

The Port of Los Angeles, U.S. Commercial Service, and Quanta Consulting, Inc. present the  
**5<sup>th</sup> Annual**



INNOVATION, INFRASTRUCTURE AND SOCIAL IMPACT  
JUNE 28, 2012 - LOS ANGELES

# 2012 India Trade Conference



# Keynote & Special Speakers

- *N. Parthasarathi*
  - Consul General of India, San Francisco, USA
- *Holly Vineyard*
  - Dep Asst Secretary of Commerce (South Asia), U.S. ITA
- *Carol Chen*
  - Councilmember, City of Cerritos
- *Jeffrey Greenstein*
  - Nu Image / Millennium Films - US Dept of Commerce Export Achievement Award
- *R Sampath*
  - Managing Director, Quanta Consulting, Inc. / BeWo



# *R Sampath*

Managing Director, Quanta Consulting, Inc.  
CEO, BeWo Technologies



- Managing director at Quanta Consulting, Inc a Los Angeles based advisory firm helping US companies with strategy & execution across India markets, sourcing, and investment
- Co-founder and CEO of BeWo Technologies, a social entrepreneurial company with a mission to drive change in bottom of pyramid markets using innovative technology and business
- Has taught Global Business in the UC-Irvine Merage MBA program



# ***N. Parthasarathi***

*Consul General of India*

*Govt. of India*



- Shri Parthasarathi joined the Indian Foreign Service in 1981 and has served as a diplomat in countries throughout the world, including in Belgium, Senegal, Pakistan, United Kingdom and Syria.
- He has also served in different capacities in the Ministry of External Affairs and the Ministry of Finance (Department of Economic Affairs) in New Delhi.
- He has published two books: (i) 'The Reluctant Assassin', a fictional thriller, published in Delhi, in January 2005; and (ii) 'Bi Dan Hwang Hoo' (Silk Empress), a fictional novel linking the ancient history of India and Korea.



# Holly Vineyard

*Deputy Assistant Secretary for Africa, the Middle East, and South Asia, U.S. Department of Commerce*



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

- She directs the Department's regional activities on market access, trade, commerce and compliance with international trade agreements. She is responsible for developing programs, policies and strategies to strengthen the U.S. commercial position in nearly 80 countries.
- She serves as a co-chair for the U.S. - India High Technology Cooperation Group's working group on Biotechnology and Life Sciences.
- Ms. Vineyard served as the Director of the Office of Africa, as Senior Policy Advisor to the Under Secretary of Commerce for International Trade, and as a desk officer in the Office of South Asia and Oceania. She has been detailed twice to the Senate Finance Committee, where she worked with the Trade Subcommittee on a wide range of issues, including its consideration of the African Growth and Opportunity Act.



# *Carol K. Chen*

Councilmember  
City of Cerritos



- She served as Mayor from 2011 to 2012. She is a member of the Business and Industry, Library and Performing Arts Committees.
- She is a Southern California Association of Governments (SCAG) Community, Economic and Human Development Committee Member and the Gateway Council of Government Representative to SCAG. She serves as an alternate on the Board of Directors for the Orange line Development Authority (OLDA).
- In 2011, Councilmember Chen was named a finalist for the National League of Cities' Women in Municipal Government Leadership Award. Councilmember Chen is a member of the Cerritos Regional Chamber of Commerce and the Asian Pacific Congressional Advisory Council of the 40th Congressional District.



# Agenda

- 08:00 AM**      **Registration & Breakfast**
- 08:45 AM**      **Keynote & Special Speakers**
- 10:30 AM**      **Panel: India Strategy and Trends**

## **NOON Luncheon: Indian Cuisine**

*Bollywood Media Highlights and Sponsor Showcases*  
*Book Signing: Predictable Magic by Deepa Prahalad*

- 01:30 PM**      **Panel: Trade & Logistics**
- 02:30 PM**      **Panel: Social Entrepreneurship in India**
- 03:45 PM**      **Panel: Innovation and Smart Energy**
- 04:45 PM**      **Panel: Non-Conventional Financing and Risk**
- 06:00 PM**      **Reception: Networking, hors d'oeuvres, and cocktails**



# Panel 1: India Strategy and Trends

- **Moderators:**

- *R Sampath* Managing Director, Quanta Consulting, Inc.

