



U.S. - India Importers' Council



ECOMMERCE

A NEW PATHWAY FOR DOING BUSINESS IN INDIA
SUMMIT on 28 April 2016 | MCA, Mumbai

E-commerce is India's fastest growing and most exciting channel for commercial transactions. The rapid rise in Internet and digital device penetration in the world's second most populous country has contributed to unprecedented growth in the sector.

The debate over whether India should open up e-commerce to FDI has been long and often bitter. At present, India allows 100 percent FDI in business-to-business or B2B e-commerce, but not in business-to-consumer or B2C companies that sell directly to consumers. Allowing FDI in e-commerce will encourage global players to bring their successful e-commerce models and global best practices to India.

Issues related to payment and tax adversely affect e-commerce. The credit card or plastic money has not become popular so far in India as the penetration of credit card in India is very low and the Indian customers are quite skeptical of paying by credit card with the increasing threat of fraud played by hackers. Establishing incidence of tax in case of e-commerce transactions becomes difficult, providing ample scope for tax evasion.

Against this backdrop, U.S. Commercial Service is organizing a summit on **"E-commerce: A New Pathway for doing Business in India"** in association with U.S. India Importers' Council (USIIC) and Indo-American Chamber of Commerce (IACC).

The Summit will be addressed by renowned Industry leaders. The Panel discussions and interactions will be based on the following subjects:

- **E-Commerce: A link to facilitate deepening of trade ties between India and the United States**
- **FDI, Taxation, Duties and Tariffs and Legal aspects: Ease of Doing Business in India**
- **E-Commerce Marketplace: American Goods at Indian Doors**
- **Supply Chain Logistics, Warehousing, Delivery and Fulfillment**
- **Digital Payment Solutions, Data Protection and Cyber Laws**
- **SME financing solutions**
- **Selling of U.S. products on E-Commerce platforms: Take your business from BRICKS to CLICKS - Learn how to start E-Commerce business**
- **Facilitating trade with the United States**

Reasons to Attend the Summit:

- ✓ Learn about the extent of the impact of innovative disruption on India's economy and trade relationship with the United States
- ✓ Learn about what it takes to start your own e-commerce venture
- ✓ Explore progressive and collaborative strategies to boost your business
- ✓ Learn about new financing solutions from banks representatives
- ✓ Best practices to localize global trends



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For more details please contact:

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