



Dear Reader,

Greetings. We are delighted to make you a truly global offer, namely **OPEN TRADE**, a magazine of our times. India has caught up with the fast changing times with a positive attitude of hope. So are we in launching Open Trade, in association with the Trade Commissioners' Forum (TCF), Mumbai. The Forum is a representative organization of Trade Commissioners from 23 countries and hence global in character. And so is Open Trade, which is global in its outlook and sweep. But the magazine's inaugural issue's focus is the Trade Commissioners' perspective of India, the prospects this country offers to investors back home and vice versa. In separate interviews the Trade Commissioners talk about the opportunities that their respective countries offer to Indian companies and investors for joint ventures. The interviews are candid and frank. Their collective sentiment is reflected in the observation of TCF President Vittorio Mecozzi who said: A more liberal, less bureaucratic India will foster free and open trade. But the larger picture that emerges from each interview is that India's economy is vibrant, dynamic and all embracing. There is an opportunity and room for every company and country to participate in India's celebration of its economic growth. T.C. Venkat Subramanian, Chairman & Managing Director, Export Import Bank of India, captures the mood of celebration and explains it in an in-depth article through cold facts and figures to show that India is on the move and that too in the fast lane. Then we have the cover story by **Group Editor Dev Varam** which details various trade barriers still left untouched, despite India enthusiastically embracing an economic reforms programme and continuing with it for the last 15 years. The write-up argues for the need for India to further reduce tariffs and to effectively implement laws to protect Intellectual Property Rights. The moral of the story is: "To copy is to steal and that it is a crime that deserves stringent punishment." Because many companies hesitate to come to India for fear of their products getting copied and to find the patent laws violated. A new feature of Open Trade magazine is our planner for one whole year ahead. The next issue will be covering Education and Tourism. It is an open invitation to all TCF members to contribute articles on both the areas. The rest of the issues deal with such diverse issues as ICT, IT and ITES-BPO; followed by pharmaceuticals and healthcare; and lifestyle, gems and jewellery. It's celebration time for New Media, India's largest publisher of bilateral, transnational and transcontinental trade magazines to come up with yet another prestigious offer, our 11th. We are positive that Open Trade will be a winner from Issue One.

Wish you happy reading

Satya Swaroop

Managing Editor

satya@newmediacomm.biz