- **Panelists:**

- *Shekhar Chitnis*, CEO, Chitnis Consulting, Inc.
- *Christopher Harrington*, VP of Strategy and Chief CSR Officer, Toshiba America
- *Dr. K. Ravi Kumar*, Professor, USC Marshall School of Business
- *Aileen Nandi*, U.S. Department of Commerce
- *Richard Rutledge*, Senior Vice President of Marketing, Western Digital

- India opportunities, trends, incentives, markets, and culture
- Elements of green and social entrepreneurship
- High Growth industry segments





# *Dr. K Ravi Kumar*

Professor

Marshall School of Business, University of Southern California, Los Angeles

**USC**  
**Marshall**  
School of Business

- Professor in the Department of Information and Operations Management at the Marshall School of Business in the University of Southern California
- Founder of the PRIME Program, an experiential learning course that involves over 1000 MBA and undergrad students, 40 faculty members across all disciplines, over 150 companies in 15 cities in 10 Asia Pacific and Latin American countries every year
- Author or co-author of more than 60 articles including publications in Management Science, Marketing Science, Journal of Economic Theory, Production and Operations Management and Journal of Operations Management



# *Shekhar Chitnis*

CEO and President  
Chisk Inc



- His business experience ranges from Fortune 5 to start-up companies; domestic to global markets; consumer to industrial products; goods and services; as well as imports and exports.
- In the emerging energy field, as the CEO of NexGen Power Group/MD of CEV, U.K, he is bringing Zero Emission Fully Electric Vehicles to the global market, he is working on the first US full-size 40 foot bus, capable of a full day's run on a single charge, for the City of Anaheim
- He is also the CEO of NexGen Power Group Inc, a company that has developed high powered, energy efficient LED lights for Street and Parking light applications. For the Indian market, he is working on developing these and other products as well as services, both for import and export.



# *Chris Harrington*

Vice President

Toshiba America Information Systems



- Prior to joining Toshiba in 1997, Chris spent almost twenty years with AT&T, starting in Bell Laboratories as an engineer and holding various positions as department head and director.
- He is a patent holder, and was Intellectual Property Adjutant for Bell Lab's patent portfolio. Chris also held positions within AT&T in strategic planning, new business development and public relations.
- Chris has been recognized for his community activities by the Orange County Board of Education, and received the Power – Packed Philanthropist Award in 2009 from the Orange County Community Foundation. In his early career Chris taught at the high school, community college and college level, co-authored a book on differential equations, and was a tournament chess player.



# *Aileen Crowe Nandi*

Commercial Officer

U.S. Commercial Service, U.S. Department of Commerce



- Commercial officer at the San Jose Export Assistance Center where she assists U.S. companies to enter the Indian market and focuses on the cloud computing, IT security and consumer electronics industries worldwide
- Advocated for U.S. commercial interests and organized trade promotion activities in South India, including path-breaking trade missions for energy efficiency, franchising and cosmetics companies in Chennai, India from 2008 to 2011
- As principal commercial officer for four states in South India, Ms. Nandi managed three U.S. Commercial Service offices (Chennai, Bangalore and Hyderabad) and coordinated with Colombo, Sri Lanka



# *Richard E. Rutledge*

Senior Vice President of Marketing  
Western Digital



- As senior vice president of marketing, analyzes market and technology trends and sets the company on course to capitalize on emerging business opportunities
- Served WD as vice president and general manager of the company's consumer electronics (CE) and enterprise hard business units
- Has led each of WD's business units including: Desktop, Notebook, Consumer Electronics, Enterprise and Branded Products

# Panel 2: Trade & Logistics

- **Moderators:**

- *Jim MacLellan*, Director of Trade Services, Port of Los Angeles

- **Panelists:**

- *Steve Arnold*, Regional International Sales Manager, Fedex
- *Doreen Bonnici*, International Agency Development Director, Western Overseas Corp
- *Eddie Northen*, Vice President of Finance, UPS West Region
- *Joyce Sloss*, Director, Los Angeles World Airports

- Logistics challenges and solutions in trade with India
- Sea & Air cargo trends in trade between India and So California





# *Jim MacLellan*

Director of Trade Development  
Port of Los Angeles



- Jim MacLellan is responsible for trade promotion programs to encourage increased trade through the Port of Los Angeles and the Southern California Gateway
- He manages the Port's Trade Connect Programs which educates small to medium size businesses on how to participate in export markets. He is also responsible for outreach to beneficial cargo owners and their professional associations.
- Prior to joining the Port of Los Angeles in 1992, he spent more than 20 years working internationally in the maritime and intermodal shipping business.





