

Interactive Meeting with Pennsylvania Trade Mission to India

A multi sector Trade Mission from the State of Pennsylvania, USA visited India during Dec 8th to 11th, 2009. State of Pennsylvania's India office in association with Bangalore Chamber of Industry & Commerce (BCIC) and Indo-American Chamber of Commerce, Karnataka Branch organized an interactive meeting with the visiting Trade Mission companies on Dec 10th at Taj Residency, Bangalore.

The companies comprising this trade mission represented some of Pennsylvania's strongest and most innovative industries; Advanced Work Stations in Education, Inc, AccuWeather, Inc, Bacharach, Inc, Gamma Sports, USA, PNC Bank and Ross Technology Corporation.

The Trade Mission participants made brief presentations giving an overview of their companies and their objective in Indian market. It was evident that these Pennsylvania companies had a long term perspective for entering the Indian market. They were willing to be partners in progress and strengthening India-Pennsylvania trade and economic ties.

Mr. K.R. Girish, President, BCIC welcomed the Trade Mission members & highlighted the areas of co-operation between Pennsylvania and Bangalore and synergy of efforts in strengthening bilateral economic ties. IACC Committee Member Mr. Sandeep Mehra addressed the interactive meeting. Mr. Mehra underlined the increasing opportunities for bilateral trade between India and the US and the role of bilateral chamber of Commerce such as IACC.

Sushama Kanetkar, Pennsylvania's Representative Director for India also spoke on this occasion. She mentioned that being the 18th largest economy in the world, Pennsylvania has a significant place in the world economy and emphasized the growing trade between Pennsylvania and India and how India is becoming an important partner for the State of Pennsylvania. In 2008, Pennsylvania's exports to India totaled US \$432.8 million, an increase of 28.5% over 2007.

Synopsis of Presentations:

Advanced Work Stations in Education, Inc (AWE, Inc) represented by Mike Swink, Vice President of International Distribution

AWE Inc develops products that make Educational Technology: Safe, Educationally Effective, Fun to Use, Reliable, Easy to Administer, and a Sound Investment. AWE has the knowledge base and experience to lead the market in developing and delivering quality educational products for schools, preschools and Child Care centers.

The **Early Literacy Station™** (ELS) is the first in a series of educational solutions and is targeted for toddlers through second graders. The ELS is a self-contained system that is ready to use right out of the box. The English edition includes 46 educational software packages, all top rated by Children's Technology Review, spanning seven curricular areas.

The ELS is not just another computer with software. Kids are captivated by the interface and start to explore and learn immediately.

AWE's another product is the **ELF™ Child-Safe Browser** provides children aged 2 - 12 with a safe and easy-to-use access to over 100 of the best educational web sites in the world. Children can easily navigate to their favorite educational site but cannot ever get to other unapproved sites.

AWE has over 4000 installations and 18 million hours of children's' use -- and **are in over 40% of public libraries in the United States**. The prestigious Free Library of Philadelphia, one of the largest library systems in the world, has an AWE Early Literacy Station in each of their 54 branches.

AWE product is currently sold in United States and Canada. It is available in English, Spanish and French, including "bilingual" versions. More languages planned.

AWE's participation in trade mission was aimed at introducing its product to pre-schools and elementary schools as well as to meet with system integrators who would be potential partners to sell their product in India.

Gamma Sports, USA represented by David Kukleski, International Sales Manager

GAMMA's Exclusive Irradiation Technology, was developed in the early 1970's by materials scientist, and GAMMA founder, Dr. Harry Ferrari.

An avid tennis player, Dr. Ferrari founded GAMMA SPORTS to create a synthetic tennis string that would embody the durability and playability of natural gut string.

Gamma introduced its GAMMA string – GAMMA GUT I in 1972. In 1975, GAMMA Strings were the Rated #1 Synthetic Racquet strings by the United States Racquet Stringers Association.

Gamma synthetic string, engineered with patented process, revolutionized the game of tennis and has been rated number # 1 tennis string in 31 of 32 surveys conducted by the United States Racquet Stringer's Association.

GAMMA SPORTS markets and sells a complete line of over 5,000 racquet sports products including tennis racquets, tennis balls, stringing machines, tennis accessories, Ballhopper®

baskets and court equipment; all engineered to the same exacting standards as the award-winning string line.

GAMMA SPORTS is the official string, ball, accessory and court supplier of Professional Tennis Registry (PTR). PTR is the world's largest international organization of tennis teachers & coaches, with over 13,300 members in 122 countries.

GAMMA SPORTS is a corporate partner of the United States Tennis Association (USTA) QuickStart Tennis Program; an innovative new play format that was launched in year 2007 to introduce tennis to youth, providing a way to bring children age 10 and under into the game by utilizing equipment, court dimensions, and scoring that is tailored to their age and size.

Gamma is looking at introducing the brand in India in 2010 and Mr. David Kukleski, International Sales Manager travelled to India to evaluate distribution channels. The company is willing to support efforts to popularize and develop the game of tennis in India. The company wants to start with junior tennis racquets initially and is looking at popularizing the brand among first timers on the court.

PNC Bank represented by Victor Notaro, Senior Vice President

PNC Bank is one of the largest financial services companies in the United States.

Its diversified mix of businesses includes:

Retail Banking -Consumer and small business banking

Asset Management Group- Individual wealth management and institutional investment management

Corporate & Institutional Banking -Financial services for companies and government agencies

Global Investment Servicing -Global fund processing services

Residential Mortgage Banking -Originator of first lien residential mortgage loans nationwide

BlackRock -Publicly traded asset management firm (1/3rd ownership stake)

PNC is ranked among the Most Admired Companies by *Fortune* magazine, "BusinessWeek 50" top performing companies and One of America's Most Shareholder-Friendly Companies by *Institutional Investor* magazine.

PNC has diverse revenue streams and well-controlled expenses and is building a high quality, differentiated Balance Sheet.

PNC Bank is looking at a greater role as a facilitator between clients in the US who want to do business in India and Indian companies who need finance to purchase American products and services. The bank partners with Axis bank, SBI and Standard Chartered on a regular basis.

Ross Technology Corporation represented by Andrew Jones, President, Security Products and John Null, Vice President, Security Products

Established in 1962, Ross Technology Corporation specializes in metal fabrication – engineering, design, and project management services. Spread over 225,000 square feet of manufacturing space, Ross has State of the art equipment including 12 robotic welding centers, 400 ton presses, lasers, plasma cutters, NC milling machines, NC punch and plasma, powder coating and wet-paint capabilities.

Ross Technology product line includes **FE/BR and blast resistant windows and doors / Active vehicle barriers, gates and controls / Cantilevered racking / Algrip non-slip flooring and utility grates.**

For over 25 years, Ross' Security Division has been engineering and manufacturing a range of extraordinarily strong, DoS Certified Forced Entry / Ballistic Resistant (FE/BR) and blast resistant structures, windows, doors, louvers and escape hatches.

Ross has designed and built various security products used in many U.S. embassies around the world and by other U.S. government agencies, international contractors and commercial corporations.

Ross has also supplied anti-terrorist security products for the U.S. Government, nuclear facilities, embassies, federal courthouses, major metropolitan police departments and pharmaceutical companies in addition to the White House, CIA, FBI, NSA and Cape Canaveral.

Ross Technology's participation in Trade Mission to India was aimed at understanding the potential market and requirement of large end users such as refineries, power generators and pharmaceutical companies or any facility that considers itself threatened by terrorists. They were also interested in to meet with potential business partners such as integrators, contractors, and distributors for their security products