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COMMEMORATING 20 YEARS OF ASEAN - INDIA PARTNERSHIP



Confederation of Indian Industry



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FOR POSTERITY

A Momentous Occasion

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message

FROM PRIME MINISTER OF INDIA



DR MANMOHAN SINGH
Prime Minister of India

The natural synergy of India's partnership with ASEAN is underpinned by strong civilizational ties, vibrant people-to-people relations and extensive commercial opportunities. Over the last two decades since the launch of India's "Look East" policy, the political canvas of our relations too has expanded, beginning with a Dialogue Partnership and consolidated by annual engagements at the Summit level. India's developmental partnership with ASEAN is contributing to capacity-building and integration in the region, while our cooperation in meeting common security challenges is enhancing peace and stability. Today, India is privileged to be a part of the political, economic and security architecture currently under evolution in our shared region.

I am glad that the Confederation of Indian Industry is organizing an ASEAN-India Car Rally to promote greater mutual awareness, discovery and understanding. The Rally, which will pass through a number of ASEAN countries and bring together people from all walks of life in India and ASEAN, will reaffirm the physical and emotional connectivity that binds our two regions. It will also serve to highlight the distance that we have travelled as we celebrate the 20th anniversary of our Dialogue Partnership and a decade of ASEAN-India Summits. The Rally will also be a fitting prelude to the ASEAN-India Commemorative Summit that India is hosting in New Delhi in December this year to mark a new beginning in our relations.

I compliment the CII for taking this initiative. I wish the Car Rally a smooth and successful journey in its noble mission.

message

FROM MINISTER OF EXTERNAL AFFAIRS, INDIA



SALMAN KHURSHID

Minister of External Affairs, India

I am pleased to learn that Confederation of Indian Industry (CII) is bringing out a commemorative publication to mark 20 years of ASEAN-India Dialogue Partnership. I wish to commend CII for taking this initiative.

The contours of the Dialogue Partnership between ASEAN and India have developed into a rich and diverse canvas of cooperation across a wide array of sectors, including agriculture, tourism, environment, energy, business entrepreneurship and trade, and capacity building.

At this commemorative time in the relationship, ASEAN and India recognize the contribution of their dialogue partnership to bring about peace and stability in the region and also achieve progress and prosperity for the people of ASEAN and India. Connectivity at people-to-people, institution and geographic levels, is the strategic core of the ASEAN and India partnership.

Meetings and events being organized in the commemorative year, including the ASEAN-India Car Rally 2012 and its related business and cultural events, will focus on the enormous potential that exists in the unique partnership between ASEAN and India.

I am convinced of the unique relevance of the ASEAN-India partnership to meeting the aspiration of our people and to fostering growth and prosperity, peace and stability in the region.

message

FROM SECRETARY GENERAL OF ASEAN



DR SURIN PITSUWAN
Secretary General of ASEAN

The past decade has seen a dramatic transformation of East Asia in the strategic, security, and economic affairs of the global community. India and China have been the two engines of growth, not only for East Asia, but also for the world economy as a whole. ASEAN has found ourselves both geographically and strategically in the middle of these two emerging economic giants. And we have drawn synergy from both of them to spur our own impressive growth. Going forward, we must endeavor to maintain this dynamic and strategic balance for our common regional security and prosperity.

I am confident the re-engagement of the United States in Asia will not rock the boat, as many had feared. That's because ASEAN have always been a friend to everyone. The emergence or re-emergence of any one power does not displace another from the region. That is the attraction of ASEAN Centrality.

China and India have influenced South-east Asia centuries ago, and they will continue to have a role in ASEAN. We are so connected that even natural disasters like the 2004 Boxing Day Tsunami, made no difference between South-east Asia or India.

Looking ahead, I would like to encourage the two sides to step up our exchanges.

Over the years, ASEAN and India have expanded our cooperation to include human resource development, science and technology (S&T), people-to-people contacts, health and pharmaceuticals, transport and infrastructure, small and medium enterprises (SMEs), tourism, information and communication technology (ICT), agriculture, and energy. India has also actively supported the Initiative for ASEAN Integration (IAI), by funding cooperation projects under the ASEAN-India Fund (AIF).

A cornerstone of our relationship is the ASEAN-India Partnership for Peace, Progress and Shared Prosperity, which was adopted by the Leaders at the 3rd ASEAN-India Summit in November 2004 in Vientiane. The Plan of Action or PoA as we call it, is to carry out through activities under the various existing ASEAN sectoral work plans, Declarations concluded between ASEAN and India, as well as priority activities under the Roadmap for an ASEAN Community 2009-2015.

At the 7th ASEAN-India Summit held in October 2009, our leaders also noted with satisfaction the steady progress of implementation of the ASEAN-India Partnership for Peace, Progress and Shared Prosperity. The Summit also agreed on a new and more enhanced phase of the PoA to seize the opportunities, and overcome the challenges arising from the global financial crisis, as well as the evolving political and economic landscape. Subsequently, the new ASEAN-India Plan of Action for 2010-2015 was developed and adopted by the Leaders at the 8th ASEAN-India Summit in October 2010 in Hanoi.

Under the IAI Work Plan, India is also contributing with the Entrepreneurship Development Centres (EDC) and the Centres for the English Language Training (CELT) in Cambodia, the Lao PDR, Myanmar and Vietnam. India also agreed to support a similar centre in Indonesia.

With agriculture being the key sector in so many of our ASEAN Member States, it is only natural that we cooperate with India on agricultural matters, as well as climate change. The ASEAN-India Green Fund was set up in 2010, with an initial contribution of US\$ 5 million, to support cooperative pilot projects aimed at adapting to and mitigating climate change.

When we meet in November in Phnom Penh, we will be initiating the ASEAN Regional Comprehensive Economic Partnership (RCEP). This exciting initiative will try to connect ASEAN's Free Trade Agreement with India, China, Japan, South Korea, Australia, and New Zealand. We have learnt from past financial crises that we need to keep our markets open, and promote economic cooperation to stay afloat. The ASEAN RCEP, which will encompass half the human race, is certainly an ambitious project. But we must bear in mind that we are living in exceptional times, and we will need exceptional initiatives to tackle the challenges.

We have a lot of work ahead of us, but the rewards for our people and economies would be worth the while. Let's put our shoulders to it.



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message

FROM PRESIDENT OF THE CONFEDERATION OF
INDIAN INDUSTRY



MR ADI B GODREJ

President, Confederation of Indian Industry

The Confederation of Indian Industry (CII) is privileged to be part of the events to commemorate the 20th Year of Dialogue Partnership between ASEAN and India this year. CII has been closely associated with the ASEAN-India partnership since the start of the dialogue process, and has been working with all ASEAN member nations for a wide-ranging and multifaceted economic engagement.

Over the two decades of dialogue, India's historical bonds with ASEAN have been further cemented through expanding trade, investment, services and knowledge ties. The ASEAN-India Agreement on Trade in Goods has been instrumental in greatly stepping up trade to new heights, and is shortly to be expanded into services and investments as well. The two sides are cooperating on multilateral and bilateral platforms to meet common challenges such as development, poverty alleviation, infrastructure creation, environmental sustainability, and others.

CII through its office in Singapore has worked with governments and like institutions in the region towards reinforcing business and industry linkages. Our partnership with ASEAN extends to business missions in both directions, trade shows, and conferences and seminars. Strategic dialogue with several countries is underway as well, building joint actions for closer cooperation.

Strengthening mutual connectivities is high on CII's agenda to shape emerging partnership paradigms. In 2004, CII organized the first India-ASEAN Car Rally to symbolize the growing economic partnership, which highlighted shared geographies and vital people-to-people links between the two sides. The Second ASEAN-India Car Rally to be held in conjunction with the commemoration of 20 years of ASEAN-India partnership will start in Yogyakarta and pass through 9 countries. Seven business marker events will be held alongside. We believe these events will contribute to a new trajectory in India-ASEAN friendship and cooperation.

CII looks forward to continuing its close engagement with ASEAN member nations and to forging fresh connectivities between the two sides to take economic ties to the next level.



India's ASEAN Way

By HE Mr Gurjit Singh, Ambassador of India to Indonesia, Timor-Leste and ASEAN

Engagement strengthened by a shared historical path and current level of connectivity covers politico-security, economic and socio-cultural ties



The historical engagement between India and the countries of South-east Asia is well established particularly in the civilisational context. The interaction between scholars and traders over thousands of years strengthened this engagement mainly at the popular level. The manifestation of these can be seen in the large number of religious-cultural monuments many of which have become tourist attractions in several countries of the region. The unique narration of the Indian epics, the Ramayana and the Mahabharata has been transformed into art forms in the ASEAN context.

Since India announced its Look East Policy in 1991, India's relations with the ASEAN countries has been revitalised. The common historical path that we travelled became the firm road of connectivity. Not only has India strengthened and deepened its ties with the countries of the region bilaterally, but India has also engaged with them proactively under the framework of ASEAN and the EAS.

India became a sectoral dialogue partner of ASEAN in 1992 and a full dialogue partner in 1996. During these years, India's engagement with ASEAN focused on consolidation of economic ties through promotion of trade and investment, tourism and undertaking collaborative projects in the fields of science and technology. In 2002, India made its debut at the East Asia Summit (EAS) process. This meant inclusion of Northeast Asia, Australia and New Zealand into the ambit of our definition of East, with ASEAN at its core. That year also saw the commencement of our engagement with ASEAN at the PMC+1 and Summit level. India acceded to the Treaty of Amity and Cooperation in South-east Asia in 2003; adopted a Joint Declaration for Cooperation to Combat International Terrorism; and signed a Framework Agreement on Comprehensive Economic Cooperation between India and the ASEAN at the Bali Summit.

The following year, India launched an expansive five year plan of action to implement the ASEAN-India Partnership for Peace, Progress and Prosperity (2004-10), which identified agriculture, trade and investment, tourism, information technology, science and technology, space, capacity building as focus areas.

In 2010, the second five year plan of action was launched for the period of 2010-15. To implement an array of activities in these areas, India buttressed the ASEAN-India Fund launched in 1993 with a corpus of US\$50 million. In 2007, India also set up a separate ASEAN-India S&T Development Fund with an initial contribution of US\$1 million. India also has the distinction of being the only Dialogue Partner to have a US\$5 million Green

Fund dedicated to activities in the field of Climate Change and Biodiversity.

Today, India's relations with ASEAN straddle all three pillars of ASEAN, i.e. politico-security, economic and socio-cultural.

Among the main tenets of India's ASEAN way is our consultative and collaborative engagement. India and ASEAN have no political problems between them. There is harmonious exchange of views both through ASEAN and bilaterally with the ASEAN Member States. We have a common commitment to development in a democratic framework of a model which can particularly be suitable for pluralistic and multi-cultural societies. We believe that India and the ASEAN countries have learnt much from each other in this regard.

Similarly, our foreign policy goals for a peaceful world which will allow our countries to develop and provide inclusive growth for our peoples remain a common agenda. Our desire for an equitable world order with a reform of the international institutions to reflect current realities of the world is a common endeavour. We are all committed to peace and security in the Indian Ocean and look to keeping the sea lanes open for trade and commerce on which many of our countries' development depends.

India has been actively participating in various consultative meetings under dialogue and cooperation frameworks initiated by ASEAN, such as the ASEAN Regional Forum (ARF), the Post Ministerial Conference (PMC) 10+1, ASEAN Economic Ministers+1 Consultations, the East Asia Summit (EAS), ASEAN Defence Ministers Meeting Plus (ADMM Plus), Mekong-Ganga Cooperation and Bay of Bengal Initiative for Multi-sectoral Technical and Economic



HE Gita Wirjawan, Minister of Trade, Republic of Indonesia, launching the India Business Forum

Cooperation (BIMSTEC), which help contribute to enhancing regional dialogue and accelerating regional integration. This year, India also participated in the inaugural meeting of the expanded ASEAN Maritime Forum.

Another tenet of our engagement is functional cooperation particularly focusing on skills development, capacity building and human resource development. This comes through the realisation that India and the ASEAN have among the youngest populations in the world. India's median age is 24 years whereas the largest country in the ASEAN, Indonesia has a median age of about 28. Thus our common aim is to provide a proper education, building of capacities and productive employment to our large number of youth. These young people are the base of our middle class which sustain consumption to create markets and are strong votaries of freedom of speech and democratic development. Investment in human resource development therefore is an important aspect of India's ASEAN engagement.

India has institutionalised mechanism for annual exchange visits of students, farmers, media persons, think tanks and experts. Under the ITEC programme, we offer 637 scholarships annually to the ASEAN Member States for a large number of short term training programmes. Additionally, we also provide around 200 scholarships to ASEAN students every year for bachelors, masters and doctoral programmes in premier Indian Institutes every year under ICCR programme.

In the field of IT alone, we are now working on an offer of 320 training positions to the 10 ASEAN countries. So far, 240 space scientists from ASEAN countries have benefitted from our training programmes at the Center for Space Science and Technology Education

in Asia and the Pacific (CSSTEAP) in Dehra Dun. India also invites 300 students from ASEAN countries every year for familiarisation visits.

Linked to the productive employment of large numbers of young people in our region is our economic and trade cooperation. The legacy that we have inherited of favourable trade winds which have been replicated by the sailing Ship Sudharshini which is presently in Indonesia and will now traverse other ASEAN countries before returning to India, is a growth of investment and services.

The volume of trade and investment flows between ASEAN and India has been increasing at a healthy pace. Bilateral trade in the year 2011-2012 reached US\$79.3 billion, registering a growth of 29% over the period 2010-2011. This level of growth in the midst of a global slump in trade engineered by the financial crisis in the West is quite commendable. It is also noteworthy that it is almost a balanced trade.

In the financial year ending March 2012, our exports were valued at US\$36.74 billion and our imports amounted to US\$42.52 billion. The ASEAN-India FTA in Goods, signed in 2009 has already entered into force, and is expected to spur further trade. Based on the current trend, setting a bilateral trade target of US\$100 billion by 2015 would not be considered over-ambitious.

In a globalising world, closer economic contacts are extremely important and there have been growing complementarities between India and the ASEAN Member States and their economic engagement. This has contributed to a significant increase in trade and investment flows. These processes can be enhanced through completion of a comprehensive economic engagement between India and ASEAN for which the FTA in Trade had already been completed and further vigour needs to be added to the early conclusion of the negotiations pertaining to FTA in Investment and Services.

The complementarity is a boon to India and ASEAN's trade relations but often does not hold good where investment and services are concerned but it is the confidence that we have got from each other that needs to be brought into play so that the India-ASEAN FTA's are completed in a non-discriminatory manner and fully supportive of the matrix of friendly relations that happily exist between us.

Between April 2000 and July 2012, ASEAN FDI equity inflows into India were of about US\$19.06 billion. Given the leveraging, actual investments from ASEAN countries over this period rose to nearly US\$60 billion. Indian equity FDI into ASEAN countries in the same period was pegged at about US\$6 billion leading to investment flows of US\$20 billion. These figures are perhaps understated because many routes are adopted for FDI flows which therefore often do not show up in a study or figures of India and the ASEAN countries.

A greater investment through FDI flows in both directions, an expansion and diversification of trade, and a greater focus on services would necessarily be linked to an investment in human resource development as that will create domestic bases of productive employment opportunities for our youth. We believe



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that the best resources of countries like Indonesia for instance do not lie below its surface but live on it and that is where we believe most investment must come.

Identification of science & technology as a priority area of cooperation from the incipient stage of our engagement with the ASEAN has stood us in good stead. Today, we are implementing a large number of joint R&D projects in diverse areas such as surface engineering, oceanic resource management, marine biotechnology and oceanic climate. We are also setting up a virtual S&T Digital Library and web-portals on IPR and Technology Information and Commercialisation.

Environmental experts from ASEAN and India have drawn up a work plan focusing on key areas of regional interest such as climate change adaptation, forestry management, REDD+, greenhouse gases inventory, and regional climate modeling. National Biodiversity Authority of India (NBA) is also working closely with the ASEAN Center for Biodiversity (ACB) in organising sensitisation workshops, seminars and exchange visits aimed at spreading awareness on Nagoya Protocol-related issues.

Discussions on development of an India-based Traditional Knowledge Digital Library on Biodiversity to support efforts of ASEAN Member States to preserve, document and protect traditional knowledge and prevent misappropriation of bio-diversity and associated TK are also underway.

India has also been actively participating in the Initiative for ASEAN Integration (IAI) Work Plan by implementing projects such as the Entrepreneurship

Development Centers (EDC) and the Centers for the English Language Training (CELT), IT Centers in Cambodia, Lao PDR, Myanmar and Viet Nam. An ambitious project to connect all these institutes to the mother centers in India through an E-network is also on the anvil.

India has pledged US\$1 million to the Economic Research Institute for ASEAN and East Asia (ERIA), which has been assisting the ASEAN with policy research and feasibility studies in a number of areas.

The Indian Prime Minister at the ASEAN-India Summit in Bali last year described enhanced connectivity between India and the ASEAN region as our strategic objective. India views connectivity as a composite whole, encompassing infrastructure, institutional and people-to-people connectivity. India is actively engaged in building large segments of roads in Myanmar in an attempt to link India's Northeast region with Myanmar and Thailand through a trilateral highway. ERIA has done a study on the Comprehensive Asia Development Plan that envisages linking Peninsular India to Myanmar and Thailand through the sea route and, in turn, linking Cambodia, Lao PDR and Vietnam through a road network. All these proposals are being examined by the ASEAN-India Land and Maritime Transport Working Groups to see their economic viability.

The year 2012 marks an important milestone in our relationship with ASEAN as India celebrates 20 years of dialogue relations and 10 years of Summit-level partnership. India is hosting a special Commemorative Summit in New Delhi

on 20-21 December 2012 on the theme 'ASEAN-India Partnership for Peace and Shared Prosperity'. The Summit is expected to result in the adoption of the ASEAN-India Vision Statement 2020, which would chart the future direction of ASEAN-India relations. This would also include recommendations by the ASEAN-India Eminent Persons Group. A large number of G2G and P2P events are being held both in India and ASEAN countries in the run up to the Summit.

INS Sudarshini's ASEAN expedition, already underway, would trace the ancient trade route along the monsoon wind and is conceptualised to highlight India's maritime linkages with South-east Asia, and emphasise connectivity and networking among the people of the region.

The ASEAN-India Car Rally would be flagged off from Yogyakarta, Indonesia on 26 November. After passing through several capitals and cultural and commercial centers, the rally would be flagged down at Guwahati on 17 December. The Leaders of ASEAN countries and Prime Minister of India would receive the rallyists at a ceremonial flag down in New Delhi on 20 December. Indian Missions in ASEAN countries are working with local governments and business chambers in organising joint business seminars, tourism road shows, and cultural performances along the rally route and at ports of call by Sudarshini to celebrate our relations.

Our strong contemporary relations with ASEAN are built upon a glorious history and are poised for ever greater heights in coming years.

Old heritage New Partnerships

India - Indonesia relations rest on a strong bedrock of shared historical and civilizational ties. Indian mythological epics, the Ramayana and Mahabharata, till today, continue to resonate in the famous heritage sites of Borobudur and Prambanan temples. Traders of yore had travelled to Indonesia bringing with them not only commerce but also a slice of India reflected in culture, language, traditions and religion. The expedition of the INS Sudarshini to Indonesia and other ASEAN states retracing our historic trade route is an ode to the bygone era. In the modern era, India had been a strong votary of Indonesia's independence. Prime Minister Jawaharlal Nehru and President Soekarno shared a common view for developing countries. President Soekarno was the chief guest at the first Republic Day in 1950. President Yudhoyono's visit to India in 2005 and subsequently in 2011, where he was the chief guest at the Republic Day, marked a watershed in our relations elevating our relationship to a strategic level and opening new vistas in various sectors.