# *Steve Arnold*

*Regional International Sales Manager  
Fedex*



- He is currently Chairman of the executive committee, for the 83rd World Trade Week breakfast, with Los Angeles Chamber of Commerce. He is a Director with the Foreign Trade Association, he is on the Southern California District Export Council.
- He has 25 years experience in the transportation industry. He has held both operational and sales management positions in the Air Freight Forwarding industry, shipping equipment industry as well FedEx Ground & FedEx Services.
- He has won numerous awards, among them Senior Manager of the Year, Best International Station of the year, District Sales Manager of the Year and FedEx Presidents Club.



# *Doreen Bonnici*

*International Agency Development Director  
Western Overseas Corp*



- Ms. Bonnici joined WOC in 2005 and is responsible for WOC branch-wide ocean freight development, maintaining Carrier contracts and the development of international agency relationships.
- She travels extensively throughout the world, and maintains daily contact with the WOC network of worldwide agents.
- Her primary responsibility at WOC is to work and partner with our customers in providing personalized service, understanding their business needs and tailoring a program to deliver effective and efficient results for their supply chain management, to include C-TPAT and security.



# *Joyce Sloss*

Director  
Los Angeles World Airports



- Director of the Business & Job Resources Center (BJRC) at Los Angeles World Airport (LAWA)
- Focused on developing and implementing policies and innovative new programs that connect emerging businesses with opportunities and community residents with jobs
- Helping LAWA divisions, tenants and prime contractors meet their strategic objectives in regards to the modernization of LAX



# *Eddie Northen*

*Vice President of Finance  
UPS West Region*



- Eddie has over 25 years of UPS experience and began his career as a part-time employee and then a Service Provider in Raleigh, NC.
- Appointed to the Board of Governors for Cal State University Long Beach (CSULB), Board of Directors of Student Center for Professional Development (CSULB), Board of Advisors to the Dean for The Paul Merage School of Business at University of California, Irvine and is an Executive Board Member and 2011 Chairman for the Orange County Business Council.
- Serving in the Community, Eddie is the Co-Committee Chair of Cub Scout Pack 717 in Orange County, CA, Treasurer of Boy Scout Troop 918 in Lake Forest, CA and is part of the Business School Mentorship program at Cal State University Long Beach

# Panel 3: Social Entrepreneurship in India

- **Moderators:**

- *Dr. Sangeeta Gupta*, Partner, Gupta Consulting Group; TiE Board

- **Panelists:**

- *Paula Golden*, Executive Director, Broadcom Foundation
- *Sharad Pawar*, Co-Founder & COO, BeWo Technologies
- *Deepa Prahalad*, Author and Strategy Consultant

- Social & Humanitarian Technologies
- Bottom-of-the-Pyramid and Private-NGO-Public partnerships





# *Sangeeta R. Gupta*

Partner

Gupta Consulting Group, Inc.



- Dr. Sangeeta Gupta is one of the nation's leading experts on workplace diversity, cross-cultural business and creating an environment of inclusion. She is a specialist in culturally-nuanced executive coaching. Dr. Gupta has more than 20 years of experience in a variety of industries including: information technology; manufacturing, entertainment; government; financial services; academia; transportation; health care; and nonprofit.
- She is also the author of A Quick Guide to Cultural Competency from the Quick Guide Business Series for busy professionals, featured on Forbes.com.
- Dr. Gupta is currently working on her third book "Cultural Intelligence: Managing in Today's Global Business Environment".



# *Paula Golden*

Executive Director, Broadcom Foundation

Director, Community Affairs, Broadcom Corporation



- At Broadcom Foundation, Paula developed the Broadcom MASTERS<sup>®</sup>, a Program of Society for Science and the Public, a middle school science and engineering competition that inspires young people to stay engaged in math and science throughout
- This year three young girls from the states of Andhra Pradesh and Karnataka joined, 15 other young people from 11 countries in Pittsburgh for the first Broadcom MASTERS International.
- The foundation also supports LOTUS, an all-volunteer program in Bangalore where employees dedicate time and resources at ten elementary schools located near the Broadcom facilities. The foundation is also developing relationships with engineering schools at universities in India and throughout the globe.



# *Sharad Pawar*

Co-Founder and Chief Operating Officer  
BeWo Technologies Pvt Ltd.



