

INDIA

PENNSYLVANIA'S TRADE REPRESENTATIVE



Sushama R. Kanetkar, Director

201, Infantry Court
130, Infantry Road
BENGALURU 560 001
INDIA

DIRECTOR'S BIO

Sushama R. Kanetkar assumed the role of Pennsylvania's Authorized Trade Representative, for India in July 2001. Sushama has a rich and diverse experience in internationalization strategies and has dealt with clients from varied industries and with different stages of internationalization. She has assisted, in various professional capacities, numerous foreign companies from Europe and the United States of America in their efforts to enter into the Indian market.

Having lived and worked in several major Indian cities including New Delhi, Mumbai and Bangalore, Sushama is very familiar with business cultures in different parts of the country. This provides her with the unique ability to understand and translate clients' requirements so that they properly mesh with the subtle cultural differences around the country. She enjoys excellent rapport with regional and apex Chambers of Commerce & Industry, Trade Associations and Government Authorities.

Sushama has a Bachelor's degree in Commerce from Shivaji University with a special subject as Advanced Accounting and Auditing and a Masters degree in Economics from Jawaharlal Nehru University, New Delhi. Prior to 2001, Sushama was employed by Finpro, Helsinki (earlier known as Suomen Ulkomaankauppaliitto) to head their Mumbai office (Finland Trade Center) during Nov 1996 to July 2001 and prior to Finpro she worked as Assistant Director of International Division of Bombay Chamber of Commerce and Industry.

OFFICE SCOPE OF SERVICES:

- Foreign market intelligence reports: Market viability, entry strategies, competitor analysis
- Search and screening for agents, distributor, end-user and joint venture partners; background checks
- Business appointment scheduling with prospective Indian buyers or partners throughout India
- Trade show support, including booth space leasing, pre-show marketing, meeting scheduling, logistics
- Commonwealth-sponsored trade missions offering pre-qualified business contacts, market briefings, and logistical assistance
- Referrals and introductions to Indian government officials, industry experts, legal, shipping and other service providers
- Available for business briefings during scheduled visits to Pennsylvania

RESEARCH TOOLS & FACILITIES:

- Centrally located office in downtown Bangalore available for use by visiting Pennsylvania companies.
- Office amenities including computer, telephone, fax and Internet
- Reference material on Indian Customs, Export-Import Policy, Reserve Bank of India regulations and Indian Business Law etc.

To obtain export assistance from our Authorized Trade Representative, contact:

Janet Kolokithas, International Program Manager
Tel: 717-346-0178 | Email: jkolokitha@state.pa.us
Department of Community and Economic Development
Office of International Business Development
400 North Street, 4th Floor
Harrisburg, PA 17120-0225