Expanding Economic Cooperation

While trade relations between India and Indonesia have been booming from US\$6.5 billion in 2007 to US\$18 billion in 2011, there is a need to look beyond trade and bring in more cross investments in areas such as infrastructure through Private Public Partnership, coal mining, oil refineries, manufacturing including agro processing sector, services including tourism and IT etc. Increased investments will as corollary result in more trade. The recent launch of the India Business Forum by the Embassy has been a step to facilitate and provide opportunities to Indian businessmen to directly engage with Indonesian counterparts. Similarly people to people connectivity and human resources will continue to engage our efforts as India and Indonesia have a large youthful population.



GURJIT SINGH

Ambassador of India to Indonesia

“ People to people connectivity and human resources will continue to engage our efforts .

Charting CII's Role & Progress

Mr Chandrajit Banerjee, Director General of the Confederation of Indian Industry (CII), talks to Editor-in-Chief, **Mrs Nomita Dhar**. He navigates through CII's milestones, the ASEAN-Rally and the potential ahead for ASEAN and Indian business



At the ASEAN Economic Ministers Meeting in Cambodia, discussions were held towards establishing a Regional Comprehensive Economic Partnership (RCEP). It is estimated this proposal could transform the region into an integrated market with a combined GDP of US\$23 trillion, a third of the world's current annual GDP

CII is part of the celebrations of the 20th year of ASEAN-India partnership. How would you define CII's role in the region and the importance of its presence?

CII has been present in the region almost since the time the Government of India launched its "Look East" policy and India and ASEAN entered into dialogue partnership, almost 20 years. Looking at the potential in the region after our first few visits, we established our regional office in Singapore in September 1994, with the aim of broadening ASEAN-India business relations in general, and Singapore-India relations, in particular, as Singapore too was embarking on an "India Fever" as termed by then Premier Goh Chok Tong.

The focus of CII in Singapore has been to promote cooperation between companies and organisations in India with counterparts in Singapore both with respect to trade, economic and investment cooperation in India and Singapore, and also third countries. It also provides a platform for Indian companies in Singapore to make representations to policy makers on collective issues in doing business.

It assists and actively enables Indian industry to look at new markets in ASEAN and works closely with a number of ASEAN industry associations, think tanks, institutions and governments. The objective is also to encourage Singaporean and other ASEAN companies to look at India as a lucrative investment destination. Through these institutionalised partnerships, events and delegations, CII has been able to play a role not only in promoting bilateral economic cooperation, but also strengthening "Brand India" with particular reference to Indian industry in the region.

The growth of Indian industries and partnering of industry and government, are two of CII's main objectives; has this objective broadened over the last 20 years to become more comprehensive in the context of ASEAN? If so, how?

Partnering of industry and government to promote growth of Indian industry and investments is a key objective of CII. In the context of ASEAN, one area that we have focused on over the years has been people-to-people connect, especially the youth. One common characteristic of India and ASEAN is that both are "young" regions, having a relatively larger proportion of younger people in their respective populations.

One of our initiatives in this regard has been the ASEAN-India Students Exchange Programme that we have been doing jointly with the Ministry of External Affairs, India, since 2007. This programme was envisaged by our Prime Minister, Dr Manmohan Singh, as a familiarisation tool to build greater cultural and economic understanding between the two dynamic regions of Asia. The programmes include historical, cultural, leadership and economic components, enabling ASEAN students to learn more about our historical cultural links as well as gain new insights and perspectives on the modern, vibrant India. Apart from visits to prominent heritage sites across the country, these student groups have also met with a cross-section of top government leaders and senior officials of central and state governments, heads of premier corporate houses, members of prestigious academic institutions and a number of Indian students and youth entrepreneurs.



CII Young Indians delegation members at the National Youth Achievement Award (NYAA) Council, Singapore

This programme has been so successful and enriching for the students personally and has facilitated broader bilateral engagement and understanding by building enhanced connectivity among the next generation of leaders from both sides to such an extent, that the PM announced an increase in numbers from 100 to 250 at the 9th ASEAN-India Summit in Bali, Indonesia in November 2011.

Our youth wing, the Young Indians (Yi), have also taken the lead in the formation of the Commonwealth Asia Alliance of Young Entrepreneurs (CAAYE). CAAYE is a network alliance of young entrepreneurs representing India and Asian members of the Commonwealth, which includes Brunei, Malaysia and Singapore as ASEAN. It was established to continually promote the cause of young entrepreneurs in the respective countries and convenes each year ahead of the Commonwealth Heads of Government Meeting and relevant Commonwealth Ministerial forums, to provide a platform for the united voice of young entrepreneurs.

The ASEAN-India Car Rally 2012 is the flagship event for the 20th year celebrations. Please share with us the concept, significance, design and planning details of the rally.

This is the second time CII will be organising the ASEAN-India Car Rally, the first having been organised 8 years ago. The second edition of the ASEAN-India Car Rally will be organised from 26 November to 20 December 2012 by CII and the Ministry of External Affairs of India in partnership with all the ASEAN nations. This Rally will kick-off from Yogyakarta in Indonesia, while the actual rally vehicles will begin their journey after a ceremonial flag-off in Singapore.

The rally with participation from all 10 ASEAN nations and India will traverse over 8000 kms of varied terrain over 22 days through 8 ASEAN countries (Singapore, Malaysia, Thailand, Cambodia, Vietnam, Laos, Indonesia and Myanmar) before finally ending in Guwahati in Assam, India. Heads of Governments of ASEAN nations and India, gathered for the special Commemorative Summit, will witness the ceremonial flag down on 20 December in New Delhi.

The rally was born out of a keenness to demonstrate India's proximity with its ASEAN neighbours; to create public awareness of ASEAN-India relations; to promote connectivity, especially by road transport; and to enhance trade, investment, tourism and people-to-people links between India and the ASEAN nations.

Marker events to promote trade and investments will be organised in the political and commercial capitals of 6 ASEAN countries along the route and in Guwahati in Assam by CII in partnership with the Indian Missions and local partners. Cultural and tourism related events will also be held.

An active and robust publicity plan, including a social media plan, print and electronic media campaign, and on-site branding and publicity plan, has been put in place to promote the rally and other events related to the 20th year commemorative events. A website, "aseanindia.com" and social media domains on Facebook, Twitter, foursquare, Googleplus, You Tube and Flickr have been set up to highlight these commemorative year activities and events.

CII was also involved with the first car rally held in 2004; have things changed over the past eight years. If so, how? Is CII's involvement different, in any respect, from that in 2004?

A lot has changed over the past 8 years. In economic terms, today, ASEAN is one of the high-growth regions contributing to the "Asian Century" and has become an economic force to reckon with. The 10 ASEAN countries together represent a market of over 600 million people with a combined GDP of US\$2066 billion (in 2011), compared with a GDP of US\$686 billion 8 years ago in 2003, an increase of 200 per cent.

ASEAN's economic relationship with India has also grown manifold. ASEAN-India trade has crossed US\$80 billion this year, compared with USD 12.5 billion in 2003, an increase of over five times. The FTA in goods is now fully operational and we are hopeful that the Agreement in Services and Investment will wrap up soon. That will really take this relationship to another level. Since 2004, we have signed Comprehensive Economic Cooperation Agreements bilaterally with the ASEAN nations of Singapore and Malaysia, and more with Indonesia and Thailand are on the anvil.

What has really not been impacted to that extent is the connectivity between India and ASEAN, be it physical connectivity or people-to-people connectivity, except with a couple of ASEAN member nations like Singapore and Thailand, though there are developments in that direction, such as the development of the trilateral highway linking India's North East with Myanmar and Thailand. Given our historical, religious and cultural links, there is vast scope for improvement in people-to-people ties. ASEAN and India signed an MOU earlier this year on strengthening tourism cooperation.

I think media and technology have evolved at an explosive pace since the last rally, and we should leverage social media, technology and the internet not just for this rally, but also to connect our peoples.

This ASEAN India Commemorative Summit in December will be the culminating event of the 20th year celebrations. How will the enthusiasm and momentum generated by the rally and other events be maintained beyond this commemorative year?

I think the momentum will continue through implementation of initiatives like the ASEAN-India FTA in Services and Investments, which will open up a whole new array of possibilities to deepen our economic cooperation, as well as through the bilateral CEPAs I mentioned earlier. At the ASEAN Economic Ministers Meeting in Cambodia held in September 2012, Trade Ministers of the ASEAN+3+3 grouping, which includes India, held discussions for establishing a Regional Comprehensive Economic Partnership (RCEP). It is estimated that this proposal could transform this region – containing around 3.5 billion people – into an integrated

market with a combined GDP of US\$23 trillion, a third of the world's current annual GDP. The connectivity projects will help us plug into this market.

On the business side, we plan to keep up the momentum generated by the business marker events by signing agreements with partner associations in some of the countries, and organising more two-way business delegations with individual countries.

'Trilateral highway' is bound to strengthen and upgrade the physical connectivity between ASEAN and India, particularly the Northeast; How will the Northeast benefit from this connectivity?

The trilateral highway, when completed, will link India's North East to Myanmar and then on to Thailand, from where it will connect with existing networks to Laos, Cambodia and Vietnam. This will give a tremendous boost to the Northeast region on all fronts – economic, social and cultural. Two-way movement of goods and services will be facilitated, investments will improve, and it will lead to all-round economic development and creation of employment opportunities. People-to-people contact will be facilitated.

India as an investment destination in the recent years has attracted a lot of attention, particularly now with major policy reforms. From the Industry perspective what does 'Opportunity India' mean for the ASEAN region today? How can CII help to make 'Opportunity India,' a reality?

The recent slew of policy changes have sent out a clear message that the country is determined to see through major reforms needed to arrest the economic downtrend, to ensure higher growth for greater inclusiveness and to change global investor perceptions to attract more funds from overseas.

We feel that India's growth path creates tremendous opportunities for business partnerships with the ASEAN region. India has embarked on a mission to build infrastructure across sectors extending to power, transport, urban amenities, and so on, entailing an expected investment of US\$1 trillion over the next five years. The Planning Commission of India has targeted half this spend to emanate from the private sector, including overseas sources. The country is one of the biggest markets for public-private partnerships in infrastructure and I believe that ASEAN investors can benefit from participating in this endeavor.

Similarly, the Government has brought out a National Manufacturing Policy which envisages the creation of National Investment and Manufacturing Zones, offering world class amenities and connectivities. Coming up with an investment of US\$100 billion, these would open up new opportunities for ASEAN investors across sectors such as automotives, chemicals, pharma, electronics, engineering, and many others.

Moreover, these opportunities are not just about these specific sectors, but also about India's States, each of which has its own strengths and presents a different opportunity for an investor.

As India's largest industry association, CII has a network that spans all the States and Union Territories. We can use this presence to help potential investors from the ASEAN countries identify and connect with Indian partner companies. Our network of members covers all sectors of the economy as well.

We can use this strength to facilitate partnerships, joint ventures and tie-ups between businesses of both sides. In fact, CII has undertaken a series of events to disseminate awareness on the opportunities created by the ASEAN-India FTA, and we plan many more such B2B events, including in conjunction with the Car Rally.

What would your advice to investors, businessmen in India and ASEAN be?

Clearly India and ASEAN are among the biggest beneficiaries of the shift in global economic equations, and can jointly leverage their large markets and development endeavors. Indian companies have displayed high interest in investing across sectors in ASEAN economies to address the Indian and international markets. We would like to see greater build-up of synergies in emerging areas such as clean energy, green manufacturing, skill development, research, and others. So I think businesses need to explore newer sectors of cooperation to be ahead of the curve.

For Indian businessmen venturing into ASEAN, I would say that there is a need to understand and appreciate the local business culture and opportunities. Just like the Indian States, each ASEAN country presents different business opportunities.

For businessmen from ASEAN looking at opportunities in India, again, apart from first developing an understanding of the country and its culture, I think it's important to have a long-term perspective when you look at India. Anyone who comes in with that perspective will find India an extremely profitable place to do business in, and many such examples abound. I think it's a very exciting time in India, with a lot of changes in the right direction and the right time to think of coming into this market.

India signed FTA with ASEAN in 2009. This was the first major FTA for India with a major trade block. Although it is little early to make any conclusive impact analysis but what do you think about its initial impact on bilateral trade and investment? Has it been able to help Indian industry to get a greater market access in ASEAN countries?

Undoubtedly, the engagement between India and ASEAN has intensified. However, despite this growing engagement the volume of trade and investment flows between ASEAN and India have remained relatively low compared with other trading partners of ASEAN. India's exports to the 10-member ASEAN block were just US\$22.9 billion in 2010, much below the exports of China, Japan and Korea to ASEAN nations. Since India's exports have significantly slowed down as a result of deepening of economic crisis in traditional markets of Europe and US, India surely looks towards ASEAN to gain a greater market by utilising the preferential market access through FTAs and CECEAs.

CII would also urge the leaders of India and ASEAN to work towards speedy conclusion of services and investment agreement, which will further broaden the two-way economic engagements and help boost India's services exports in the region.



CII-India Business Forum interactive session with Mr Tharman Shanmugaratnam, Singapore's Minister for Finance, in 2010

A Historic Moment *for Regional Peace, Prosperity & Progress*

India and ASEAN complete 20 years of dialogue partnership and 10 years of summit-level partnership in 2012. A number of events are being organised to celebrate these years of association. They include ministerial-level meetings, B2B activities, the shipping expedition of the INS Sudarshini and the ASEAN-India Car Rally 2012. Here we have the Indian Ambassadors and High Commissioners speaking about the relationship their country of posting shares with India, the trade, cultural and developmental ventures on the cards and the prosperous future. The ASEAN missions in India have also felicitated the 20 year partnership and wished peace and prosperity to the relationship.



L D RALTE
High Commissioner of India to Brunei

Celebrating Dialogue Partnership

I am delighted to have this opportunity to convey greetings and warm regards to my fellow Indians and the people of the ASEAN region. While India has had interaction through trade and culture with South-east Asia for the past few centuries, it is good that we commemorate the twentieth year of dialogue and ten years of summit level cooperation with the ASEAN as markers for our relationship with a group that has progressive outlook and seeks to make decisions on the basis of all-inclusiveness. These are important tenets in development of international relations that seek to improve the lot of all involved.

The themes and activities chosen to commemorate the occasion reflect these ideals and the inter-connectivity of India with the region. Thus, while some of the countries may not be connected by land, the sail training ship will call on them and bring to life the imagery of a thousand year-old quest for exploration, building relationship and earnings for the enrichment of life.

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The themes and activities chosen to commemorate the occasion reflect these ideals and the inter-connectivity of India with the region.

Building New Bridges Between India and ASEAN

In Brunei we can see the many facets of this age-old interaction through the language, culture and traditions where there is close affinity with the South Asian mores and practices.

We are certain that the events built around the commemorative activities will enhance these ties and help build up new bridges that will invigorate the connectivity of India and the region for mutual benefit not only for the peoples of the region but also the world at large.

We encourage all participants, organizers, supporters and leaders to come together in the spirit of inclusiveness to ensure the success and lasting legacy of the commemoration.

Greater Ties in Next Five Years

On this auspicious occasion of ASEAN-India Commemorative Summit 2012, it gives me immense pleasure to say a few words on 'Brunei Darussalam and India Ties in Relation to ASEAN'.

Brunei Darussalam and India enjoy excellent relations. Engagements between our two countries have increased since the establishment of diplomatic relations on 10 May 1984. His Majesty The Sultan and Yang Di Pertuan of Brunei Darussalam paid two state visits to India in September 1992 and May 2008. Exchanges of visits at ministerial and senior officials' level have also taken place between our two countries.

Connectivity and interactions between our two countries (and ASEAN) have also grown through seminars, exchange of business visits and trade fairs such as the forthcoming 2nd ASEAN-India Business Fair and Business Conclave 2012 in December.



DATO PADUKA SIDEK ALI
High Commissioner of Brunei to India

“ *More needs to be done to enhance the linkages between ASEAN and India. In this regard, Brunei Darussalam looks forward to its role as ASEAN-India Coordinating Country for the years 2012-2015.* ”

Enhanced Role as Country Coordinator

Brunei Darussalam always plays an active role in ASEAN. As we move into the next decade, I can foresee a region where trade, people to people contacts, connectivity and security between us will be dramatically enhanced. With the adoption of the ASEAN-India Plan of Action 2010-2015, we have already embarked on our first steps to enhance our future co-operation, both strategically and economically.

The time has also come for India to actively follow up on its 'Look East' policy. More needs to be done to enhance the linkages between ASEAN and India. In this regard, Brunei Darussalam looks forward to its role as ASEAN-India Coordinating Country for the years 2012-2015.

It is hoped that the ASEAN-India Car Rally 2012 will further enhance connectivity between ASEAN and India. I extend my best wishes to the ASEAN India Car Rally Teams.



“ *India-Cambodia relations go back almost 2000 years and are based on strong cultural and civilizational linkages.* ”



First ASEAN-India Summit

The ASEAN-India story began in Cambodia when India had its first ASEAN-India Summit in Phnom Penh 10 years ago. Since then, Cambodia has played a pivotal role in developing greater interaction between India and the ASEAN countries.

Of course, India-Cambodia relations go back almost 2000 years and are based on strong cultural and civilizational linkages. This relationship has continued in modern times and India has stood resolutely with Cambodia during its time of distress and isolation. Today, India has a multifaceted relationship with Cambodia encompassing not only strong cultural and historical ties but also growing economic and commercial relations. Cambodia is one of the fastest growing economies in the ASEAN region and has become an important economic partner of India.



DINESH PATNAIK
Ambassador of India to Cambodia

Capacity Building and People Connect

Capacity building is one of the key areas of India-Cambodia relations. Cambodia-India Entrepreneurship Development Centre (CIEDC) was set up in 2006. Cambodia-India Centre for English Language Training (CICELT) was set up in 2007. India-Cambodia Centre of Excellence & Talent Development (ICCETD) is being set up in Cambodia. This Centre will help train a generation of Cambodian youth to take up responsible tasks in the field of IT in sectors like banking, telecom, electronics, entertainment, hospitality and tourism, among others.

Indian movies and television serials are popular in Cambodia. The mission is in the process of ensuring that movies and serials could be subtitled or dubbed in Khmer when shown in theatres and telecast on TV channels. The magnificent temples of Angkor Wat in Cambodia are also being considered for film shooting by Indian producers.

Deliberations of Foreign Office Consultations

India and Lao PDR held their First Foreign Office Consultations in Vientiane on May 2, 2012. The Indian side was led by Shri Sanjay Singh, Secretary (East), who was assisted by Shri C. Gururaj Rao, Ambassador of India to Lao PDR. The Laotian side was led by Mr. Bouonkeut Sangsomsak, Vice Minister in the Ministry of Foreign Affairs of Lao PDR. The Foreign Office Consultations reviewed the entire gamut of bilateral relations and expressed satisfaction at the strengthening ties between the two countries, especially the cooperation in capacity building and in developmental projects. The two sides also exchanged views on regional and global issues, including India's partnership with ASEAN in the context of India's 'Look East' policy and 20th anniversary of India's dialogue partnership with ASEAN and 10th anniversary of the Summit level partnership with ASEAN and cooperation in regional and multilateral fora.



C GURURAJ RAO
Ambassador of India to Lao PDR

“ Both governments have also entered into an MOU in conservation and restoration of UNESCO World Heritage Site of Wat Phou temples.

Agreements Reached on Heritage Restoration

During the visit of President of India to Laos in September 2010, a Cultural Exchange Programme for 2011-13 was signed between the two governments. The Agreement seeks to strengthen relations of friendship between the two peoples in a number of areas. The Agreement covers a number of activities and exchange programmes in the field of education, culture and arts, youth affairs and sports and mass media.