- Co-founder and COO of BeWo technologies, a social entrepreneurial company with a mission to drive change in bottom of pyramid markets using innovative technology and business
- Responsibilities include developing new products and services, raising capital, building partnerships, building the team, and executing BeWo's pilot projects that are currently underway in India
- Previously, he worked at Qualcomm for over 8 years, where he led a mobile services business unit (incubated at Qualcomm) that focused on emerging markets





# *Deepa Prahalad*

Author

Strategy Consultant



- Business strategist and consultant specializing in opportunities at the intersection of consumer experience, technology and strategy
- Collaborated with RKS to research and co-author the book, Predictable Magic: Unleash The Power of Design Strategy To Transform Your Business (Wharton School Publishing)
- Speaks at business schools such as USC and Harvard on design strategy using the EMPOWER framework she developed and conducts workshops for executives



# Panel 4: Innovation and Smart Energy

- **Moderators:**

- *Rajat Khurana*, CEO, West Coast Consulting LLC

- **Panelists:**

- *Doug Malousis*, Edison SmartConnect, Southern California Edison
- *Ken Prevatte*, Itron

- Smart Grid and Smart Meters
- Products, Services, and Trends





# ***Rajat Khurana***

CEO

West Coast Consulting, LLC



- Mr. Rajat Khurana, the founder and the dynamic force behind West Coast Consulting, is an internationally recognized Technocrat. He serves on the board of TiE and various other organizations.
- Passionate about technology and a strong believer of globalization, he mentors entrepreneurs and future leaders create organizations that are able to reap the benefits of comprehensive solutions.
- A frequent speaker at various congregations, he is often encouraging and energizing young minds recognize and realize their visions. He is deeply involved with the local community in helping them achieve their career goals. A visionary and an achiever with a global perspective he is always passionate to give back to society.



# *Doug Malousis*

Edison SmartConnect  
Southern California Edison



- Doug is currently serving as the Project Manager for District Readiness within the Field Deployment group for Edison SmartConnect.
- His main role is to communicate to and ensure that communities and internal stakeholders such as district management and supervision are prepared for all deployment activities relating to Edison SmartConnect.
- In 1997 Doug owned or partnered in three television production companies, Executive Produced and hosted programs for Fox Sports Regional Networks and most recently came from Sportsman Channel television network where he served as Production Manager. He returned to his current position at Southern California Edison in October of 2009.

# Panel 5: Non-Conventional Financing and Risk

- **Moderators:**

- *Kathy Lin*, Meridian Finance Group

- **Panelists:**

- *Rita Sukiasian*, Senior Underwriter, Chartis Trade Credit Insurance
- *Ricardo Tejada*, Overseas Private Investment Corporation / Vnesto

- Leveraging global bodies and entities
- Trade finance and risk
- Regulatory and Legal





# *Kathy Lin*

Manager – Insurance Customer Service  
Meridian Finance Group



- Customer service manager for insurance at Meridian Finance Group, a company providing credit, insurance, and trade finance tools that help exporters expand their international sales
- Worked for three years as a commercial underwriter at Golden Eagle Insurance
- Graduate of the University of California San Diego with many years of experience in trade finance and insurance



# *Rita Sukiasian*

*Senior Underwriter*

*Chartis Trade Credit Insurance*



- Rita Sukiasian is a Senior Underwriter with Chartis Trade Credit Insurance in Los Angeles, CA and has been with the company for over eight years.
- Prior to Chartis, Rita has served as a consultant for the Economist Group and Eurasia Group in New York.
- She has also been commissioned to work on projects for the United Nations Development Programme for Women in Kenya and New York, the United Nations Development Programme in Armenia and United Nations High Commissioner for Refugees in New York.



# *Ricardo Tejada*

*OPIC/Vnesto*



- Mr. Tejada as an active Board Member of the Regional Hispanic Chamber of Commerce, and California Governors Business Advisory Group. Mr. Tejada is Treasurer for Artshare Los Angeles, a founding member of the New America Alliance Emerging Leaders Los Angeles, and recently recognized by Latino Leaders Magazine as an upcoming Young Latino Leader in the United States.
- Just recently in 2011 Mr. Tejada has been awarded Telemundo's Hispanic Business Salute, Hispanic Business Man of the Year.
- Also under Mr. Tejada's leadership Vnesto Capital was an honored nominee for Los Angeles Business Journal, Business of the Year.
- Mr. Tejada was also the recipient of the United States Postal Service Executive Advisory Council Leadership Award in 2008.





# *Julie Anne Hennessy*

Director

U.S. Commercial Service, U.S. Department of Commerce



- Julie Anne Hennessy joined the U.S. Commercial Service, U.S. Department of Commerce in May 1995 and became the director of the West Los Angeles office in 1999.
- In addition to her role as director, Ms. Hennessy assists small-to-medium sized companies with their international marketing efforts.
- Ms. Hennessy began her career in international trade at the Department of Commerce in Washington, D.C. where she worked for six years investigating whether foreign governments or companies were engaging in unfair trade practices. As a U.S. government official, Ms. Hennessy has traveled to Asia, Canada, Europe and South Africa.