Engineer in Brilliant, one of Istanbul’s largest textile mill.

In FIT she got Master’s degree in Global Fashion Management, where she partnered with her classmate Soham Dave to build up an eco fashion clothing line. Soham does production in Ahmedabad, India, while she works on the sales and marketing side in New York. They have launched their Spring & Summer collection in September 2010.

She has been working in home textile industry for the last seven years in New York, as a senior merchandiser in Edpaua, an international textile and fabric trading agent. She works on fabric developments from ideas to actual collection with various designers and buying from a wide range of mills in Turkey, India and China.

Subash Midha, Global Strategy Advisor (India) Professor, International Business and Finance New York University

Subash Midha has held a number of influential positions in the areas of finance, import/export, outsourcing, medical tourism, strategic planning, international marketing, and product research with multiple companies in India as well as in the USA. For the past 10 years, he has been advising multi-national companies that are establishing businesses in India.

For the last 30 years, he has taught at New York University, Columbia University, City University of New York and State University of New York in the areas of Accounting, Corporate Finance, and International Business. Presently, he is teaching Investment opportunities in India and India’s growth potential in the 21st century at New York University. He has organized several Business forums on India and China at NYU and FIT.

He earned his M.Sc. degree in India and received an MS in Computer Science and Mathematics as well as an MBA from the State University of New York at Buffalo, NY.

Subash serves on the Board for Lotus Music and Dance, Park Slope Geriatric Center and India Association of Long Island. He is a very active member of Pratham USA (the largest NGO in India for Education) and has been responsible for raising over 5 million dollars for Pratham’s tri-state chapter. In 2008, he organized seven events for Pratham all over USA.

Ashok Varshney, President, Vintage Vision, Inc

With a Bachelor Degree from University of Delhi, India, Ashok set up his first office in New Delhi in 1982. Gaining experience in Sourcing, Textiles and Production over the years now he has offices in Dhaka, Bangladesh and New York too. His production units are in Dhaka and New Delhi. Among his Buyers are Macy’s, Sears, JCPenney, Kohls, Dillards, Belk Store, Wetseal, Limited, Dress Barn etc.
Indian Apparel Fashion: Going Global

Moderator:

Margaret Bishop, Adjunct Instructor, Department of Textile Development and Marketing and International Trade, FIT

Margaret Bishop is a textile and apparel specialist with extensive domestic and overseas manufacturing, quality assurance, and product development experience. She has also worked two decades as an international trade consultant. Ms. Bishop has worked in more than forty countries worldwide; she has lived in Africa, Asia, Europe, the Caribbean, and the Middle East. She holds a B.S. in Textile Technology from North Carolina State University's College of Textiles and a M.S. in Management from Purdue University's Krannert Graduate School of Management. She is currently teaching International Marketing Research at FIT and pursuing a M.P.S. in Global Fashion Management.

Panelists:

Anila Midha, MD, President, Uttam House Of Design

A doctor by training, Anila Midha decided to pursue her passion for Indian fashion. For the past eleven years, she has been advising Indian fashion designers on their global outreach, with a focus on targeting the U.S. market.

Anila has organized numerous trunk shows and choreographed fashion shows across the United States to bring awareness of Indian fashion, fabrics, embroideries and embellishments to the American market.

Based in New York, Anila markets apparel by Indian designers under the name “Uttam House of Design” to South Asian and American clientele.

Anila is very actively involved in community events. She was the President of India Association of Long Island in 2008 and 2009; has been the President of Five Towns Indian Association for the last eight years; is on the Advisory Board of Arya Samaj of Long Island, 2010 and 2011; was on the Advisory Board for Chhandayan in 2010. She taught Hindi in Vedic Heritage, Rockville Center, for four years.
Sachin and Babi Ahluwalia, Co-Founders & President of Sachin and Babi for Ankasa

Sachin and Babi Ahluwalia are the co-founders and Presidents of “Sachin and Babi” a two year old fashion collection, borne of their existing companies, ANK Embroideries, (under which they design and manufacture designer and couture embroideries for some of the biggest fashion houses) and ANKASA (the 5 year old luxury home furnishings brand).

At FIT, Sachin majored in Textile Design and met Babi, his future wife and business partner. “Through our experiences from India and New York, we are able to translate embroideries and surface texture in a very different way. It is a fusion of old world techniques and modern sensibility.”

Sachin has recently started working on jewelry pieces. They are very unique pieces that combine textiles with rare beads and semi precious stones. One of the big draws of the line is that it is priced within the contemporary price point, making the collection very accessible to the mainstream.

Thank You!

We are grateful to those individuals who supported the FIT’s Department of International Trade & Marketing Fabric To Fashion Trade Forum – India 2011.

SUPPORTERS:

Consulate General of India, New York
  Acting Dean Frank Koe
  Prof. Subash Midha
  Prof. Christine S. Pomeranz
  Anila Midha, MD
  Prof. Jeffrey Silberman
  Prof. Margaret Bishop
  Nicole Martin-Lewis
  Anne Elmer
  Michael Zervos
  Hickville Printing

Department of International Trade and Marketing (ITM)
Department of Textile Development and Marketing (TDM)
International Trade Students Association (ITSA)

Prof. Lawrence Delson and his Import/Export Regulations class
Prof. Regina Pantastico and her International Business Transactions class
Prof. Nancy Eder and her East Asian Art and Civilization class