Both governments have also entered into an MOU in conservation and restoration of UNESCO World Heritage Site of Wat Phou temples. The project is being executed by Archaeological Survey of India. The restoration project started in 2009 and it is due to be completed by 2017.



“ The bilateral Comprehensive Economic Cooperation Agreement signed in 2011 has established a solid frame-work for economic partnership.

Promising Future for Comprehensive Relation

The steady growth of ASEAN-India engagement is mirrored in the recent developments of the India-Malaysia Strategic Partnership. The bilateral Comprehensive Economic Cooperation Agreement signed in 2011 has established a solid frame-work for economic partnership. Bilateral trade reached a historic figure of US\$12.6 billion last year and investment continues to flow in both directions. There is a simultaneous growth in political, defence, cultural and people-to-people exchanges. A strong partnership with Malaysia will enhance our robust and multifaceted relationship with ASEAN and create a shared future of prosperity and peace.



VIJAY GOKHALE
High Commissioner of India to Malaysia



DATO' TAN SENG SUNG
High Commissioner of Malaysia to India

“ Malaysia-India bilateral trade has greatly benefitted from the ASEAN-India FTA on goods implemented in 2010

Scope of Cooperation Strengthens

Malaysia and India have enjoyed a very long history of friendly cooperative relationship.

The strong architecture of productive dialogues on various issues of mutual interest especially within the ASEAN-India consultative framework has significantly bolstered the pace in the development of the relationship over the last two decades.

Malaysia-India bilateral trade has greatly benefitted from the ASEAN-India Free Trade Agreement (FTA) on goods implemented in 2010. India is currently among Malaysia's major trading partners with trade volume amounting to US\$12.6 billion last year.

Malaysia's aspiration to achieve a developed nation status through our Vision 2020 offers considerable scope and potential for expansion of cooperation between both countries.

Going forward, Malaysia will remain active in the ASEAN-India regional cooperation development processes to support its effort at the bilateral level to further strengthen the relationship for mutual growth.

Myanmar's Political Re-positioning

As we look eastwards from India, Myanmar has a pole position in providing the land bridge between India and ASEAN countries. With Myanmar transitioning towards a democracy and a more market-oriented economy, opportunities for cooperation between the two countries including for trade and investment are vast. The successful state visits in the last one year of President U Thein Sein to India in October 2011 and of Prime Minister Dr Manmohan Singh to Myanmar in May 2012 have also resulted in several agreements to move forward on greater connectivity, capacity-building, infrastructure development and other development cooperation projects.



V S SESHADRI
Ambassador of India to Myanmar

“ The two countries also share strong cultural, religious and historical links which are being nourished and strengthened through various initiatives.

Enhanced People Contact and Business Relations

Greater business facilitation measures are also underway along with visits of numerous business delegations and holding of trade shows. The two countries also share strong cultural, religious and historical links which are being nourished and strengthened through various initiatives. Enhancing people-to-people links is also receiving attention through initiatives such as the proposed Imphal-Mandalay bus service or the ASEAN-India car rally which will pass through Myanmar during a period of five days in December. There is also a large community in Myanmar of Indian ancestry who are progressively integrating themselves into Myanmar society. They could also serve as a catalyst for greater economic, social and cultural ties between India and Myanmar.

The multi-faceted cooperation between India and Myanmar appear well poised to further grow in strength in the coming years.



AMIT DASGUPTA
Ambassador of India to Philippines

“ The tariffs on goods for export/import are being lowered by both sides in a phased manner.

India-ASEAN FTA Will Boost Bilateral Trade

After the notification by both India and the Philippines, the ASEAN-India FTA in Trade-in-Goods came into force with effect from 1 June 2011. Consequently, the tariffs on goods for export and import are being lowered by both sides in a phased manner. This would enhance trade between both countries and reflects a major step forward in bilateral relations.

CEP to Enhance Cultural Activities

The Cultural Exchange Programme (CEP) between the two countries has increased since its inception. Every year various activities are scheduled under the programme. The programme is being implemented through exchange of theatre and dance troupes, art, photo and handicrafts exhibitions, educational visits, cultural events, establishment of academic chairs, screening of films, seminar and workshops, scholars visits, etc. Both the countries have benefitted through the implementation of CEP.

ASEAN - the New Powerhouse

For the Philippines, the rise of India and its increasing interface with ASEAN hearkens the people of India and South-east Asian countries to re-examine their past and reawaken their ancient ties. The region will come out on top if politics follows trade or trade follows politics. The answer is connectivity, in people-to-people exchanges and in security co-operation.

Today, ASEAN can rightly be considered a powerhouse in Asia. ASEAN spans over an area of 4.46 million km (2.3 per cent of the total land area of Earth) with a population of approximately 600 million people (8.8 per cent of the world population). In 2010, its combined nominal GDP had grown to US\$1.8 trillion. If ASEAN were a single country, it would rank as the 9th largest economy in the world and the 3rd largest in Asia in terms of nominal GDP. The Philippines looks forward to further enhance relations with India, specifically in the new areas of IT, education, real estate and industrial sectors. While coming from a very modest base, Philippine exports to India doubled from 2008 to 2011. Sectors that fuel growth include home furnishings, electronics and auto components.

Greater Collaboration with India

Bilaterally, Philippines consider India as an important partner in tapping the global market for IT enabled services. Most of India's IT majors have already set up operations in Philippines on the strength of our capabilities in the outsourcing sector. Philippines looks forward to supporting more Indian investments in higher-end knowledge process outsourcing, as it continues to provide the best support by providing an enabling business environment for existing Indian investments in Philippines. Philippines also look forward to building greater collaboration in pharmaceuticals and manufacturing. As part of the ASEAN and the ASEAN Free Trade Area, we continue to encourage India to take a stronger look at our country, and the rest of the region, as an investment destination and as a market for its products.



BENITO B. VALERIANO
Ambassador of Philippines to India

“ While coming from a very modest base, Philippine exports to India doubled from 2008 to 2011.



T.C.A. RAGHAVAN
High Commissioner of India to Singapore

Multi-dimensional Ties

India's relations with Singapore are multi-dimensional covering fields as diverse as trade, investment, banking, defence with also different facets of cultural cooperation. This broad spectrum relationship is underpinned by a close and regular high level political interface. This strong bilateral relationship is both strengthened by ASEAN-India ties as well as being reinforced them.

New Vistas of Cooperation

Singapore is India's largest trade and investment partner amongst the ASEAN countries. Our Prime Minister Dr Manmohan Singh visited Singapore in November 2011. The Prime Minister of Singapore Mr Lee Hsein Loong visited India shortly thereafter in July 2012. These high level visits have opened up new vistas of cooperation such as vocational education and skills development. The Delhi State Government is setting up a Green Field World Class Skill Development Centre (WCSC), in Delhi in partnership with the ITE (Institute of Technical Education) of Singapore. In addition, a framework MOU has been signed between the Ministry of Labour & Employment, Government of India and the Ministry of Education, Government of Singapore for cooperation in the area of skills development in India.

“*India's relations with Singapore are multidimensional covering fields as diverse as trade, investment, banking, defence with also different facets of cultural cooperation.*”



ASEAN-India Ties Mutually Beneficial

India's engagement with ASEAN over the last two decades has contributed to closer political, economic and socio-cultural ties; from India's "Look East" policy to the establishment of the ASEAN-India Trade in Goods Agreement and ASEAN-India Summit. The Car Rally - which will see teams driving seamlessly from Singapore to Guwahati - is a commendable effort by the Confederation of Indian Industry (CII) to highlight the importance of ASEAN-India "connectivity" and celebrate our common desire for closer integration. Singapore welcomes future opportunities to develop new and mutually beneficial ties between India and ASEAN Member States.



KAREN TAN
High Commissioner of Singapore to India

“*Singapore welcomes future opportunities to develop new and mutually beneficial ties between India and ASEAN Member States*”



ANIL WADHWA
Ambassador of India to Thailand

Seamless Road Connectivity by 2016

Bilateral trade between India and Thailand is fast growing and is expected to cross US\$10 billion this year. Our Northeastern states are well placed to take advantage of growing trade and the FTA that is being finalized. Our Commerce Minister has invited ASEAN Commerce Ministers to attend the flag-down ceremony of India-ASEAN Car Rally in Guwahati on 17 December 2012 and then participate in the India-ASEAN Business Fair in New Delhi. This will help strengthen linkages of North East with this region. In Bangkok, we are organizing a special seminar on 'Promoting Business Linkages between ASEAN and India's North-East' in collaboration with North Eastern states and CII on 3 December 2012 to coincide with the passage of ASEAN-India Car Rally. Work on remaining segments of India-Myanmar-Thailand Trilateral Highway is being fast paced. India is upgrading the Tamu-Kalewa stretch that it built earlier by strengthening 71 bridges, and also undertaking the Kalewa-Yargyi section. The target is to achieve seamless road connectivity between India's North East and South-east Asia by 2016.

Thai Tourists Look at Fascinating India

The number of Indian tourists to Thailand is expected to cross 1 million this year. Thanks to over 155 flights per week between the two countries, the numbers of Thai tourists to India are also steadily growing. We are upgrading facilities at Buddhist pilgrimage sites in UP and Bihar, and have also invited reputed Thai companies to set up infrastructure such as hotels in this region. The Mahaparinirvana Express that covers the Buddhist circuit has become quite popular as a safe and reliable travel option. We have also made an effort for Thai tourists to combine Buddhist pilgrimage with other fascinating destinations in India.

“*The target is to achieve seamless road connectivity between our North-East and South-East Asia by 2016.*”



“ *The ASEAN-India Car Rally will demonstrate that we are much closer than we think.* ”

Sustainable Growth Potential

The stronger and closer cooperation in Thai-India relations in the next five years will further add vitality to ASEAN-India Dialogue relations. Both sides are slated to conclude the services and investment agreements by the end of 2012, thus completing its bilateral FTA agreement that was signed in 2003. This will facilitate investment and trade between Thailand and India and enhance potential growth areas in services, infrastructure development, processed food, and manufacturing industries.

Our geographical proximity and cultural affinity make us ideal partners. With ASEAN to become a single market and production base by 2015, India naturally stands to gain more with ASEAN. Through political will and closer connectivity, our region will be one of sustainable and inclusive growth. The ASEAN-India Car Rally will demonstrate that we are much closer than we think.



PISAN MANAWAPAT
Ambassador of Thailand to India



RANJIT RAE
Ambassador of India to Vietnam

Active Efforts to Promote Business

Bilateral trade has witnessed a strong growth in recent years. Total trade between the two countries reached US\$3.9 billion in 2011. India ranks among the top 10 trading partners of Vietnam. Both sides have made significant efforts to increase total volume of trade. Many Indian companies have established their presence in Vietnam as wholly-owned foreign companies or representative offices to promote business activities.

Under the framework of Vietnam India Business Forum, a series of business promotion seminars is being organized jointly by the Embassy of India, Ministry of Industry and Trade, Vietnam Chamber of Commerce and Industry, Indian Chamber of Commerce and local authorities of various provinces to publicise India as a promising destination for commercial and economic exchanges. The India-Vietnam Business forum has also been established where companies from India and Vietnam can register as members to initiate new avenues of cooperation. The Embassy also takes other initiatives by organizing business seminars to promote bilateral cooperation in specific sectors, participation in trade fairs and B2B for visiting business delegations.

Year of India in Vietnam

The year 2012 marks the 40th anniversary of the establishment of full diplomatic relations between India and Vietnam as well as the 5th anniversary of the India-Vietnam Strategic Partnership. The Indian Embassy in Hanoi is celebrating it as the 'Year of India in Vietnam' with activities such as commemorative seminars, business events, cultural performances, film festivals, culinary week and art exhibitions.

The Embassy, the Indian Council of World Affairs, New Delhi and the Diplomatic Academy of Vietnam, Hanoi co-organized a seminar on 'India-Vietnam Strategic Partnership: Future Directions' in July in Hanoi. The seminar brought together experts, research scholars and academicians from several think-tanks from India and Vietnam to deliberate on the evolving security architecture in the Asia-Pacific region and to highlight the multifaceted nature of the Strategic Partnership between India and Vietnam spanning political, security and defence cooperation and commercial and economic engagement.

On the cultural front, the 'Kalpana digital art exhibition' and a 'Joint Workshop cum exhibition on Painters from India and Vietnam' were held in April. An international conference to highlight the Cham Civilisational Linkages between India and Vietnam was organized in Danang in June. In September, an Indian Tourism Roadshow was organized jointly by the India Tourism Singapore and the Embassy. It saw participation of ten leading tour operators from India and 75 operators from Vietnam. A three-day Indian culinary event was also organized by the Embassy with support from the India Tourism Development Corporation.

A 50-member business delegation from India visited Vietnam in April to participate in the prestigious Vietnam EXPO 2012. Indian companies in agriculture and food processing, engineering products, pharmaceuticals, machinery and equipment, IT service, handicrafts and gems and jewellery participated in the expo.

The ASEAN-India Car rally and the goodwill expedition of the sail training ship, INS Sudershini, to Vietnam scheduled to take place end of this year and early next year respectively will mark 20 years of India's partnership with ASEAN.

“ *The India-Vietnam Business forum has also been established where companies from India and Vietnam can register as members to initiate new avenues of cooperation.* ”



THE ASEAN-INDIA CAR RALLY 2012

Celebrating 20 Years of ASEAN-India Partnership

The ASEAN-India Car Rally is in its 2nd edition, commemorating 20 years of relationship, showcasing connectivity, cultural ties and nation-to-nation contact across India and ASEAN.

RALLY FACTS

The rally is a run-up to the India-ASEAN Commemorative Summit. It will happen:

- Across nine countries
- Over a distance of 8000 km
- With 124 participants
- From 11 nationalities
- Using 31 XUV 500 vehicles
- In 22 days



The first rally, held in 2004, was an astounding success as India and ASEAN relations got a big boost. The second one, this year, starts on 26 November from Indonesia and ends on 20 December in India. It is planned to coincide with the India-ASEAN Commemorative Summit, to be held on 20 and 21 December in Delhi. Jointly organised by the Ministry of External Affairs, Government of India, the Confederation of Indian Industry (CII), and all ASEAN nations,

the rally commemorates 20 years of ASEAN-India dialogue partnership and 10 years of ASEAN-India Summit-level partnership. According to Neerja Bhatia, Director, CII, "India shares common cultural and traditional links with the ASEAN countries and the 22-day rally aims to demonstrate proximity of India and the ASEAN countries, create public awareness, promote connectivity, and enhance trade, investment, tourism and people-to-people links between India and the ASEAN region."

THE PLAN

This time around, the rally will start symbolically from Yogyakarta, Indonesia, on 26 November. Since there is no road link between Indonesia and Singapore, the actual road rally will start from Singapore on 28 November and cover Malaysia, Thailand, Cambodia, Vietnam, Laos and Myanmar and enter India from the Moreh border in Imphal in Manipur, proceed to Kohima and Bimapur in Nagaland and then reach Guwahati, Assam, where the flag-down march will take place on 17 December. Some cars will then proceed to New Delhi, where the Prime Minister of India, along with Heads of State of all ASEAN countries, will conduct the ceremonial flag-down of the rally on 20 December. 'Marker' events, including business seminars, tourism road-shows, cultural performances, etc. will be organised along the route of the rally by the Confederation of Indian Industry (CII), the Ministry of Tourism and the Indian Council for Cultural Relations (ICCR).

All the cars will be shipped from India to Singapore. Each country will send two teams comprising four members each from various backgrounds.

The event has been planned with great care and all details have been worked out. The rally route was surveyed by CII and logistics partner Autocar India during June-July. In Indonesia, the participants will kick off with a moonlight dinner, on 25 November, in front of the majestic Prambanan temples in Yogyakarta, accompanied by a cultural performance of the Ramayana. The route to Surakarta via the temple of Borobudur travels through the highlands of Indonesia. In Singapore, the pit lane of the F1 circuit will be the exciting start point for the vehicles.

The rally is proposed to pass through Ipoh, Hat Yai, Phuket, Chumphone, Bangkok, Siem Reap, Phnom Penh, Ho Chi Minh, Pakse, Savanakheth, Vientiane, Sukhothai, Hpa An, Nay Pyi Taw, Mandalay, Ka Lay, Kohima and Guwahati. The beautiful and historic route through ASEAN nations will be a definite treat for the rally participants!

The rally has been marketed on various social network sites such as Facebook, Twitter and YouTube and linked to the websites of CII and the Indian Missions in the ASEAN countries; this has created a tremendous fan following for the rally.

INDIA-ASEAN COMMEMORATIVE SUMMIT

The rally will end on the summit inaugural day. The theme of the commemorative summit is 'ASEAN-India Partnership for Peace and Shared Prosperity.' The summit is expected to adopt the 'ASEAN-India Vision Statement 2020,' which will

RALLY FLAG-OFFS AND FLAG-DOWN

- Inaugural flag-off in Indonesia on 26 November
- Ceremonial flag-off in Singapore on 28 November
- Flag-off by Malaysian Prime Minister, Dato' Sri Mohd Najib Tun Abdul Razak, on 28 November, at Putrajaya in Malaysia
- Flag-off by Thai Prime Minister, Ms Yingluck Shinawatra, on 2 December, from the Royal Palace in Bangkok
- Formal flag-down by Mr Anand Sharma, Minister of Commerce, Industry and Textiles, Government of India, and Trade Ministers from the ASEAN countries, on 17 December, in Guwahati, India
- Ceremonial flag-down by Indian Prime Minister, Dr Manmohan Singh, and Heads of State of ASEAN countries, on 20 December, in New Delhi, India



chart the direction for future ASEAN-India relations. This would also include recommendations by the ASEAN-India Eminent Persons Group (AIEPG). The logo of the summit was launched during the 10th ASEAN-India Ministerial Meeting in Phnom Penh. India is also planning a number of G-2-G activities and P-2-P initiatives, in consultation with ASEAN.

The ASEAN region holds great promise, which has prompted several Indian State Governments – West Bengal, Orissa,

Andhra Pradesh and Tamil Nadu – to look towards South-east Asia for building maritime links. The Central Government, on the other hand, is committed to develop the North East states of the country and the only way land-routes for trade can be established is through the development of infrastructure. The 2nd ASEAN-India Car Rally will pave the way for achieving these and more, and will be the perfect catalyst to bring together the emerging Asian entities of India and ASEAN.

THE ASEAN-INDIA CAR RALLY 2004

the Public Face of ASEAN-India Relations

The first ASEAN-India Car Rally in 2004 gave a public face to bilateral ties and drew attention to the geographical proximity between India and the ASEAN regions.



RALLY FACTS

The rally was vital in establishing people-to-people connect. It happened:

- Across nine countries
- Over a distance of 8000 km
- With 240 participants
- Using 60 vehicles
- In 20 days

Adaptability has been India's greatest strength. Constantly and consistently, India has adapted to the various ruling powers from all corners of the world, to the various civilisations, all the religions that took refuge in her, the changing times, and to the changing world.

The ASEAN-India Car Rally was proposed by former Indian PM Atal Bihari Vajpayee, who felt that India and ASEAN should take advantage of initiatives such as this, to deepen and expand their

Dr Manmohan Singh, Prime Minister of India, flagging off the 2004 Car Rally in Lao PDR

mutual cooperation. The idea was floated at the second ASEAN-India summit in Bali, Indonesia, in October 2003. The objective was to bring India closer to the South-east Asian countries. The rally was flagged off from Guwahati, India, on 22 November 2004, by the present Indian PM, Dr Manmohan Singh; it made its way through Myanmar, Thailand, Laos, Vietnam, Cambodia, Malaysia and Singapore before coming to an end in Batam, Indonesia, on 11 December 2004. The North East States of Assam, Nagaland and Manipur were traversed, before the cars crossed over into Myanmar.

THE PEOPLE PARTICIPATION

A week before the India-ASEAN rally, the 'Chalo ASEAN' was held as start-up. This leg of the journey was inside India.

