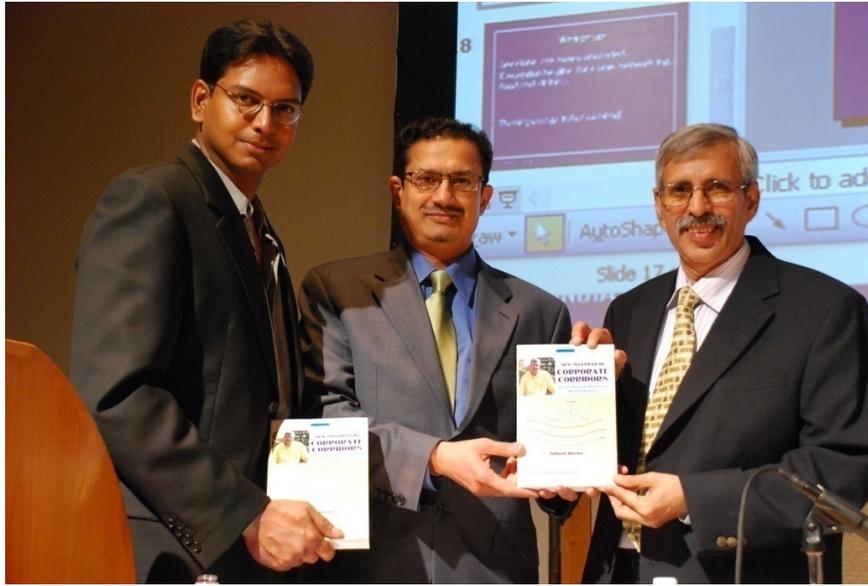


A Report on Release of the Book, “New Mantras in Corporate Corridors” at the First Annual India Trade Seminar, Los Angeles.



Los Angeles, California – Government agencies, corporations and business leaders convened at the first annual Trade Seminar at the Cerritos Centre for Performing Arts in Cerritos, Los Angeles, on Wednesday May 28, 2008. Sponsored by the Port of Los Angeles, Southern California Edison, The Indus Entrepreneurs (TIE) and Quanta Consulting, the seminar provided insights on business opportunities and trends in India, available resources for prospective setups and case studies on India Trade experiences.

Featured speakers of the seminar included guest speakers Mr. Claudio Lilienfeld, Office of the US Trade representative, Dr Ravi Kumar, Professor, USC Marshall School of Business, and key note speaker, Mr. Ravi Tilak, CEO, Almex USA.

A special attraction of the seminar included release of the book, **New Mantras in Corporate Corridors**, authored by Dr Subhash Sharma, Dean, Indian Business Academy (IBA), Bangalore, India. The book was released by the key note speaker, Mr. Ravi Tilak, CEO, Almex USA during the concluding session of the seminar.

In his address, Dr Subhash Sharma, Dean, IBA, highlighted the need for the new mantra of ‘holistic globalization’ to achieve a sustainable balance between four global forces represented by market, State, community/ social movements and inner self. This interaction is creating need for creation and development of the enlightened corporations that care for society and ecology in addition to its focus on efficiency and profits. This requires a new leadership model. He presented his ‘CEO’ mantra of leadership wherein CEO implies Creative, Enlightened and Organic leader. This new leadership mantra will lead to sustainable and holistic development of the society and its institutions. For this there is a need to awaken the inner self.

Dr Sharma concluded his address through his well known ‘Corporate Rhyme’ of inner awakening, Light in My Heart. It created a spontaneous response and appreciation from the audience to the relevance and importance of new mantras in corporate corridors. Mr. R Sampath, Director, Global Sourcing, indicated that, Dr. Sharma’s address added a key spiritual component to the proceedings and his poetic ending was a big hit with the audience.

Picture from left to right: R Sampath, Director, Global Sourcing, Quanta Consulting Inc., Ravi Tilak, CEO, Almex USA, Dr. Subhash Sharma, Dean, Indian Business Academy.