
Media Release

Reed Exhibitions India Releases Guide to Doing Business in India

Reed Exhibitions India has released a White Paper titled “Doing Business in India” during the recent Road Show in the Chinese cities of Shenzhen, Changzhou, Ningbo and Yueqing. The White Paper was written by Rahul Desphande and examines industry information from an international perspective. The paper will be available for free to exhibitors and visitors at upcoming NEPCON South China.

The White Paper discusses the importance of trust when doing business in India, as well as building relationships. Rahul explained that relationships play a large role in decision-making in India. Additionally, he discussed the benefits of partnering with industry associations when doing business in India.

Mr. Desphande also explains the importance of hierarchy in India. It is useful to obtain the first appointment with a high level executive in the concerned organization. Other topics discussed in the paper include bargaining in India, referrals, and the benefits of hiring an Indian attorney.

During the Road Show, the Reed team met with Chinese suppliers of electronic components, SMTs, EMS services and consumer electronics hardware. The objective of the Road Show was to help local Chinese companies understand the Indian business landscape and to help ease their entry into unfamiliar territory.

For more information about the White Paper or Componex NEPCON India, contact Reed Exhibitions India at +91 22 6771 6611 or e-mail vidula.kagal@reedexpo.co.uk.

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About Reed Exhibitions

Reed Exhibitions is the world’s leading events organiser. Today Reed Exhibitions’ events are held in 38 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 39 fully staffed offices.

Reed Exhibitions is committed to serve the electronics industry market for the long term. Reed Exhibitions delivers 12 quality electronics events in 8 countries in Asia. These events brought together over 5,800 exhibitors and 203,000 buyers. By organizing leading events in the region, such as Internecon in Japan, Nepcon China in China, Nepcon India in India, Nepcon in Korea and GlobalTRONICS in Singapore, we are committed to the highest standards of quality and customer care and work with the very best domestic partners to deliver our events. Our exhibition specialists in 37 offices around the world are always pleased to share their skills and best practices for the benefit of our customers worldwide. So that, wherever you want to do business, you will experience the same quality events and high standards of service and professionalism.