Teams from Shimla, Gandhinagar, Panjim and Kanyakumari started on 13 and 14 November and converged in Guwahati, a week later. The rally inauguration was attended by the Secretary General of ASEAN along with members of the diplomatic corps representing the ASEAN countries, the State Governments of Assam, Nagaland and Manipur, the representatives of CII and the Federation of Motor Sports Club of India. Sponsored by Tata Motors, this preamble to the actual rally was also a goodwill event and people from diverse backgrounds such as bureaucrats, industrialists, professionals, joined in. It was not necessary for participants to cover the entire rally; each leg entry could be opted for by an entrant.

The Ministry of External Affairs and the Confederation of Indian Industry



Above, from left: Rally scenes from 2004 - the event championed people-to-people, cultural and economic ties

(CII) were joint organisers of the rally. The theme of the rally was 'Networking People and Economies.' The rally ushered in a new chapter in ASEAN-India relations and according to Dr Singh, "It 'played an important role in enhancing cultural and economic bonds amongst the people of the region and provided impetus to the development of the North Eastern states. The rally succeeded in creating unprecedented people-to-people contact between India and the ASEAN countries, demonstrated ASEAN-India proximity and road connectivity and promoted infrastructure development, especially to facilitate road transport." The event also helped in creating public awareness about ASEAN-India relations. It established the foundation for further initiatives in various sectors such as trade, tourism, training, transportation and technology.

THE BIGGER PICTURE

India is connected to most ASEAN countries through the land route via the North East Indian states. This connectivity is conducive to the flow of trade, investment, tourism and cultural and social exchange between India and ASEAN. A sub-regional co-operation between the North Eastern states – Arunachal Pradesh, Assam, Meghalaya, Manipur, Mizoram, Nagaland, Sikkim and Tripura and the ASEAN countries of Cambodia, Laos, Myanmar, Vietnam and Thailand, will have high potential to graduate into a bigger association.

Blessed with abundant water, forest, fertile land, oil and gas, and strategic geographical location, North East India can be made commercially viable in the sectors of agro-based industries, transport networks and tourism with the co-operation of the ASEAN countries. Flagging off the car rally in 2004, Dr Singh had said that the importance of the rally was significant in an era of globalisation, where interconnectivity within and between nations needs to be comprehensive

covering all aspects such as infrastructure, economy, technology, social and culture. North Eastern states of India are the country's gateway to South-east Asia, in terms of physical connectivity, economic outreach and cultural affinity.

ASEAN-INDIA RELATIONS

ASEAN and India have always had warm and friendly ties, which was further enhanced with India's 'Look East' policy of 1991. In 1992, India became a sectoral dialogue partner of ASEAN, which was promoted to a full-dialogue partnership in 1996. There were various facets of this evolving relation; while trade in goods and services, cross-border investments, manpower synergies and technological exchange formed the economic core, the cultural, social and educational exchange programmes constituted the basics of people-to-people connect.

The year on year growth in bilateral trade reflects the development of India-ASEAN economies. Of the people connect initiatives, the success of the ASEAN-India Car Rally of 2004, created lasting goodwill to pave the way for the second rally to be held in November, 2012.

Following the first car rally there was sub-regional integration between India and some of the ASEAN countries. In

November, 2004, the ASEAN-India Partnership for 'Peace, Progress and Shared Prosperity,' was signed between the two regions, which aimed at consolidating the diversified dynamics of the inter-regional associations. The sub-regional initiatives such as the Mekong Ganga Cooperation, Bay of Bengal Initiative for Multi Sectoral Technical and Economic Cooperation (BIMSTEC), etc, with the CLMV (Cambodia, Laos, Myanmar and Vietnam) countries were eventually perceived as important smaller steps towards bigger integration.

The 2004 rally arrived in Vientiane and coincided with the third ASEAN-India Summit. The Indian PM along with his counterparts from the ASEAN countries, present at the summit, flagged off the last phase of the event, which concluded in Batam, Indonesia. The 21st century saw the Asia-Pacific region emerging as the economic hub of the world; in that perspective ASEAN-India relations needed to be strong, to reap the full benefits of growth. The car rally was a symbolic event that helped to demonstrate the regional integration and the future possibilities in trade, tourism and people contact.

VISION 2015

ASEAN leaders have a vision; to develop an ASEAN Community by 2015. A Master Plan on ASEAN Connectivity has been developed, to assure the ASEAN community of continued growth, reduction of development gaps and improved connectivity. A three-pronged strategy of physical connectivity, institutional (effective institutions, mechanisms and processes) connectivity and people-to-people connectivity has been adopted for implementation during 2011-2015. For physical connectivity roads, rails, aviation and maritime infrastructure will be developed. Institutional connectivity will be achieved by simplifying processes and procedures towards easy movement of vehicles, goods, services and skilled labour across borders. For people connectivity, relaxation of visa requirements and development of mutual recognition arrangements (MRAs), which will promote awareness, collaboration, exchange, outreach and advocacy programmes, will be introduced.

Many Indian MNCs are investing in ASEAN like the Tata Group that has companies in many business sectors including automobiles



Bilateral Trade Registers Steady Growth

India's 'Look East' policy is returning dividends and the ASEAN-India FTA framework has proved to be the catalyst for continued growth of trade

Since India's 'Look East' policy was implemented 20 years ago, there has never been any let-up in the momentum to establish stronger bilateral ties with the countries of South-east Asia. Then in 1992, as India became a sectoral dialogue partner of the regional grouping, the partnership between India and ASEAN was further enhanced.

It was the first major milestone and as mutual interests grew further, ASEAN invited India to become a full dialogue partner in 1996. In terms of a regional trade framework, relations between ASEAN and India reached a peak on 13 August 2009 with the signing of the ASEAN-India Free Trade Agreement (FTA).

Notwithstanding the FTA, bilateral relations with each of the ASEAN members had existed historically dating as far back as 500 BC featuring religious and maritime trade links. This was followed by the movement of semi-skilled labour during the colonial era and later on the Indian diaspora of high-skilled professionals.

INDIA AMONG TOP ASEAN PARTNERS

India is today one of ASEAN's top trading partners and since 2009, ASEAN trade accounts for 10 per cent of India's global trade. In August 2009, India had signed the ASEAN-India FTA, according to which all the countries will lift import tariffs on over 80 per cent of traded goods from 2013 to 2016.

Apart from trading in goods, agreements regarding trade in services and investment are also being negotiated. The negotiations for services will be on a request-offer basis i.e. both sides will request for openings they want and offers will be made by the receiving country based on the requests.

At the 10th 'ASEAN Economic Ministers (AEM)-India Consultations' round in August 2012, in Cambodia, the AEM and the Minister of Commerce and Industry of India announced that total trade between ASEAN and India grew by 43 per cent in 2011 amounting to US\$74.9 billion. India has also stepped up a notch to be ASEAN's sixth largest trading partner in 2011.

BILATERAL TRADE SNAPSHOTS

The following provides more details on the bilateral trade and economic ties with each ASEAN country.

SINGAPORE

The Comprehensive Economic Cooperation Agreement (CECA) between Singapore and India has played a crucial role in increasing trade between the two countries with bilateral trade growing from US\$14.04 billion in 2009-2010 to US\$17.44 billion in 2010-2011. Bilateral trade has been growing sharply in double digits since CECA came into effect in 2005.

According to India's Ministry of Commerce and Industry, total bilateral trade during 2008-09 was US\$16.1 billion, an increase of 3.86 per cent over US\$15.5 billion in 2007-08. During 2008-09, India exported goods worth US\$8.45 billion to Singapore. During April-December 2009-10, Indian merchandise exports to Singapore totalled US\$5.12 billion, comprising mainly of mineral fuels and oils, ships, boats and floating structures and natural pearls, gems and jewellery.

INDONESIA

Bilateral trade between India and Indonesia increased from US\$6.2 billion in 2006 to US\$17.65 billion in 2011-12, making Indonesia India's second largest ASEAN trading partner. India is the largest buyer of Indonesia's crude palm oil and has substantial investments in Indonesia in the textiles, steel, automotive, banking and resources sectors.

India's main exports to Indonesia are petroleum products, telecommunication equipment and parts, hydrocarbons and derivatives, oil seed, motor vehicle for goods transportation, animal feed, cotton, flat rolled product and alloy steel.

MALAYSIA

The country is India's third largest trading partner in ASEAN, and India is the largest trading partner for Malaysia from among the countries of the South, excluding China.

Bilateral trade increased 17 times from

US\$0.6 billion in 1992 to US\$10.5 billion in 2008, and has more than doubled from US\$5 billion to US\$10.3 billion between 2005 and 2008. According to Malaysian statistics, the two-way trade in 2010 was US\$9 billion. From January to November, 2011, bilateral trade showed robust growth to reach US\$11 billion.

THAILAND

Bilateral trade has multiplied six times since 2000 to cross US\$6.6 billion in 2010. The global financial and economic crisis dented bilateral trade during 2009. It picked up and in 2011 was about US\$8.19 billion.

The ASEAN-India Agreement on Trade in Goods was signed in Bangkok in 2009 and was operationalised from January 2010. Negotiations are continuing on concluding its Investments and Services sector components, as well as for a BIMSTEC FTA and an India-Thailand FTA. An Early Harvest Scheme under the proposed India-Thailand FTA is in place since September 2004 covering 82 products. Negotiations for a comprehensive bilateral agreement for trade in goods, services, and investments are currently underway, and are targeted to be completed by 2012.

PHILIPPINES

Globalisation has positively impacted bilateral trade, which is expected to reach US\$1.44 billion in 2012. Trade figures for 2010-11, show a total growth rate of 23.57 per cent at the total value of US\$ 1,312.13 million; of this India's exports at US\$ 882.74 million, shows a growth rate of 17.89 per cent and imports at US\$ 429.39 million shows a growth rate of 37.15 per cent.

Required agreements and MOUs for facilitation of economic and commercial relations such as avoidance of double taxation and prevention of fiscal evasion, agreement for promotion and protection of investments, MOU for cooperation in the field of Agriculture and related fields have been signed. The India - Philippines Joint Working Group (JWG) on Trade and Economic Relations has been meeting regularly under the joint chairmanship of India's Commerce Secretary and Philippines Undersecretary for Trade and Industry.

VIETNAM

India figures among the ten largest exporters to Vietnam. Two-way trade reached US\$3.9 billion in 2011 (Indian exports: US\$2.34 billion; Vietnam's exports: US\$1.56 billion). The two sides

have set a target of US\$7 billion for bilateral trade by 2015. With the signing of the India-ASEAN FTA on Trade in Goods, bilateral trade with Vietnam is poised to grow faster. Vietnam ratified the India-ASEAN FTA in Goods from 1 June 2010 onwards.

Since 1976, India has extended several Lines of Credit totalling US\$67.3 million to Vietnam. A line of credit agreement for US\$45 million was extended for Nam Chien Hydropower project which is under execution by BHEL. India has offered a fresh Line of Credit for US\$19.5 million to Vietnam for setting up hydropower projects.

MYANMAR

India and Myanmar share a long land border of over 1600 km and a maritime boundary in the Bay of Bengal. According to export-import figures provided by the Central Statistical Organization (CSO), Yangon, bilateral trade has expanded significantly from US\$12.4 million in 1980-81 to US\$1.7 billion in 2010-11. India's imports from Myanmar are dominated by agricultural items such as beans, pulses and forest-based products, which form 90 per cent of India's imports.

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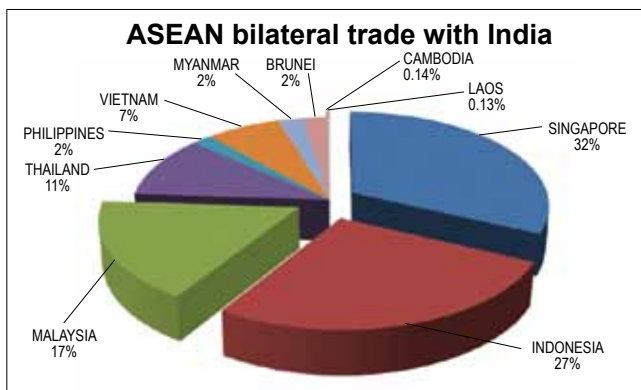
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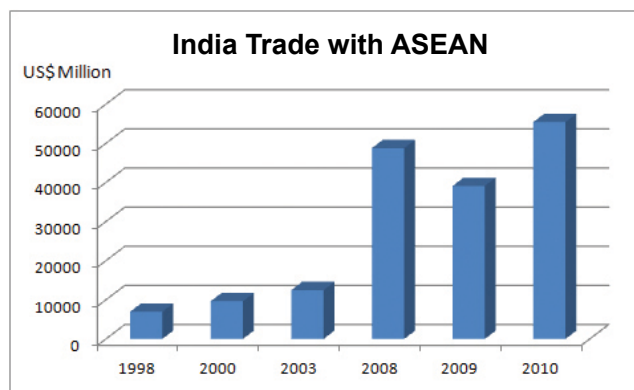
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Based on the total trade volume of ASEAN countries with India for 2011-2012: US\$79.2 billion. Source: Govt of India Ministry of Commerce and Industry



Source: ASEAN Trade Statistics Database as of Oct 2011

India's main exports to Myanmar are primary and semi-finished steel and pharmaceuticals.

BRUNEI

Bilateral trade remains at modest levels at US\$453 million in 2009-10 with Indian imports taking up 95 per cent of the value. The main import from Brunei is crude oil. Bilateral business growth is hindered by relatively high shipping costs and Brunei's small population base of 4.28 million (2010) with consequent limited demand for goods and services.

In the services sector, India has been exporting highly-qualified professionals as well as skilled and semi-skilled workers; the repatriation of their savings home is an important source of forex earnings for India.

ASEAN-India's Free Trade Agreement on Goods with Brunei became effective from November 2010, slashing import duties on products such as seafood, chemicals, apparel etc. Brunei became the seventh country in implementing the FTA. The Framework Agreement envisages the establishment of an ASEAN-India Regional Trade and Investment Area (RTIA) as a long-term objective.

CAMBODIA

Total bilateral trade in the year 2010-11 was US\$71.92 million (Indian export of US\$63.91 million and import of US\$8.01 million).

India has extended duty free tariff

preference scheme to Cambodia since June 2009. This, along with India-ASEAN FTA, is expected to improve bilateral trade in the near future.

LAOS

In 2008, India has accorded Laos Duty Free Tariff Preference Scheme (DFTP), which grants duty free access to 94 per cent of India's total tariff lines. India's bilateral trade with Laos was US\$9.52 million in 2008-09 with exports at US\$9.00 million and imports at US\$0.52 million.

There was dramatic escalation in trade to \$37 million in 2009-10. This development stems primarily from India's purchase of copper ores and concentrates of US\$19.7 million from Lao.

However, during 2010-11, the exports were reduced to US\$14.06 million, while imports were practically non-existent at US\$0.22 million.

At the 8th ASEAN-India Summit in October 2010, the leaders from both India and ASEAN reaffirmed their commitment to achieve bilateral trade target of US\$ 70 billion by 2012.

In 2011-12 ASEAN-India bilateral trade crossed US\$79 billion.

At the 8th ASEAN-India Summit in October 2010, the leaders from both India and ASEAN reaffirmed their commitment to achieve bilateral trade target of US\$ 70 billion by 2012.

ASEAN AND INDIA BILATERAL TRADE (in US\$ million)							
	April 2010 to March 2011			April 2011 to March 2012			Growth Compared to previous 12-mth period
	Exports to India	Imports from India	Total	Exports to India	Imports from India	Total	
SINGAPORE	7,139.31	9,825.44	16,964.75	8,576.94	16,794.88	25,371.82	8407.07 (33%)
INDONESIA	9,918.63	5,700.87	15,619.50	14,650.11	6,666.51	21,316.62	5,697.12 (27%)
MALAYSIA	6,523.58	3,871.18	10,394.76	9,555.70	3,977.30	13,533	3,138.24 (23%)
THAILAND	4,272.09	2,274.21	6,546.30	5,418.23	2,951.71	8,369.94	1,823.64 (22%)
PHILIPPINES	429.39	881.10	1,310.49	455.65	991.81	1,447.46	136.97 (09%)
VIETNAM	1,064.90	2,651.44	3,716.34	1,733.44	3,713.81	5,447.25	1,730.91 (32%)
MYANMAR	1,017.67	320.62	1,338.29	1,324.74	543.57	1,868.31	530.02 (28%)
BRUNEI	234.17	23.07	257.24	751.68	895.49	1,647.17	1,389.93 (84%)
CAMBODIA	8.01	66.94	74.95	7.62	99.45	107.07	32.12 (30%)
LAOS	0.22	13.11	13.33	89.53	14.97	104.5	91.17 (87%)
TOTAL	30,607.96	25,627.99	56,235.95	42,563.63	36,649.51	79,213.14	22,977.19 (40%)

Source: Government of India Ministry of Commerce and Industry, Department of Commerce

Investment and Aid Connections Grow Stronger



CII Business delegation members meeting with Dr Nam Viyaketh, Minister of Commerce and Industry of Lao PDR in September 2010

Major projects and players on the ASEAN-India investment and aid map

The major economies of ASEAN are booming (compared to those in Europe and the US) and India has already positioned itself to ride on their growth. At the same time, India which has a nearly US\$2 trillion economy – Asia’s third largest – is actively engaged in many long-term developmental aid programmes, to help the fledgling ASEAN economies.

TOP INVESTORS

On one end of the spectrum, there is **Singapore**; the top country for Indian investments in ASEAN (followed by the Philippines). Indian companies now form the largest foreign group in Singapore. There are by some counts, almost 5,000 Indian companies in Singapore and they have invested a cumulative US\$23.4 billion by January 2012 making India the second largest investor from Asia in the island and the eighth largest overall.

Singapore cumulative investment in India until November 2011 was US\$19 billion, making Singapore the second largest investor in the Indian economy.

Many Singapore-based companies are actively leveraging India’s infrastructure development drive and the financial institutions are financing these developments through FIs. One of Singapore’s most successful developers

in India is commercial property giant, Ascendas, which has Science, Business and IT Parks in Bangalore, Chennai, Hyderabad and Pune.

According to *The Economic Times* of India, a recent example of Singapore FII in India was when independent, employee-owned Singapore investment management company, Arisaig Partners, who focus on listed consumer sector businesses in emerging markets, invested US\$1 billion in 11 companies in India in the retail sector. Over a third of its \$2.6 billion Asian exposure is in India alone, higher than even China or Hong Kong, with the biggest holding in value terms in Nestle India and the largest stake in Pantaloon Retail.

SCOPE FOR INVESTMENTS

Over in the **Philippines**, Indian Business Process Outsourcing Operations (BPO) giants, Tech Mahindra and its sister company, Mahindra Satyam, have announced in April 2012 that they are investing another US\$240 million in their operation there over the next three years.

They currently employ 1,800 Filipino employees. Mr Amit Dasgupta, the Ambassador of India to the Philippines highlighted how apart from BPOs and call centres, there is ample scope for investment and business in the Philippines like the IT sector (e.g. cloud computing), education, transportation, telecommunication and tourism.

LINES OF CREDIT

At the other end of the spectrum, there are countries such as **Laos** which has received support through Indian Lines of Credit (LOC). For example, the Indian government has extended LOCs to Laos amounting to US\$132.89 million during

LAOS LOC PROJECTS

So far US\$97 million has been disbursed by the Indian government’s LOC; some of the projects completed, commissioned and agreed upon since 2006 are:

- US\$10 million LOC for a 115 KV Transmission Line from Ban-Na in Champassak to Attapeu completed in 2006
- US\$4 million loan for equipment supply for rural electrification completed in 2009
- US\$18 million for the Paksong-Jiangxai-Bangyo transmission line project commissioned in September 2010
- US\$11 million for the Nam Song 7.5 MW hydropower project that is expected to be completed shortly
- US\$17.34 million loan agreed on May 2009, for the development of irrigation schemes in Champasak province
- US\$72.55 million loan for a 230 KV Double Circuit Transmission Line from Nabong to Thabok
- US\$34.68 million for development of sub stations
- US\$37.86 million for the 15 MW Nam Boun 2 Hydropower Project

the period 2004 to 2011, while a number of projects were undertaken through grant assistance.

