



## **FUTURE OF PARTNERSHIPS**

A FICCI- Eram Group Initiative



# KNOWLEDGE PAPER **FUTURE OF INDIA- LAC PARTNERSHIPS IN SERVICES**

**SEPTEMBER 14- 15, 2021**

## LATIN AMERICA & CARIBBEAN DIVISION

FEDERATION OF INDIAN CHAMBERS OF COMMERCE AND INDUSTRY (FICCI)  
FEDERATION HOUSE, TANSEN MARG, NEW DELHI, INDIA



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## SECTION 1

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### BACKGROUND

In this VUCA world, leadership is as much about innovation, as much as it remains to be an ‘art’, in an environment where change is the only constant. An environment wherein independence and interdependence will go hand in hand when we look at future global partnerships. Global leaders continue to strive for excellence while making their businesses resilient and adaptable. At the same time business leaders ought to focus on sustainability and gender diversity, as fundamental principles for their future partnerships. Challenges presided over by opportunities forced us to ‘reimagine the future’ of economic and development partnerships, that touch lives of millions around the world.

FICCI envisages that a platform needs to be created to reimagine business - **LEADS** (Leadership, Excellence, Adaptability, Diversity, Sustainability), which is an Annual International Flagship program of FICCI.

### CONTEXT

**LEADS 2021** is planned on **14-15 September, 2021**, in a **hybrid format** with an overarching theme of **‘Future of Partnerships’**. It will facilitate full-day engagements aligned with time zone differences with East Asia, Central Asia, South Asia, ASEAN & Oceania, Europe, Africa, West Asia, Americas, and the Pacific.

**Session Brief:** India and the Latin America & Caribbean nations have abundant natural resources & and a growing pool of technologists, innovators and entrepreneurs as the common denominator. This spotlight session will unravel collaborative opportunities for both economies in service sectors like Fintech, E-governance, telemedicine, Aviation, AYUSH, EduTech, & Innovative Technologies that aim to reimagine life as we know it.



## SPEAKER PROFILES



### **Shri Anurag Thakur, Hon'ble Minister of Minister of Information & Broadcasting and Youth Affairs and Sports, Government of India**

Anurag Thakur is the Hon'ble Minister of Information & Broadcasting and Youth Affairs & Sports, GoI. He was the Minister of State for Finance and Corporate Affairs, GoI and the President of the BCCI. He was Commissioned as regular Officer in the Territorial Army & promoted to the rank of captain. he was awarded the *Sansad Ratan Award*.



### **Mr Uday Shankar, President, FICCI**

Mr Uday Shankar, President of FICCI has three decades of experience in the media & entertainment industry. He was the President, Asia Pacific of the Walt Disney Company & the Chairman of Star and Disney India.



### **Mr Nestor Nocetti, Co-founder, Globant, Argentina**

As co-founder of Globant, Néstor leads relationships with governments, chambers of commerce and civil societies to further expand the company's global presence. He is recognized for his roles as VP of CESSI and ARGENCOM. He studied Electronic Engineering and was recognized by Endeavor as Entrepreneur 2005.



### **Mr Jackson Schneider, President, Embrarer Defence & Security, Brazil**

Jackson Schneider has been President of Embraer Defense & Security since January 2014. He is currently a visiting Senior Research Fellow in the Department of War Studies at King's College, London & a member of the Board of Directors of OGMA (Indústria Aeronáutica de Portugal).



**Dr. Jorge E. Osorio, CEO, VaxThera, Colombia**

With 30+ years of research experience, 32 patents, and 150 scientific publications, Dr. Jorge Osorio, is the CEO of VaxThera, a biotechnology company focused on R&D of vaccines and biologicals for the LAC Region, and professor in the Department of Pathobiological Sciences at Wisconsin-Madison University.



**Mr Xavier Lopez Ancona, Founder & CEO, KidZania, Mexico**

Xavier Lopez Ancona is the Founder & CEO of KidZania; company that developed a successful family edutainment concept, which joins learning with entertainment through role-play. KidZania is a 100% Mexican brand with 25 facilities currently operating in 20 countries, plus 10 more currently in development.



**Mr Carlos Anderson, Managing Director, Europa Partners & President, The Instituto del Futuro, Peru**

Mr Anderson is founding partner at Europa Partners Latin America, a Lima-based investment banking boutique, and founder of the Institute for the Future, a specialist foresight consulting firm. He is also an elected congressman for the period 2021-2026.



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## SECTION 2

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### DISCUSSION AGENDA

- **Overview of Services Sector in LAC Region**

In recent years, Latin America's services sector has become increasingly attractive due to its competitive costs and diverse, talented workforce, whose culture is fitting to the neighboring United States. Globally, the outsourcing industry has reached its highest revenue of the decade in 2019, with the Americas accounting for the world's largest outsourcing market twice in a row. Although the service industry was one of the economic sectors most affected by the coronavirus outbreak in Latin America, services related to retail and digital shopping were able to profit from the increase of e-commerce revenue in the region during the pandemic.