INDIAN INVESTMENTS

Indian companies in the private sector have also been active in investing. The HSMM Group has invested US\$13.8 million in agarwood plantations in Vientiane and Xaysomboun. It has two iron-ore mines worth US\$800,000 and US\$100,000 in Sekong and Khammuan provinces, respectively.

TRAINING AND EDUCATION

India has helped in capacity building in **Cambodia**. The Cambodia-India Entrepreneurship Development Centre (CIEDC) and the Cambodia-India Centre for English Language Training (CICELT) were set up in Phnom Penh in 2006 and 2007 respectively. Cambodia is a major recipient of the Indian Technical and Economic Cooperation (ITEC) programme and has utilised 867 civilian training and 98 defence training slots to date.

Most recently a MOU was signed to establish the India-Cambodia Centre of Excellence and Talent Development in February 2012. India will provide a one-time grant of about US\$0.52 million, to establish the centres in Phnom Penh, Siem Reap and Sihanoukville.

TRADE PROMOTION

Myanmar has received development aid from India in education and infrastructure projects. Recent trade promotion events include the India Product Show 2012,

BUSINESS MARKER EVENTS
SINGAPORE 27 Nov 2012 ASEAN-India workshop on Master Plan on ASEAN Connectivity and Public-Private Partnerships
KUALA LUMPUR 29 Nov 2012 ASEAN - India Connectivity Summit
BANGKOK 3 Dec 2012 Session on Asean-India Connectivity: Promoting Business Linkages Between Asean and India's North-East
HO CHI MINH CITY 6 Dec 2012 Seminar on "Potential Opportunities for Boosting Indo-Vietnam Trade & Investment"
PHNOM PENH 7 Dec 2012 Round Table on Business Opportunities for Small & Medium Enterprises
MANDALAY 13 Dec 2012 Session on Asean-India Connectivity: "Successful Border Trade"

Note: Seminars are held in conjunction with the ASEAN-India Car Rally 2012 route

INDIAN PRESENCE IN INDONESIA

- Gujarat State Petroleum and Essar have won an exploration license for gas on-shore
- Balmer Lawrie has signed joint venture agreement for manufacturing grease-lubricants
- The Spice Group has acquired a cell phone manufacturing company
- Godrej has acquired an FMCG manufacturing company
- NALCO is currently working on an Aluminum Smelter Project
- The Adani Group has signed an Agreement with Bukit Asam, for coal mining
- The Anil Ambani Group has acquired three coal mines
- Madhucon Sirwijaya Power has signed a MOU with State Electricity Company (PLN) for a 300 MW power plant

representing 19 companies; the CII's successful Enterprise India show 2011 (with over 60 Indian companies) and India Pharmaceutical Expo 2011.

In May 2012, several new initiatives were announced: 12 MOUs and agreements including extension of a new line of credit (LOC) for US\$500 million, support for setting up an Advanced Centre for Agriculture Research and Education, a Rice Bio-park in the integrated Demonstration Park and an Information Technology Institute.

In addition, important agreements such as Air Service Agreement, Establishment of Joint Trade and Investment Forum, MOU on Border Areas Development and Establishment of Border Haats and Cultural Exchange Programme.

Currently, the Government of India is actively involved in road upgrading and construction; high speed data link; energy sector and rail transportation. A heavy turbo-truck assembly plant has been set up in Myanmar by Tata Motors with the Indian government's financial assistance in 2010 and finally, the Indian government is assisting in the upgrading and construction of hospitals and schools.

PUSH INTO ICT

Many Indian companies are interested in investing in **Vietnam**. Tata Steel plans to invest more than US\$5 billion in a steel plant and in the field of IT training, NIIT, APTECH and Tata Infotech have so far opened more than 50 franchise centres spread all across Vietnam.

In the ICT sector, India has also set up the Vietnam-India Advanced Resource Centre in ICT, which provides a wide range of training in ICT, application of e-learning technology in education, infrastructure for digital library, for web-portal creation etc. India is also providing a PARAM Supercomputer to Vietnam at a cost of US\$870,000. Since 1976, India has extended several LOCs totalling US\$68.23 million, US\$45 million of it for the Nam Chien Hydropower project

ATTRACTING INVESTMENTS

During **Indonesia's** President Yudhoyono's visit to India in 2011, as many as 16 intergovernmental agreements were signed for trade and commerce, oil and gas, fertilizers, SMEs, marine and fisheries, science and technology, climate and earth sciences, education, media and culture. In addition, 18 business contracts, worth US\$15 billion, were concluded between public and private sector companies from both sides.

Several Indian companies such as the Aditya Birla Group with a viscose fibre plant and downstream units; Essar with a cold-rolled steel mill and Jindal Stainless Steel with a factory in Surabaya, are present. Two Indian motorcycle manufacturers – Bajaj and TVS – and The State Bank of India are present in the country.

MAJOR INDIAN GROUPS

The major Indian groups doing business in **Thailand** include: Tata group (automobiles, steel, software), Aditya Birla group (chemicals, textiles), Indo Rama group (chemicals), Ranbaxy, Dabur and Lupin (pharmaceuticals), Bharti Airtel, NIIT, Punj-Lloyd, Kirloskar, Mahindra-Satyam, etc.

From rising levels of developmental aid, investment and trade, it is clear that both India and ASEAN have made efforts to realise the potential for bilateral engagement. The FTA and the CEPA (when fully endorsed) will further enhance these joint ventures.

In the meantime, this year, one prominent initiative to promote further business-to-business contacts between ASEAN and India is a series of six conferences and seminars organised along the ASEAN-India Car Rally 2012 route (see table for details of these business marker events) with the theme "Connecting Business: Strengthening Economic Partnerships."



Trilateral Highway

A BOON FOR BUSINESS

The trilateral highway project, connecting North East India with Myanmar and Thailand, covers a distance of 3200 km and will be completed by 2016

Of the total distance covered by the highway, 1600 km is across Myanmar. The road will connect the Indian city of Moreh in Manipur, with Mae Sot in Thailand, through Bagan in Myanmar; India, Myanmar and Thailand are keen on getting this project completed, as all three stakeholders stand to gain economically. The trilateral highway will play a crucial role in boosting trade and investment flows across the three countries and will create jobs and other benefits. India's North Eastern region, specially the four Indian states which share common border with Myanmar, will benefit immensely, especially if there is connectivity to ports such as the planned Dawei deep-sea port and the industrial estate in Myanmar.

THE REJUVENATED PLANS

Prime Minister Dr Manmohan Singh, during his visit to Myanmar, agreed to extend a credit line of US\$500 million to Myanmar, of which US\$100 million will be used to fund the reconstruction of the highway from the Indian border with Myanmar to the central city of Mandalay. According to Anil Wadhwa, the Indian Ambassador to Thailand, this road will connect to the point where the Thai authorities are building a highway, which is 63 km from the Thai border into Myanmar. Further on, the road has already been constructed. The Asian Development Bank and the World Bank will provide the funding that will be needed beyond the money given by India's credit line.

The Ambassador also mentioned that the December Commemorative Summit, in New Delhi, will focus among other things on connectivity, which is very important for both India and ASEAN. Myanmar President Thein Sein, Thai Prime Minister Yingluck Shinawatra and Indian Prime Minister Dr Manmohan Singh are expected to meet on the sidelines of the summit to talk on the highway project and give it the boost essential for completion.

Currently the trade routes that these three countries use are across the sea and hence slow and expensive. The completion of the highway will result in unprecedented economies of scale and benefit all partners, by hugely reducing the cost of transport. India's North East, which at the moment is insurgency-ridden and undeveloped compared to the rest of the country, will gain enormously with the opening up of road ways to South-east Asia.

Mr Wadhwa said, "The feasibility study has been done and construction work has already started. A number of events

will promote the highway project; the ASEAN-India Car Rally 2012 will be traversing the route and pass through Phuket and Bangkok, where Indian food festivals will be organised. Business seminars have been planned at Bangkok to focus on business opportunities in the North Eastern states and Thailand."

The project, once completed will allow freight and container trucks to move across the borders from India to Myanmar and Thailand via Chiang Rai and border towns. The highway will form the so-called East-West economic corridor linking India with Myanmar, Thailand, Laos, Cambodia and Vietnam.

A LITTLE HISTORY

The Mekong-Ganga Co-operation initiative signed in Vientiane in 2002 by India, Thailand, Myanmar, Cambodia, Laos and Vietnam launched the Trilateral Highway Project, under its agenda of developing transportation linkages. The highway was visualised, as the 'road to opportunity' both in terms of trade, and cultural and social exchange. It was suggested that a consortium should be formed, to raise funds for the development of infrastructure, transport and other linkages. The then External Affairs Minister, India, Jaswant Singh, and his Thai and Myanmar counterparts, Surakiart Sathirathai and U Wing Aung, respectively, thought that the project would be completed in a time-frame of two years. A joint statement issued at the end of the meeting said that the three sides had agreed to cooperate on promotion of the highway from Kanchanburi in Thailand to Dawei deep seaport in Myanmar and shipping links to seaports in India.

However, the project was stalled due to various reasons. The project is extremely crucial to Dr Singh's 'Look East' aspirations and both Prime Minister, Yingluck Shinawatra, of Thailand and Dr Singh felt that 'the project should be rejuvenated at the earliest.' In August 2012, Sanjay Singh, Secretary (East), Ministry of External Affairs, and Sivasak Phuanketkeow, Permanent Secretary, Ministry of Foreign Affairs, of India and Thailand, respectively, met in Bangkok and the trilateral highway was one of the projects discussed.

The India-Myanmar-Thailand trilateral highway will be extended to connect Cambodia, Laos, and Vietnam, in the days to come.

The Trilateral Highway will open the 'Mekong-India Corridor,' linking the growing Indian market to the new 'tiger' economies of

With the economic sanctions on Myanmar being lifted, driving down a four-lane motorway from India to Vietnam may be an eventual possibility.

JOINT TASK FORCE MEETING

A Joint Task Force meeting on the trilateral highway was held in Delhi, in September, 2012. The three countries reviewed the present status of the project and discussed future plans. The project was conceived at the Trilateral Ministerial Meeting on Transport Linkages in Yangon in April 2002. It was also agreed that steps will be initiated to harmonise the customs and immigration processes at the border check posts, so that goods and people can move seamlessly. The next meeting of the Task Force will be convened in Myanmar or Thailand and a Ministerial Meeting on Transport Linkages will be held after finalisation of financial plans and other details.



South-east Asia. With the economic sanctions on Myanmar being lifted, it may soon be easy to drive down a four-lane motorway from India to Vietnam, across Myanmar, Thailand, and Cambodia. India has always emphasised on the historic and cultural links with South-east Asia, and it is high time that it materialises into physical connections.

Within the region, the Seven Sister's Corridor is important; it proposes the linking of all North East state capitals with the Indian border points with Bhutan, Bangladesh and Myanmar. From the EW Corridor, the road will extend to the Golden Jubilee Rail link border point, which will further connect Kokrajhar in Assam with Bhutan. This road will extend through Akhaura in Tripura to Ashuganj Port

6th Mekong-Ganga Cooperation Meeting
September 3-4, 2012
New Delhi, India

Top: India to Thailand Trilateral Highway to be finished in 2016. | Middle: The Prime Minister of India, Dr Manmohan Singh and the Prime Minister of the Kingdom of Thailand, Ms Yingluck Shinawatra, at the joint press conference, in New Delhi on January 25, 2012. | Bottom: 6th Mekong - Ganga Cooperation meeting, September 3 - 4, 2012, New Delhi, India

border point with Bangladesh. It will then link up with the existing Moreh-Myanmar-Friendship Road and two other border points – Zowkathar in Mizoram and Avakhung in Nagaland, after which it will extend to Myanmar. This corridor will be connected further to the NS-EW highway.

The India-Myanmar-Thailand trilateral highway will be further extended to Cambodia, Laos, and Vietnam. The proposals that thus exist need to be implemented, if the full potential of the plans is to be realised.

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A CULTURAL TAPESTRY



Inside a Buddhist temple

Neighbours and friends through time, Indian and the ASEAN countries are bound in common culture; legends, language, dance, music, art and craft. A shared legacy that is etched on the sands of time

The trails that merchants and pilgrims followed over land and across the seas linked the two regions. Enterprising men charted new territories and with them came the influences of a new culture – the Indian culture – about faith in God, cherishing the family, respecting elders, abiding by social etiquette, being warm towards guests and gaining knowledge. India is a country where people of all faiths, be it Hindus, Muslims, Christians, Buddhists, Jains, Sikhs, and others, exist together. Where churches, temples, mosques, synagogues and gurdwaras, exist in harmony and festivals such as Dusshera, Deepawali, Id, Ramzan, Holi, Christmas, are not confined to sects but embraced by the entire country.

THE COMMON THREAD

Indian religious scriptures, its epics such as the Ramayana and the Mahabharata, the hymns and prayers, the science of ayurveda and yoga, the legend of Rama, the indigenous forest-based art and craft, the music and dance have all permeated into the cultural ethos of the ASEAN nations. Naturally they were modified to suit the local tastes and adapted into the local forms. All the religious influences, Buddhism, Hinduism and Islam reached the shores of South-east Asia from India and just like India these nations became secular in



Scene from the Ramayana

their approach and tolerant in their nature. Islam, when it came to Indonesia, did not impact rigidity but rather assimilated into the existent Hindu and Buddhist setting.

It is quite common to have mythical creatures and deities featuring in art forms in Cambodia's Khmer culture. The core of Khmer classical dance is the 'apsara,' the mythical court dancers of heavenly abodes. In Laos, temples are also places of social gathering and recreational activities. In Malaysia, the family is considered the centre of the social structure. As a result there is a great emphasis on unity, loyalty and respect for the elderly.

Myanmar is very similar in its food, dialects, customs and handicrafts to the North East Indian states of Tripura, Assam and Arunachal Pradesh. In the Philippines, guests are welcomed with warmth and the philosophy of 'Atithi Devobhava,' (the guest is God) is true.

Modern Singapore is totally cosmopolitan in its approach; the country celebrates Deepawali, the Chinese New Year and the Malay Hari Raya festivals with equal gaiety. Bright vibrant murals on the walls of Hindu temples, half moon tiles and statues of protective deities outside shops in Chinatown, are all so Singaporean! Thailand with its seven centuries of history, has absorbed a variety of cultural influences and blended them into something uniquely Thai such as the 'wai' gesture of greeting! Thai marriages start with offering of prayers in temples, followed with food and drink.



SHANTI SHANTI SHANTI

➤ BALI BRAND LOGO

Bali's brand logo is fascinating in its Hindu philosophical content; the triangular shape of the logo symbolises stability and balance. The triangle also represents the three Gods of the universe – Trimurti - Brahma, Wisnu, and Siwa. The tagline 'Shanti, Shanti, Shanti' evokes peace upon the world.



Cambodian Silk

➤ THE SOUND OF MUSIC

Music and dance defines the cultural identity of a country. Though influenced by India, the ASEAN nations have established strong individual presence through their distinctive musical identities. In Myanmar, folk dance and music reflect the everyday life. The ouzi dance, for example, creates a boisterous and pastoral festive atmosphere. The Douba' dance is popular during digging water wells and tanks, building roads, etc. Thai musical instruments are of Chinese, Persian and Indian origins. Thai classical music (dontri Thai doem) was originally played at the royal court and the music scenario is dominated by the percussion-based pi phat, the string-dominated kruang sai and a third mixed ensemble.

Strongly influenced by the royalty, Vietnamese music such as the Nha Nhac is played in the royal court and wishes for the long life of the king and prosperity of the country. Cambodia's Robam Preah Reach Trop is a highly stylised dance and originated from the royal courts. Elaborate costumes and ensembles are used. Lao classical music was originally developed as court music for royal ceremonies. The musical instruments used usually consist of tuned gongs, a xylophone-like instrument, bamboo flutes and others. The most popular and famous form of Indonesian music is probably gamelan; the tuned percussion instruments used include metallophones, drums, gongs, spike fiddles and bamboo flutes. Similar ensembles are prevalent throughout Indonesia and Malaysia. In Brunei, the adai-adai is a work song usually sung by groups of fishermen while they fish. Malay folk music is more dominant in modern Brunei, often played by professional musicians at special celebrations such as weddings.

➤ ART AND ARTISTRY IN ITS MYRIAD FORMS

Art, architecture, craft and performing art forms in the ASEAN countries are unique both in their similarities and distinctiveness. Cambodians are skilled silk-weavers, silversmiths and wood and stone carvers. Cambodia, Thailand and Vietnam have a prominent theatre and puppetry culture. Indonesia has shadow or leather puppet theatre, known as Wayang Kulit, which reflects the social order of the country in all its complexities. Indonesia also has a wide range of handicrafts made from bamboo, wood, stone and wicker. The lesser known Indonesian pottery is uniquely beautiful. Myanmar is known for its puppets; the Marionettes reflect the country's culture and imbibe the inner expressions of the Myanmar people. The art of tapestry or 'Shwe Chi Hto' is said to have originated in Myanmar about a thousand years ago. In Myanmar, gold-leaves are widely sold at the famous pagodas to gild the Buddha image or 'stupa.' Brunei has a rich and varied history of music and dance which falls into three main categories; folk, Kedayan and Malay.

Lao traditional handicraft includes textiles such as silk and cotton, and sustainable use of rattan, bamboo, paper and wood. Silver and precious metals are also used in jewellery work. In the eastern states of Malaysia, the harvest season is celebrated with barn-dance 'joget,' puppet show 'wayang kulit,' the giant kite festival 'wau,' top spinning 'gasing,' rattan football 'sepak tekraw' and martial arts 'silat.' Vietnamese are skilled in the art of embroidery such as Thai Binh, Hué, Ha Dong and Nam Ha. Hanoi and Haiphong are known for wool and jute

➤ MUSIC IN SINGAPORE

Music in Singapore is essentially urban in nature, predominated by the genre of rock and pop. Some of the legendary rock bands in Singapore are 'The Quests,' the 'Thunderbirds' and the 'October Cheries.' The Folk Music of Singapore comprises Chinese, Malay and Tamil sounds. Peranakan folk music is characterised by the harmonious blend of English and Malay.

tapestries too. Vietnam is also famous for its metal-ware particularly copper and lacquer ware. No discussion is complete without a mention of the 'pagodas.' The blend of beauty, aestheticism, harmony and grace makes these architectural creations magnificent. The pagodas of Son La Mountains in North Vietnam or the Giac Lam Pagoda of Ho Chi Minh City, has concrete and wooden edifices that has the fluidity of a dream.

⇒ PUPPET THEATRE

Cambodian theatre is similar to that of Thailand and Vietnam. Puppet theatre in Cambodia is called 'hang shek thom' and is related to the puppet theatre of Thailand. The spoken theatre called 'lakhon bassac,' is similar to Vietnamese theatre and revolves around historical or religious themes, such as the birth stories of the Buddha.



Vietnamese puppet

⇒ FESTIVALS GALORE

Like in India, which is fabled to have more festivals than the months of a year, the ASEAN nations celebrate many festivals too. Cambodia celebrates the Khmer New Year or 'Bon Chol Chhnam Thmei,' the Royal Ploughing Ceremony or 'Bon Chroat Preah Nongkoal,' the All Souls Day or 'Pchum Ben.' The Water Festival, which ushers in the fishing season, is a spectacle. Some of the popular festivals in Indonesian are Lomnan Festival, the Kasada Festival, Bali Arts Festival, Java Jazz Festival and Manado Beach Festival. Myanmar also has festivals all around the year. The most famous festival of Myanmar is the Thingyan Water Festival, in April. Festivals in Brunei are religious and political, the National Day, the Prophet's birthday, the Sultan's birthday, being prominent among the festivals celebrated. Cultural festivals are Chinese New Year, Hari Raya, Pongal, Onam, Diwali and others. Lao celebrates numerous occasions such as Mai Lao, the Lao New Year in Luang Prabang, the Boat Race Festival in Vientiane and the Wat Phou festival in Champassak.

In Thailand, two days have much significance in the life of people; the New Year and the Loy Krathong, celebrated on the 12th full moon. Songkran (it is derived from the Sanskrit word Sankranti) is the beginning of the Thai New Year, when idols are cleansed and ancestors are worshipped. Vietnamese culture has a long tradition of colourful festivals. They feature puppet shows, folk songs, traditional music, local dances, wrestling, rowing, rice cooking, buffalo fights and pigeon races.

India with its multi-ethnic, multi-religious, multi-cultural and multi-linguistic personality, has held itself together only on the strength of shared values. ASEAN too shares a cultural bond that goes back in time and has been an important element in making the association successful.



The Water Festival, Myanmar

⇒ MYANMAR'S WATER FESTIVAL

Thingyan, the water festival, marks the advent of the New Year in mid-April. Buddha images are washed and monks are offered alms. It is also marked by dousing people with water and festivities such as dancing, singing and theatrical performances.



Mid-Autumn Moon Festival, Vietnam



Loy Krathong, Thailand

⇒ THE MOON FESTIVAL

On the 15th day of the eighth Lunar Month, Vietnamese celebrate the mid-Autumn Moon Festival in honour of the beautiful full moon. The customary moon contemplation is an interesting feature of the festival. Procession of star- and moon-shaped lanterns, lion dance and moon-cake and fruit parties are other attractions.



THROUGH THE LOOKING GLASS



India and the **South-east Asian countries** have a history that goes back to time immemorial. Let's take this opportunity to relive the historical past, before moving ahead to chart the future.

If there is one eternal connect between India and the ASEAN countries, it is the sea. The Bay of Bengal, the Indian Ocean and the South China Sea facilitated the movement of people, linguistic scripts, religious traditions and intellectual ideas. Along with the trade ships, migrants from the Indian sub-continent went and settled in the countries of South-east Asia, and the Indian influence thus spread, was termed by historians as 'Indianisation.' However, it was non-political and resulted due to proximity and the prosperity offered by South-east Asia.

A QUICK RECAP

Merchant ships moved between India and South-east Asia and with it came Indian culture in all its manifestations; language, art, architecture, religion and music. The Sanskrit language, the Hindu-Buddhist cults, the *Dharmashastras* and the Indian concept of royalty became essential features of the countries in South-east Asia. Hinduism and Buddhism were followed by the advent of Islam through the Indian Muslim merchants. The colonial period saw the Indian immigrants in the rubber, coffee and tea plantations of the Malay Peninsula, Singapore and Myanmar. Then came the Indian independence movement; it brought leaders of South-east Asia in contact with Indian stalwarts. A period of alienation existed during the cold-war period, which changed with India liberalising her economy. ASEAN happened and India made the diplomatic moves to connect with ASEAN as a group and individually with the different countries.



From left: His Majesty Sultan Haji Hassanal Bolkiah of Brunei Darussalam on the occasion of his State Visit to India (20-23 May 2008) with Prime Minister of India, Dr Manmohan Singh

CLOSE-UP ON ASEAN

ASEAN came into existence on August 8, 1967, with the founding members – Indonesia, Malaysia, Philippines, Singapore and Thailand. It expanded when Brunei, Myanmar, Laos, Cambodia and Vietnam joined in. India became a sectoral dialogue partner of ASEAN in 1992, which was upgraded to full dialogue partnership in 1996. Each ASEAN member has a unique relation with India and India in turn considers each as a very important part of its historical past, developing present and secure future.

MYANMAR – THE BRIDGE TO ASEAN

The only ASEAN member with a shared land border with India, Myanmar is a bridge between India and ASEAN. India is looked upon as a revered destination, being the 'land of Lord Buddha.' The geographical proximity of the two countries has helped to develop and sustain cordial relations and facilitated people-to-people contact, cultural links and flourishing commerce. A large population of Indian origin, approximately 2.5 million people, lives in Myanmar. India and Myanmar signed a Treaty of Friendship in 1951.

LAOS – AN ALLIANCE OVER FIVE DECADES

India and the Lao PDR established diplomatic relations in 1955, soon after the visit of Prime Minister Jawaharlal Nehru in 1954. The republic, which was formed in 1975, admires the historic role played by India in its liberation. Laos became a member of ASEAN in 1997; since then greater cooperation has resulted between the two countries. Celebrating the 55th



the legacy of Rama

The stories of *Ramayana* and of Indian deities are prevalent in South-east Asia with local variations. In the process of adoption, the stories were transformed. The *Ramayana* tradition affected the life, customs, beliefs, geography and history of South-east Asia. Performing arts such as shadow play and puppet shows were based on the legends of Rama. In the *bas-relief* of various temples, there are representations from the *Ramayana* stories. Campa has a *Valmiki* temple (so named after the author of *Ramayana*), which is rare even in India.

Anniversary of diplomatic relations, the First Foreign Office Consultations between India and Lao PDR were held in Vientiane on 2 May 2012.

VIETNAM – THE YEAR OF INDIA

On the occasion of Vietnamese President Truong Tan Sang's visit to India in October, 2011, PM Dr Manmohan Singh said, "A strong India-Vietnam relationship is a factor of peace, stability and development in the Asia-Pacific region. It stands on its own merits." The countries will complete 40 years of full diplomatic relations in 2012. The 'Year of India in Vietnam' is being celebrated this year. India-Vietnam relations were forged by Prime Minister Nehru and President Ho Chi Minh, more than 50 years ago. India has set up the Vietnam-India Entrepreneurship Development Centre and Vietnam-India Center for English Language Training in Vietnam.

THAILAND – EXTENDED NEIGHBOUR

India and Thailand are located in each other's extended neighbourhood. King Asoka sent Buddhist monks from India to propagate Buddhism in the 3rd Century B.C. and today an overwhelmingly large population of Thailand are Buddhists. Hindu elements can also be found reflected in Thai architecture, arts, sculpture, dance, drama and literature. The Thai language incorporates Pali and Sanskrit influences. It is estimated that there are between 100,000-150,000 people of Indian origin in Thailand.

CAMBODIA – CONFLUENCE OF RELIGIONS

India-Cambodia relations are a blended product of religions; Hinduism and Buddhism, both emanating from India. The structures at Angkor Wat, Angkor Thom, Bayon, Baphuon and other religious and historical sites in Cambodia, bear testimony to this. India opened its Embassy in Phnom Penh in 1981, and Phnom Penh has a street named after Prime Minister Nehru. A bust of Mahatma Gandhi, gifted by India, has been installed at a prominent location in Phnom Penh.

MALAYSIA – THE INDIAN DIASPORA

Malaysia had trade relations with India as early as 1st Century B.C. The Malay Peninsula was known to ancient Tamils as 'Suvarnavipa' or the Golden Peninsula. Later on in the 1800s, thousands of Indians migrated to Malaysia, to work at the rubber plantations. There are now more than two million Malaysian Indians. On bilateral ties, as Prime Minister of Malaysia, Dato' Sri Mohd Najib Bin Tun Abdul Razak, stressed, "the relationship is of strategic importance, requiring leaders from both countries to look into it seriously."



India's Minister for Commerce and Industry, Shri Anand Sharma and the Malaysian Minister of Health, Mr YB Dato' Sri Liow Tiong Lal exchanging the signed documents of an MoU in the field of Traditional Systems of Medicine between India and Malaysia in the presence of the Prime Minister of India, Dr. Manmohan Singh and the Prime Minister of Malaysia, Dato' Sri Mohd Najib Bin Tun Abdul Razak, at Putrajaya, in Malaysia on 27 October 2010.

SINGAPORE - GATEWAY TO SOUTHEAST ASIA

Bilateral relations with Singapore played an important role in re-connecting with South-east Asia. The ties that bind the two countries go back in history; rooted in a common culture and a shared legacy of being former British colonies, the co-operation between India and Singapore gained momentum with India liberalising her economy since the early 1990s. Ethnic Indians constitute 9.2 per cent of Singapore's population and Tamil is one of the official languages. Mr S Iswaran, Minister, PM's Office and Second Minister for Home Affairs and for Trade and Industry, Singapore, has termed the goodwill and political relationship between Singapore and India as very strong.

INDONESIA - ANCIENT YAWADVIPA

The ties go back to ancient times when Indians travelled for trade to Indonesia. They brought with them aspects of Indian culture including the Sanskrit language and the Brahmi script. Indonesia is the ancient "Yawadvipa" of the Ramayana. The Indonesian language has many words of Sanskrit origin. Six decades of diplomatic relations were celebrated

in 2011; a dance drama 'Sri Kandi' was staged with a Javanese dance group and a joint India-Indonesia Ramayana ballet performance was held at the Prambanan Temple Complex in Yogyakarta.

BRUNEI - THE OIL KINGDOM

Indians came to Brunei to work in the oil and other allied sectors. They inter-married and settled. Diplomatic relations with India were established in May 1984. Both countries are members of UN, non-aligned movement (NAM), Commonwealth, ASEAN Regional Forum (ARF) etc. A majority of the senior doctors in Brunei are from India. Indian professionals are present in engineering, IT, in banks and as educators. His Majesty Sultan Haji Hassanal Bolkiah of Brunei places great value in the Consultative Joint Meeting with India and desires to work closely with the Indian Government on issues concerning ASEAN, regional peace and security.

PHILIPPINES - THE OUTSOURCING CAPITAL

The Sriwijaya Empire based in Palembang, Sumatra, was a mix of Buddhism and Hinduism and the Majapahit Empire in Java was Hindu; these religious influences from India reached Philippines

indirectly via Indonesia. Filipino culture was greatly influenced by Indian folk literature, myths, social customs, arts, crafts, traditional dress and the Sanskrit language. Diplomatic relations were established in 1949. The two countries share common concerns such as anti-colonialism, South-South co-operation and the wide use of English, the last of which has propelled both countries to become outsourcing centres.

The Indian diaspora, living in South-east Asia, has played a very important role in keeping the historical ties alive through art, culture, cuisine and people-to-people contact. Both India and the ASEAN nations have made efforts to preserve the time-tested relations. Singapore has proposed to revive the Nalanda University in Bihar and India is engaged in developing road and rail transport systems in the CLMV countries aimed at facilitating greater movement of people between India and these regions, for tourism and pilgrimage. India and ASEAN have also been working on linking Indian higher educational institutions with the ASEAN University Network. Together they constitute a market of approximately 1.8 billion people, which includes both resource and demand, and a partnership between the two is a win-win situation for everyone.



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NORTH - THE IMPOSING HIMALAYAS

The imposing Himalayan Ranges bordering India in the North, from the West to the East, leaves room for little else. So, when we touch upon the Thar Desert, overwhelming in its barren beauty, it only implies how colourful and beautiful the desert state of Rajasthan is. But let's start from the mighty peaks! Ladakh is an enchanted land nesting in the Himalayan splendour of soaring peaks, pristine valleys and spiritual tranquillity. It is one of the most rugged, adventurous and beautiful destinations that boasts of the Beacon Highway, the highest road in the world from Leh to Nubra.

YOU NEED TO KNOW

1. Foreigners need special permission to visit the Nubra Valley in Ladakh
2. The best day for Amarnath sighting is the 'puranmashi' (full moon) days of 'shravan' (July-August)
3. The 'bramha kamal' can be seen only in the Valley of Flowers
4. Night-viewing of the Taj is allowed on full moon nights
5. There are tribes in Andaman who still haven't learned the use of fire.
6. Loktak Lake in Manipur sustains small herds of the endemic 'dancing deer'



Shri Amarnath is located at an altitude of 3680 metres in one of the world's most incredible landscapes that is the Lidder Valley in Kashmir. Flanked by breathtaking snow-clad peaks, this shrine is considered to be the ultimate pilgrimage for Hindus.

Let's get down from the high peaks and visit the Valley of Flowers – A Paradise on Earth. This is a once-in-a-lifetime experience with over 300 species of wild flowers. It is a delight for naturalists. The Valley of Flowers National Park is the second core zone of the Nanda Devi Biosphere Reserve. The valley remains in bloom for three months. From September onwards, the valley gets covered in snow.

Mount Abu is a popular hill resort in Rajasthan and the only reason it finds a place in this sketch of India's 'must see,' is because of the Dilwara Jain Temples. Dilwara is sheer poetry in marble. The white marble carvings tell tales from the life of Parswanath and other Tirthankars (Jain monks). More importantly, they tell tales of the sheer genius of the craftsmen.

Situated in the heart of the Thar Desert, the Jaisalmer Fort seems to rise out of the desert haze, a magnificent edifice of yellow sandstone; ramparts and bastions bathed golden in the sunlight, it shimmers like gold in the setting sun and is called the 'Sonar Qila.' It is the only living fort in the world.

One of the Seven Wonders of the World – The Taj Mahal – has been the one singular attraction for tourists from time immemorial. A World Heritage site, the Taj was completed by 1653, and is the world's most talked about symbol of love, which Mughal Emperor Shah Jahan built for Mumtaz Mahal, his queen.

To not visit Delhi, the capital of India, is a loss. For Delhi, unlike any city in the world, combines old-world Mughal charm with modern ambiance. It is home to an array of historic venues that include the World Heritage sites of the Red Fort and the Qutub Minar, and other equally historic monuments such as the Humayun Tomb.

EAST - THE GREEN PLAINS

Eastern India is closer and similar topographically, culturally and socially to South-east Asian countries. Myriad options from the mountains to the jungles to the sea, our trip will be just a sample!

Vaishali is not the first tourist spot that you will think of in the eastern part of the country. However, if you are on a spiritual journey, then Vaishali, in modern day Bihar, is one of the greatest cities of 5th century BC, where Buddha, the enlightened one, spent time and where Lord Mahavir, the founder of Jainism, was born.

The Sundarban National Park is a World Heritage site and is famous for the Royal Bengal Tiger, the mangroves and the variety of flora and fauna that it sustains. It is the world's largest estuarine delta and is often referred to as a biodiversity hotspot. Sundarban is a Project Tiger Reserve, occupying an area of 2585 sq km, which is home to about 270 Royal Bengal Tigers.

The University of Nalanda was one of the

seats of learning during 5th to 12th century AD. Lord Buddha is said to have made frequent visits to the place. Renowned Chinese traveller Hiuen-Tsang had praised the university during his visit in the 7th century. The university once attracted students from across the world.

The Andaman and Nicobar Islands is an archipelago of 360 volcanic islands, scattered in the Bay of Bengal. Only 37 of these islands are inhabited. The lush green islands have some of the best coral reefs and world class swimming and diving opportunities.

The tropical rain forests that loom close to the seashore are home to unique species of birds.

Founded by Nobel laureate Rabindranath Tagore in 1921, Shantiniketan (the abode of peace) is known for the Viswa Bharati University, where classes are often held in the open. Santiniketan is also a repository of exotic sculptures, frescoes, murals and paintings of Rabindranath Tagore, Nandlal Bose, Ramkinkar, Bindobehari Mukhopadhyaya and many other artists of international fame.

The majestic Konark Sun Temple or Black Pagoda is another World Heritage site, which stands regally amidst the sand dunes bordering the Bay of Bengal. It represents the very pinnacle of the Kalinga School of temple architecture. The magnificent temple, designed as a gigantic chariot of the Sun God, is a feast for the eyes and a repository of art forms.

Kolkata or erstwhile Calcutta, established in 1690, was a trading post for the English East India Company. It has wonderful colonial architecture such as the Victoria Memorial. The city is home to poets, authors and artists, who made it to international fame. Gateway to Eastern India, Kolkata is also home to prominent intellectuals.

THE EXOTIC NORTH EAST


Arunachal Pradesh, Assam, Mizoram, Manipur, Tripura, Sikkim, Nagaland and Meghalaya comprise India's exotic North East. The region is beautiful with diverse flora, fauna, dense forests, rugged mountains, wild life, culture and food. Everything is a treat for the senses. Sikkim is sheer magic; safe and clean. The beauty of the rugged Himalayan Range is frightening and charming. Arunachal Pradesh has a glorious heritage of arts and crafts and colourful festivals, some of the best sanctuaries and dense forests. Tripura with its complex blend of history and mythology – a history of over 2,500 years and 186 kings – is colourful. Nagaland is a vibrant hill state that offers an incomparably rich tradition and cultural heritage. Nagaland is inhabited by 16 major tribes. Mizoram is a veritable treasure trove of natural beauty with its endless variety of landscape, hilly terrains, meandering streams and rich wealth of flora and fauna. Flanked by Bangladesh on the west and Myanmar on the east and south, Mizoram occupies an important strategic position. Meghalaya meaning the 'Abode of Clouds' in Sanskrit, is home to three ethnic communities: the Khasis, the Jaintias and the Garos. Each follows its own cultural traditions and customs. Manipur is blessed with an amazing


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variety of flora and fauna; here you see the Sangai or dancing deer. Assam is a state of breath-taking scenic beauty with the Kaziranga National Park home to the world famous and rare One-horned Rhinoceros.

Chandipur is one of the few beaches of the world where the sea recedes up to 5 km daily, at low tide. Swaying Casurina trees, sand dunes and the vast open beach make Chandipur one of the finest beaches in Orissa. When the waters disappear, you can even take a jeep ride on the wide beach. The beauty of the exposed beach is further enhanced by the small red crabs. If you're a beach comber, you will be delighted with its abundant wealth of sea shells and drift wood.

SOUTH - THE ORIGINAL INDIA

Southern India and its Dravidian culture are considered by historians to be the indigenous soul of the country, which with Aryan influence had seamlessly transformed into medieval India.

Known as Vatapi in ancient India, Badami, the capital of the Chalukya Dynasty, is famous for its magnificent rock-cut cave temples. The Badami temples, with their symbolic and mystical carvings, are dedicated to Lord Shiva, Lord Vishnu and the Jain Tirthankaras.

The South is incomplete without Chennai. The city like Kolkata came into life when the East India Company set up base there. Fort St George that serves as the Government Secretariat today was built to set up a factory serving as a nucleus for British settlements.

Kanyakumari is the southernmost point of peninsular India. The confluence of three great water bodies – the Bay of Bengal, the Arabian Sea and the Indian Ocean, Kanyakumari is beautiful. Standing at this point watching the three oceans stretching to the horizon is an incomparable feeling.

A rare example of successful human intervention, which has enhanced an ecosystem – is the Periyar Wildlife Sanctuary situated at Thekkady in the high ranges of the Western Ghats. It is a Tiger Reserve but also boasts of elephants, Indian bison and the endangered lion-tailed macaque.

Rameswaram is famous, thanks to the Ramayana. It is held sacred by both Vishnu and Shiva devotees. It is one of the 12 'Jyothirlinga' shrines (where Lord Shiva is worshipped as a 'Lingam of light') of India.

The port city of Visakhapatnam is often called the 'Jewel of the East Coast,' and is a popular sea-side destination. Headquarters of the Eastern Command of the Indian Navy, it is Indian's most modern shipyard.

Hampi was the seat of the



Vijayanagara Empire, which extended from the Arabian Sea to the Bay of Bengal and from the Deccan Plateau to the tip of the Indian Peninsula, at the pinnacle of its rule. Hampi is a UNESCO World Heritage site. Temples of this city are noted for their large dimensions, florid ornamentation, bold and delicate carvings, stately pillars, magnificent pavilions and a great wealth of iconographic and traditional depictions.