#### **CONTRIBUTION TO GDP (2019-2020)**

- *Latin American service industry with the highest value added to GDP- Brazil*
- *Latin American service industry with the highest share of value added to GDP- Cuba*
- *Average value added to GDP per service worker in Latin America & Caribbean- 18,410 USD*
- *Highest value added to GDP per service worker in Latin America & Caribbean- Bahamas*
- *Share of value added to GDP by the services sector in Latin America & Caribbean- 60%*
- *Latin American country with the highest contact centre market share- Brazil*
- *Latin American call centre project with most new jobs created- Sitel (Colombia)*

Latin America and the Caribbean has emerged as an important economic partner for India. LAC region and India has a combined GDP of \$8 trillion and account for over a quarter of global population. India is a strong service driven economy and India can help LAC region with its expertise to build the modern service sector.

A more serendipitous relationship thrives in the IT sector. Over two dozen Indian companies have set up development and service centres, including business process outsourcing, all over Latin America. The 'near shoring' model relies on Indian software and expertise, Latin American human resources, and the advantage of working in American time zones. With just a few hundred technicians from back home, Indian software majors employ, train and empower tens of thousands of locals, leverage their language capabilities for the north American, European and local markets, and avoid the need for long term visas for more Indian employees.



There is a huge scope to strengthen India-LAC relations by deepening trade and investment ties. There is significant untapped potential for Indian service exporters in categories such as agriculture, media, entertainment, aviation, telemedicine, E-governance, Ayush, Fintech, EdTech, innovative technologies, skill development, among others, owing to their high demand in the region. Moreover, FICCI's research, sectors such as communications, financial services, alternative/renewable energy, metals, and hydrocarbons present opportunities for Indian investors for enhancing investments in the LAC region.

- **Sub Themes**

- FUTURE OF INDIA-LAC PARTNERSHIPS IN IT SERVICES
- FUTURE OF INDIA-LAC PARTNERSHIPS IN MEDIA AND ENTERTAINMENT SERVICES
- FUTURE OF INDIA-LAC PARTNERSHIPS IN AVIATION SERVICES

- **Key Questions for discussion during the session**

- How to deepen and strengthen the India Lac Cooperation in IT Services and how India can provide Latin America with its expertise to boost up the BPO sector.
- Many Indian OTT platforms are already streaming Latin American entertainment shows, how Mexico see India as a new market for its media and entertainment sector
- How to look at aviation connectivity between India and Latin America as even after so many years of aviation industry India is still not directly connected with LAC region for passengers as well as freight?
- Is the increasing demand of rapid technologies a boon or bane on the services sector?
- How can the services sector contribute to current SDGs?
- What are the key imperatives in balancing financial stability, innovation and economic growth towards a green future?
- How to finance services industry's net zero transition?

- **Conclusion**

- I. Increase people-to-people linkages specially in youth, sports, media and entertainment, between India and LAC.
- II. India and Latin America must have Technology tie-ups to drive change in healthcare, banking & insurance, and financial services.
- III. Expansion of Trade agreements PTA/FTA's to reduce the tariffs and non-tariff barriers.



## SECTION 3

### SOCIAL MEDIA COVERAGE

FICCI LEADS @FICCILEADS · Sep 14

Shri Anurag Thakur, Minister of Information & Broadcasting & Youth Affairs & Sports, GOI has echoed the words of Hon'ble PM Shri @narendramodi Ji that India became pharmacy to the world, citing India provided medical supplies & Medical support to 95 Countries under vaccines Maitri



FICCI LEADS @FICCILEADS · Sep 14

The LAC session at #LEADS2021 will unravel collaborative opportunities for both economies in service sectors like Fintech, E-governance, telemedicine, Aviation, AYUSH, EduTech, & Innovative Technologies that aim to reimagine life as we know it. Stay tuned for live updates!







## SOCIAL MEDIA COVERAGE

FICCI LEADS @FICCILEADS · Sep 14

Today's time call for as much core indulgence as possible, where respective Indian & Brazilian industry, including the Defense & Security sector, should engage with each other, at individual levels & through respective governments. -Mr. Jackson Schneider, President & CEO, @embraer





Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.



**LEADS 2021** is a unique multi-faceted 2-day global thought leadership initiative curated as an engagement platform for insights into five fundamental questions that underlie the quest for global economic prosperity with sustainability, inclusivity and social wellbeing. This year, this programme shall be organised from 14-15 September, 2021. FICCI LEADS is an endeavour to evolve a shared vision among global leaders, to reimagine economic growth on the pillars of globalisation and 'Atma-Nirbhar' economy.

In the backdrop of self-reliance, economic resilience and multilateralism, the focus would be 21<sup>st</sup> century challenges and giving a fresh meaning to global business value chains. This FICCI initiative is curated towards this objective at a time when we also need to reaffirm solidarity across borders with optimism for the future. FICCI LEADS 2021 will be a confluence of global leaders, influencers and opinion shapers across the spectrum of world economy. The program is open to select audience by special invitation only over 100 countries and India.