WEST - THE GATEWAY TO INDIA

The West and the North have been the gateway to India from time immemorial. Whether it was the merchants, the conquerors, the travellers or the philosophers, all came across the Arabian Sea or the Himalayan Mountain ranges. Let's start the last leg of our journey from India's commercial capital.

Mumbai is a fascinating city; lively and varied. This is an island city, which is not only the business centre of the country but also the glamour capital of India, with the multi-billion dollar film industry popularly

Located on the shores of the Arabian Sea, the beautiful temple architecture and the serene locale are enchanting.

This picturesque little seaside resort on the West coast of Gujarat, Porbandar, is dominated by the legacy of Mahatma Gandhi, the Father of the Nation, who was born here in 1869. It was a famous trade centre inhabited by rich merchants and traders from Africa and the Gulf in the beginning of the Christian era.

The Kutch region in Gujarat gives you India at its colourful best. Unlike the desert region of Thar in Rajasthan, Kutch is rocky and dry but with some of the unique topographies such as the Ranns (marshy and deceptively innocent). Home to the Harappan civilisation, this region is a veritable storehouse of ancient monuments, history, natural marvels (flamingo watching) and the Kucchhi handicrafts, which is a shopper's delight.

The Ajanta and Ellora caves are famous rock-cut temples in Aurangabad, which dates back to 2nd century BC. The caves include paintings and sculptures considered to be masterpieces of Buddhist religious art and are a World Heritage site.

A former Portuguese colony, Goa with its palm fringed beaches, miles of golden sands, lush green country-side, an incredible mosaic of cultural heritage, magnificent churches, temples, forts and monuments is a unique cultural synthesis of the east and west.

We have reached the end of a journey, which hope have given you an idea about India. However, this is just the tip of the iceberg and to perceive the country with all your senses, you need to be here!



known as 'Bollywood,' located here.

Tadoba Andhari Tiger Reserve is a pristine and unique eco-system and consists of two declared regions – Tadoba National Park and Andhari Wildlife Sanctuary. It is famous for tiger, leopard and sloth bear.

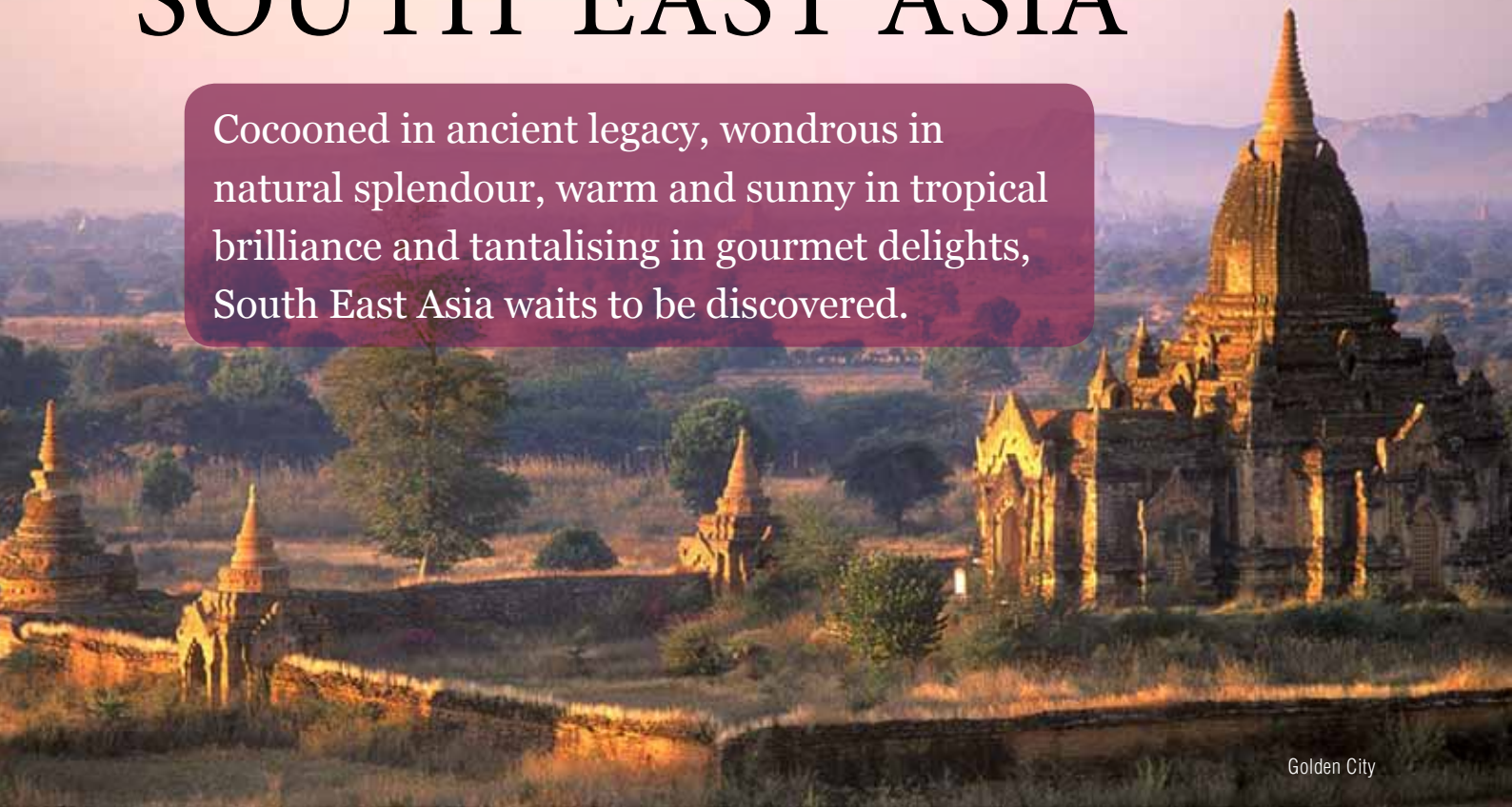
Somnath temple is a highlight of any trip to Gujarat. The temple had been razed and rebuilt six times since its foundation.



From Top: Victoria Memorial in Kolkata; Nohkalikai Falls in Sohra Meghalaya; Chandipur Beach in Orissa

JEWELS OF SOUTH-EAST ASIA

Cocooned in ancient legacy, wondrous in natural splendour, warm and sunny in tropical brilliance and tantalising in gourmet delights, South East Asia waits to be discovered.



Golden City

↑ MYANMAR

Myanmar, after years of seclusion, has opened up to travellers with its golden temples and snow-capped mountains. Yangon, the former capital, is the country's commercial centre, is also known as the 'Garden City of the East.' Bagan, the capital of the first Myanmar Empire, is one of the richest archaeological sites in South-east Asia. The Inle Lake is vast and is located in the heart of the Shan State, which shares borders with Thailand and Laos. One of the loveliest places in Myanmar is Ngapali Beach, where you can enjoy the sand and the sun. Mandalay is the second largest city in Myanmar, and here you can see the Royal Palace of the Konbaung Dynasty. Mandalay has an ancient history and bears the legacy of the Myanmar Kingdoms. The Ngwe Saung Beach Resort, opened in 2000, is one of the loveliest and most pleasant beach resorts in Myanmar.



Ayutthaya

↙ THAILAND

Thailand is a tropical getaway that suits both the pleasure seeker and the hermit. This paradise, offers a diverse fare, from frolicking on the gentle surf of Bang Saphan Yai, diving with whale sharks in Ko Tao, scaling the sea cliffs of Krabi, learning to kiteboard in Hua Hin, recuperating at a health resort in Ko Samui, the options are endless. Bangkok, the capital is one of the most popular tourist spots in the world. At Samut Prakan, you can see the largest crocodile farm in the world.

Visit the World Heritage City of Ayutthaya and the historic city of Nakhon Pathom, which boasts of the tallest Buddhist pagoda in the world, as well as the greatest Elephant Show in Thailand. Phetchaburi has many tourist attractions, including the famous Cha-am Beach. Phang-nga, adjoining Phuket, is full of magnificent seascape and beautiful lime-stone caves. The islands of Samui and Pha-ngan, are also interesting destinations for watersports and relaxation.

➔ VIETNAM

Blessed with a ravishing coastline, emerald-green mountains, breathtaking national parks, dynamic cities, outstanding cultural interest and one of the world's best cuisines, Vietnam has it all. Caught between two cultures, Indian and Chinese, Vietnam is worth visiting for its historic old port of Hoi An, and the royal tombs, pagodas and imperial cuisine of Hue. The capital city of Hanoi with its graceful boulevards are reminiscent of its French colonial legacy. Cruise an azure ocean pierced by surreal limestone islands in Halong Bay. Hike mountain tracks and explore tribal villages near Sapa and Bac Ha. Then witness the spectacular sandy bays of the central coastline and explore the reefs and coves of the Cham and Con Dao Islands. The cave systems of Phong Nha, national parks such as Cat Tien, and the bewitching back waters of the Mekong Delta, are uniquely beautiful. In the heart of the Mekong Delta is Ho Chi Minh City, which was formerly known as Saigon. Second in importance to Hanoi, it is not only a commercial centre but also a scientific, technological, industrial and tourist hub. The city's stately museums, crispy baguettes and coffee culture, will mesmerise you. The city is bathed by many rivers, arroyos and canals, the biggest River being the Saigon River.



Halong Bay



Kuang Si Falls, south of Luang Prabang, Laos

↓ LAOS

With South-east Asia's most chilled-out people, Laos is fast earning cult status among travellers. Village life is refreshingly simple and even the relaxed lifestyle of Vientiane, the capital, is amazing. Visit the historic city of Luang Prabang, and watch hundreds of saffron-robed monks move silently among century-old monasteries. This is a World Heritage City, nestled in the valley, surrounded by high mountains and situated along the Mekong and its tributaries. The town was the capital of Laos, during the Lane Xang Kingdom.

The Phou Doychy in the Phongsaly is the highest mountain in the area. Visit the Wat Luang Ou-Neua Temple, which had been built in the same time as the Wat Ou Tai. Wat Ban Pakla Temple is known for its 400-year old Pra Xaek Kham 'Gold plated Buddha Image,' which is considered very sacred and worshipped by the locals.



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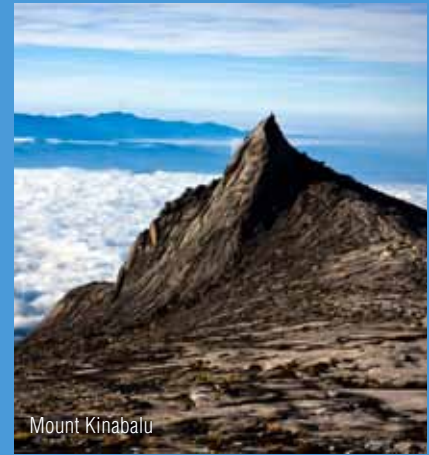
SINGAPORE | MALAYSIA | JAPAN | UAE | THAILAND | INDIA | VIETNAM



→ MALAYSIA

Malaysia is like two countries, divided in half by the South China Sea. The multi-cultural peninsula flaunts Malay, Chinese and Indian influences, while Borneo hosts wild jungles, granite peaks and remote tribes. From the high-rises of Kuala Lumpur, the capital, to the smiling longhouse villages of Sarawak, Malaysia is worth your time to explore.

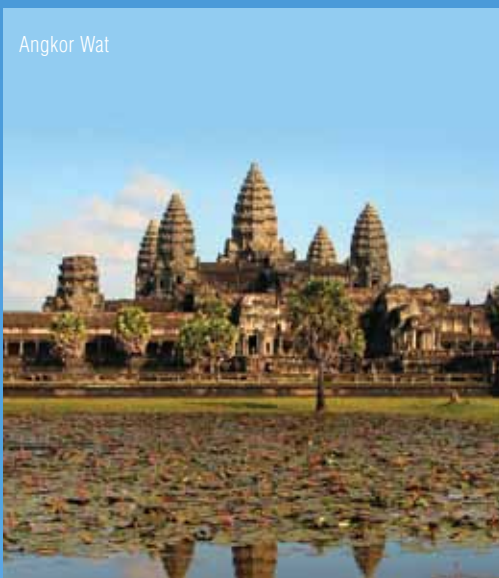
Much of the peninsula is covered by dense jungle, particularly its mountainous, thinly populated Northern half. On the Western side of the peninsula there is a long, fertile plain running down to the sea, while on the Eastern side the mountains descend more steeply and the coast is fringed with sandy beaches. Across the South China Sea, comprising more than 50 per cent of the area is Malaysian Borneo, which is divided into the states of Sarawak and Sabah, with Brunei a small enclave between them. Both states are covered by dense jungle, with many large river systems, particularly in Sarawak. Mt Kinabalu in Sabah is Malaysia's highest mountain. Malaysian food is varied. Start with Chinese-Malay 'Nonya' fare, move on to Indian curries, Malay food stalls and even impressive Western food. Malaysia is one of the safest, most stable and travel-friendly countries in South-east Asia.



Mount Kinabalu

← CAMBODIA

Thanks to a history both inspiring and depressing, Cambodia delivers an intoxicating present to visitors. Temples of Angkor are monuments unrivalled in scale and grandeur in South-east Asia. The traveller's first glimpse of Angkor Wat, the ultimate expression of Khmer genius, is sublime. The chaotic yet charismatic capital of Phnom Penh is a hub of political intrigue, economic vitality and intellectual debate. Its gorgeous river-side location and unique wining and dining scene rivals any place in the region. The South coast is fringed by tropical islands, with just a handful of beach huts in sight. Inland from the coast are the Cardamom Mountains, part of a vast tropical wilderness that provides a home to elusive wildlife and is the gateway to emerging ecotourism adventures. The mighty Mekong River cuts through the country and is home to some of the region's last remaining freshwater dolphins. Angkor Archeological Park is your guide to Angkor Wat, Bayon, Ta Prohm (Jungle Temple), Banteay Srei, Beung Mealea and Srah Srang. Sihanoukville's white sand beaches and warm Gulf of Thailand waters combined with a laid back atmosphere is a tourist's paradise. Mondulkiri is full of natural beauty, with thickly forested mountains, powerful waterfalls and the lush green rolling hills. Banteay Chhmar, the enormous complex, which was a temple city, is one of the most intriguing structures in the Khmer empire.



Angkor Wat

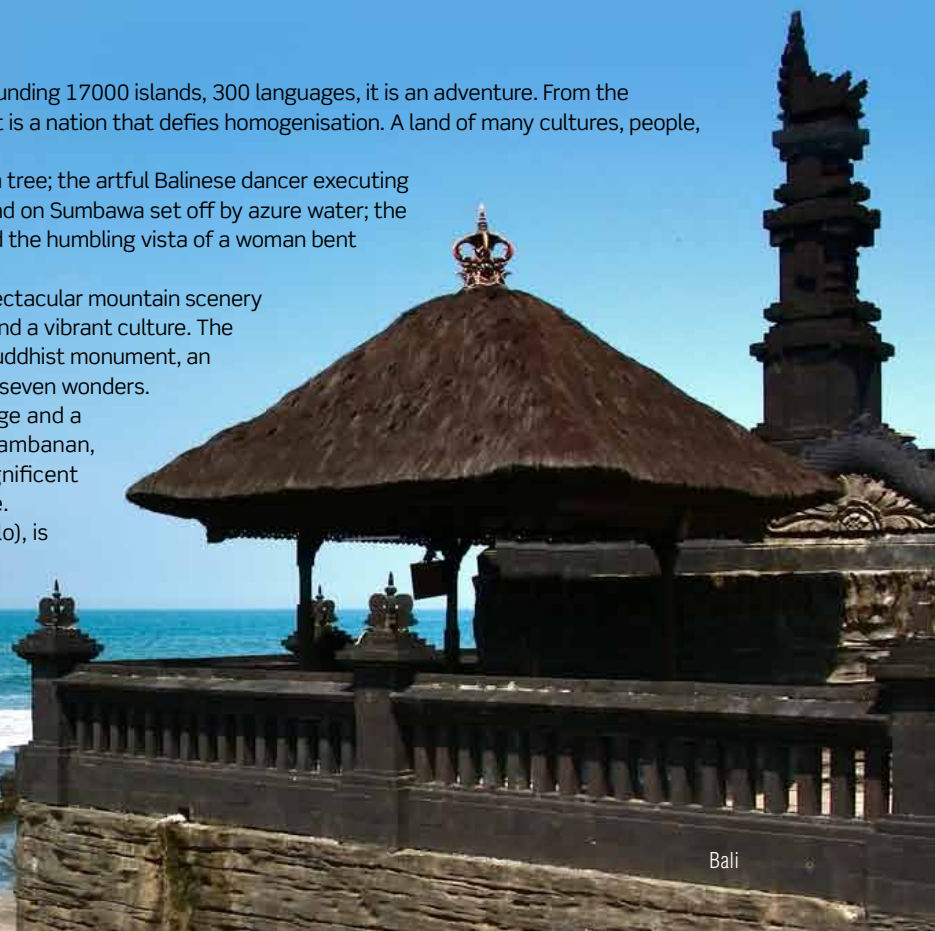
↘ INDONESIA

Indonesia runs along the equator for 5000 km. An astounding 17000 islands, 300 languages, it is an adventure. From the Western tip of Sumatra to the Eastern edge of Papua, it is a nation that defies homogenisation. A land of many cultures, people, customs, art and food, this is a kaleidoscopic country.

Dramatic sights abound; an orangutan lounging on a tree; the artful Balinese dancer executing precise moves; the idyllic deserted stretch of white sand on Sumbawa set off by azure water; the bustling crowds in glitzy Jakarta malls on a Sunday; and the humbling vista of a woman bent double with a load of firewood, the story continues.

The most famous island in Indonesia, Bali blends spectacular mountain scenery and beautiful beaches with warm and friendly people and a vibrant culture. The magnificent Borobudur temple is the world's biggest Buddhist monument, an ancient site widely considered to be one of the world's seven wonders.

Capital of the Republic of Indonesia, Jakarta, is huge and a sprawling metropolis, home to nine million people. Prambanan, the largest Hindu temple in South-east Asia, is a magnificent spectacle and an icon of Indonesia's cultural heritage. Yogyakarta, together with its twin city Surakarta (Solo), is the cradle of civilisation in Java.



Bali



← SINGAPORE

Known as the 'Switzerland of South-east Asia,' Singapore's clean cityscapes and technological wizardry is a perfect complement to its utter devotion to shopping and good eats. A strange brew of Chinese, Malay, Indian and Western cultures, a rich social stew that boasts of graffiti-free trains running on time, pollution free streets and clean environment, this is a country delightful to the residents and tourists.

Watch the myriad marine wonders of our blue planet at the Marine Life Park, the world's largest oceanarium. The Garden by the Bay is an awe-inspiring new green space for Singapore. Spanning 101 hectares, and just a five-minute walk from the downtown Marina Bay area, this super-park is home to over a quarter of a million rare plants. The entire park comprises three gardens; Bay South, Bay East and Bay Central. From the waterfront promenade, one can enjoy an amazing view of the Marina Bay financial district skyline.

Join the Chinese Lantern Festival; the festivities traditionally happen on the 15th day of the eighth lunar month, when the moon is at its fullest and brightest. For this grand community event, Chinatown gets decorated with bright vibrant lanterns.

Enjoy fun activities like lantern painting and shopping. It's a rich cultural experience that's not to be missed. Kampong Glam, a former abode of the old Malay royalty, is now adorned with historic landmarks rich in Malay heritage. Try the cuisine at Chomp Chomp, the famous food centre filled with endless local delights. Satisfy your surfing desires at the Wave House Sentosa. Singapore is one cosmopolitan experience not to be missed.

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➔ BRUNEI

The last remnants of an empire that once included all of Borneo and the southwest Philippines, Brunei is now one of the smallest countries on earth – two tiny slivers of land lodged in the Northern coast of Sarawak. This tiny country is blessed with some of the largest oil fields in South-east Asia and is one of the wealthiest countries on earth. Thanks to these underground riches, Brunei has been able to spare most of its above-ground resources, and the country boasts of some of the most intact primary rainforest in all of Borneo. It is neither like Dubai nor like the strict Muslim theocracy that most people expect. Instead, it is a rather relaxed and even charming little corner of Borneo with enough attractions to make it an interesting stop between Sabah and Sarawak. First there is the capital of Bandar Seri Begawan (BSB), with its soaring mosques and picturesque water villages. Then there is the aforementioned rainforest, which is best experienced in the fine Ulu Temburong National Park. Beyond these, there is a thrilling boat ride between the capital and Bangar, one of the highlights of Borneo.

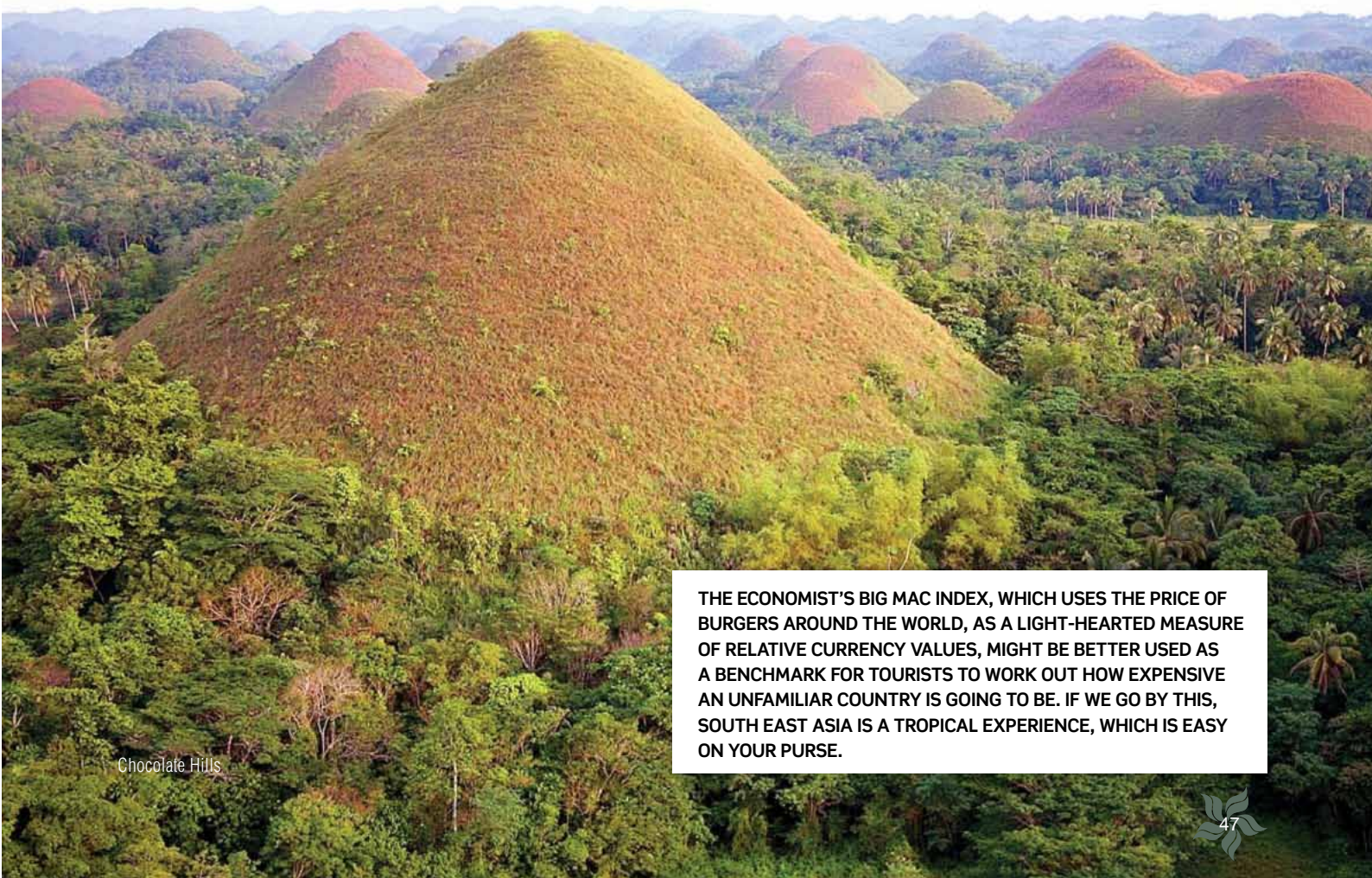


Bandar Seri Begawan

↓ PHILIPPINES

The Philippines is one of the few Christian-majority countries in South-east Asia, with a blend of Asian and Latin influences. It consists of more than 7000 islands, which are defined by their emerald rice fields, teeming mega cities, smoldering volcanoes, fuzzy water buffalo and smiling people.

Vestiges of the Spanish era include exuberant town fiestas such as Kalibo's Ati-Atihan, unique Spanish-Filipino colonial architecture and exquisite centuries-old stone churches lording over bustling town plazas. Malls and fast-food chains speak of Spain's colonial successor, the Americans. However, the antiquity of the country remains in its islands that vary from marooned slicks of sand in the middle of the ocean to sprawling, overpopulated biggies such as Luzon and Mindanao. Beach bums and divers should head straight to Visayas, where island-hopping opportunities abound. From trekking in the mountains of North Luzon, to getting airborne on a kite board in Boracay, to spelunking in the cave systems of Samar, the country is a sure-shot adrenaline booster. Kite surfing and windsurfing are big in Boracay and in Daet in Bicol. Go snorkeling with the gentle butanding (whale sharks) in Southeast Luzon. Freshwater pursuits include rafting, kayaking and wakeboarding. On terra firma, the rice terraces around Banaue are most popular for trekking, but there are peaks – including many volcanoes – to be encountered across Luzon, Visayas, Mindoro and Mindanao.



Chocolate Hills

THE ECONOMIST'S BIG MAC INDEX, WHICH USES THE PRICE OF BURGERS AROUND THE WORLD, AS A LIGHT-HEARTED MEASURE OF RELATIVE CURRENCY VALUES, MIGHT BE BETTER USED AS A BENCHMARK FOR TOURISTS TO WORK OUT HOW EXPENSIVE AN UNFAMILIAR COUNTRY IS GOING TO BE. IF WE GO BY THIS, SOUTH EAST ASIA IS A TROPICAL EXPERIENCE, WHICH IS EASY ON YOUR PURSE.



ON THE FOOD TRAIL

CONNECTING WITH CUISINE

On a culinary journey from India to the ASEAN countries, we discover exotic flavours, unique sauces and the importance of rice in the life of South-east Asians.

In South-east Asian cuisine, coconut milk and soy products are used extensively, while milk and milk products are used sparsely and spices rule in every kitchen.

Whatever the South-east Asian menu, you will find some of these common spices used to flavour the dishes; ginger, pepper, chili peppers, onions, garlic, soy sauce, fish sauce, fermented fish paste, turmeric, candlenut, lemon grass, cloves, nutmeg, cinnamon, tamarind and lime.

Popular vegetables are sweet potatoes, maize, taro, tapioca, legumes, blossoms, and the leaves of many green plants. Popular fruits used are pineapple, coconut, star fruit, jackfruit, papaya, bananas, rambutan, mangosteen and durian.

Traditional Asian favourites that have found a worldwide following include Satay (barbeque), curry, noodles, soup, dumplings and stir fried preparations. More often than not, the staple accompanying many of the dishes is the ubiquitous rice.

TOFU NOODLE SOUP WITH LEMONGRASS

The Main Input: Dry Thai rice noodles, lemongrass, diced vegetables (broccoli, Chinese cabbage, carrot), chicken broth, diced ginger, cubed tofu, soy sauce, coconut milk, lime leaves, roughly chopped fresh basil, chilli and chilli sauce

Directions:

1. Dunk noodles in a pot of boiling water and switch off heat, allowing noodles to soften
2. Take the stock and add lemon grass, ginger, lime leaves and carrots. Let it simmer, add the other vegetables and boil till soft but retaining the colour
3. Reduce heat, add coconut milk and stir continuously
4. Add tofu, stir lightly
5. Add soy sauce, fresh cut chillies, sugar and lime to taste
6. Serve the pre-softened noodles in bowls and pour soup helpings on them
7. Garnish with fresh basil and serve



RICE STORIES

Rice is the basis of life in South-east Asia; fried rice, boiled rice, sticky rice, steamed rice, rice noodles, rice soup, rice cakes, rice porridge and rice wine. In the ASEAN countries 'to eat' and 'to eat rice,' are synonymous. Cambodia's Po Ino Nogar, Thailand's Mae Po Sop and Indonesia's Dewi Sri are all rice goddesses! In Luzon, Philippines, the Banaue and Ifuago Rice Terraces claim status as UNESCO World Heritage sites. Skilfully carved out of the mountain, more than 2,000 years ago, using only primitive tools and an ingenious irrigation system, these rice terraces are living architecture.

The best way to appreciate the cuisine of South and South-east Asia is, of course, to sample it for oneself. However, an understanding of cultures and influences on food can also be realised from its ingredients and preparation. We present a selection of recipes (no measurements are given) to give an idea of the ASEAN and India cuisine connection.

SHERRY CHICKEN CURRY

The Main Input: Oil, boneless chicken breast (cut into chunks), cornstarch, garlic (crushed), onion (cut into chunks), salt, pepper, cooking sherry.

Directions:

1. Heat oil in a large skillet over medium high heat
2. Coat chicken with cornstarch and place in skillet with garlic, onion, salt and pepper
3. Add sherry and beef bouillon and let liquid reduce a little
4. Stir in peanut butter and curry powder and add water to cover
5. Add ginger, reduce heat to low and simmer for 30 minutes
6. Stir in coconut milk and serve hot



🍴 CHICKEN SALAD

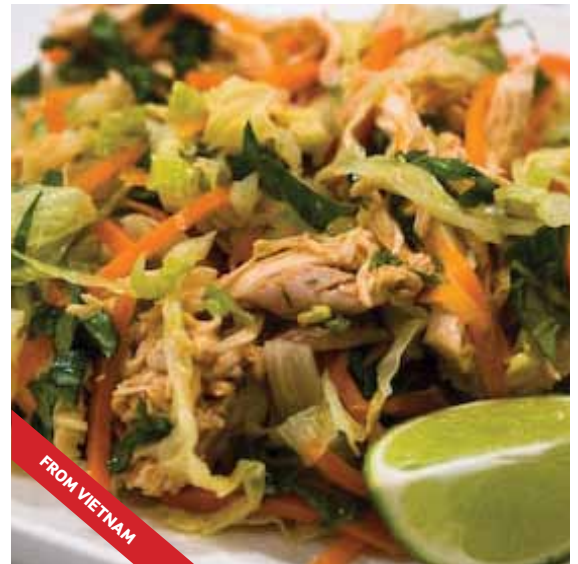
The Main Input: Chicken breast (boneless)

For the Dressing: Chilli paste, garlic (minced), sugar, rice wine vinegar, lime juice, Vietnamese fish sauce, peanut oil.

For the Salad: Cabbage (shredded), mint leaf (julienned), cilantro leaf (julienned) and some more for garnish, red onion (sliced), seedless cucumber (julienned), carrots (peeled and julienned), red bell pepper (julienned), hot red chilli pepper (seeded and finely diced), hot green chilli pepper (seeded and finely diced), roasted peanuts (roughly chopped).

Directions:

1. Slice chicken breast
2. In a small bowl, whisk together the dressing ingredients until well combined. Set aside
3. In a medium bowl, toss together cabbage, mint and cilantro. Place on a large platter. Top cabbage mixture with the onion, peppers, cucumber, carrots and chicken
4. Drizzle with reserved dressing, garnish with peanuts and cilantro sprigs and serve



🍴 LUMPIA

Lumpia are pastries of Chinese origin similar to fresh popiah or fried spring rolls popular in South-east Asia. The recipe, both fried and fresh versions, was brought by the Chinese immigrants from the Fujian province of China to Southeast Asia and became popular where they settled in Indonesia and the Philippines.



🍴 MEAT CREPES (MURTABAK)

The cuisine of Brunei has been greatly influenced by neighbouring Malaysia and Singapore, as well as the many ethnic Chinese living there. Local food is similar to Malay cuisine with fresh fish and rice, often quite spicy. Hawker-style food, such as the Murtabak (Meat Crepes) is a popular snack.



🍴 SATAY

The Main Input: Soy sauce, tomato sauce, peanut oil, garlic (peeled and minced), black pepper (ground), cumin (ground), boneless chicken breast (cubed), vegetable oil, onion (minced), chunky peanut butter, white sugar, lemon juice, skewers.

Directions:

1. In a bowl, mix soy sauce, tomato sauce, peanut oil, garlic, black pepper, and cumin
2. Place chicken into the mixture and stir to coat
3. Cover and marinate in the refrigerator for at least 15 minutes
4. Preheat the grill for high heat
5. Heat vegetable oil in a saucepan over medium heat and saute onion and garlic until lightly browned
6. Mix in water, peanut butter, soy sauce, and sugar
7. Cook and stir until well blended
8. Remove from heat, mix in lemon juice and set aside
9. Lightly oil the grill grate. Thread chicken onto skewers and discard marinade
10. Grill skewers about 5 minutes per side, until chicken juices run clear
11. Serve with the peanut sauce

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🍲 CHICKEN TIKKA MASALA

The Main Input: Boneless chicken

For the Marinade: Yoghurt, red chilli powder, garlic and ginger paste, cumin powder, garam masala powder, lemon juice and salt.



For the Gravy: Chopped tomatoes, onion, ginger and garlic, coriander powder, milk, sugar and salt.

Directions:

1. Cut boneless chicken into small pieces and marinade for one hour
2. Grill or barbeque the chicken, baste it with butter and cook to tender
3. Heat oil and fry ginger-garlic paste and add chopped onions
4. Add tomatoes, when onions turn golden (a little caramelised finish) and keep frying till the oil separates
5. Add cumin and coriander powder and continue stirring
6. Add salt and sugar and add the grilled chicken
7. Let it simmer for five minutes on low heat
8. Increase the flame, and start adding the milk, stirring continuously
9. Reduce heat to low, once the gravy is of right consistency
10. Garnish with finely chopped coriander leaves and serve with rice

🍲 CHILLI CRAB

The Main Input: Crabs, oil, roasted peanuts, crusty bread, shallots.

For the Marinade: Ripe tomatoes (cored), peanut oil, red onion (chopped), garlic (fine diced), ginger (fine diced). Roast tomatoes, and puree it. Heat oil and fry onion, ginger, garlic, and then add tomato puree. Simmer for 40 min.

For the Gravy: Red chillies, dried chillies, shrimp paste, lemongrass, galangal, roasted candle nuts. Roast shrimp paste in oven for 3 min to release oil, slice and pound all ingredients to a fine paste and add.

Directions:

1. Clean and cut crab; keep the head and coral and crack the claws and legs
2. Heat oil, fry shallots, garlic and ginger, then add Rempah; stir and fry
3. Add crab and stir fry; add water, stir and cover until crab is cooked, topping the water up, if needed, so the crab is steaming in the Chilli sauce
4. Reduce water, as needed, add sugar, stir fry until lightly caramelised, then add ketchup
5. Simmer and garnish with crushed peanuts
6. Serve with crusty bread



🍲 RED PORK POT ROAST

The Main Input: Boneless pork (cubed), soy sauce, salt, peanut oil, brown sugar, garlic and ginger.

Directions:

1. Marinate pork in soy sauce and salt for one hour
2. Heat the oil, add the sugar and stir to dissolve and caramelise
3. Add garlic and ginger, stir fry 2 minutes
4. Add pork and mix well
5. Cover pan and cook for 15 minutes stirring occasionally
6. Add water, cover and continue to cook for 45 minutes or until pork is tender and liquid is almost evaporated
7. Serve with rice



🍲 KUAY NAMUAN BANANAS COOKED IN COCONUT MILK

The Main Input: Large ripe bananas, thick coconut milk, sugar

Directions:

1. Peel and cut each banana into three or four pieces
2. Make coconut milk from the creamed coconut available in packets or tubs
3. Simmer coconut milk and sugar until thick and creamy
4. Add bananas and cook gently until bananas are soft but not mushy
5. Serve warm



🍲 LUANG PRABANG FRIED RICE

A lovely stir-fried rice with eggplant, bamboo shoots, beans, red onion, fresh oyster mushrooms, soy sauce, Luang Prabang chilli paste, oyster sauce and tomato. It uses long-grained rice, and is accompanied by a tangy soup with Chinese cabbage and tofu.

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FROM THE EDITOR



It is a momentous occasion for Sun Media to witness the 20-year association of ASEAN-India dialogue partnership. Heads of States of all ASEAN countries are meeting in New Delhi on 20 and 21 December, for the Commemorative Summit and this issue pays tribute to the past, present and future of ASEAN-India relations.

In the late nineties, the then, Prime Minister, P. V. Narasimha Rao, initiated the 'Look East' policy. This was a strategic shift in India's world vision; the government's commitment to re-position India in the rapidly developing global scenario. South-east Asia responded with gusto. The positive effects were manifested in numerous bilateral, regional and sub-regional initiatives. Both regions realised the potential in the geographic proximity, complementary markets, similar culture and historical associations.

India's Look East policy is extremely relevant to the North Eastern states of the country. The thin corridor comprising the seven North East states is the gateway to South-east Asia and this region will benefit tremendously from ASEAN-India joint initiatives. The Free Trade Agreement (FTA) in goods has already yielded results in terms of increased trade. Both India and ASEAN are keen on expanding the FTA to include services and investments and for this the Comprehensive Economic Partnership Agreement (CEPA) is being pursued strongly. Both partners have shown serious intent in capitalising on the dynamic growth of Asia.

It has been an honour to work on this publication. With this 20th Commemorative Edition, it is our attempt to connect with the ASEAN nations, through art, music, cuisine, education and collaborations on economic and non-economic fronts.

A 'heartfelt 'thank you' must go to all those organisations and individuals who have made this publication possible especially the efforts of India's Ministry of External Affairs, ASEAN and Indian diplomatic missions and, of course, the Confederation of Indian Industry including the untiring help and support of Ms Kavita Choudhry, the Director and Head (South-east Asia Region) of CII in Singapore.

MRS NOMITA DHAR

Editor-in-Chief



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CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded in 1895, it is India's premier business association, with a direct membership of over 7100 organisations and an indirect membership of over 90,000 companies from around 250 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business. Partnerships with over 120 NGOs across the country carry forward CII's initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

CII's Theme for 2012-13, 'Reviving Economic Growth: Reforms and Governance,' accords top priority to restoring the growth trajectory of the nation, while building Global Competitiveness, Inclusivity and Sustainability.

With 63 offices including 10 Centres of Excellence in India, and 7 overseas offices in Australia, China, France, Singapore, South Africa, UK, and USA, as well as institutional partnerships with 223 counterpart organisations in 90 countries, CII serves as a reference point for Indian industry and the international business community.



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We congratulate the Confederation of Indian Industry on celebrating the 20th year of the ASEAN-India dialogue partnership. As a leading bank in Asia, DBS has been part of India's financial landscape since 1994 with a network of 12 cities across India and as the employer of choice to over 800 people. We are also committed to championing social entrepreneurship as we believe that social enterprises offer innovative and sustainable solutions to social challenges in the region.

The ASEAN-India Car Rally is a fantastic initiative in forging deeper bonds with all ASEAN countries as a whole and we at DBS wish all involved a safe and successful journey.



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