

# On the way to business opportunities

Jetstar Asia's inaugural flight today to Kolkata takes Singapore trade delegation to the Indian city

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IN A boost to bilateral trade and tourism between Singapore and India, Jetstar Asia today launches its new route to the key Eastern Indian city of Kolkata with a plane-load of Singaporean business delegates.

The delegates from 25 small-and-

medium sized enterprises (SMEs) here will be meeting their Indian counterparts at the inaugural India-Singapore SME Conference and possibly entering into tie-ups with them.

The conference, jointly organised by the Federation of Indian Chambers of Commerce & Industry (FICCI) and consultancy, The GA

Group of Singapore, will be presided over by West Bengal Chief Minister Buddhadeb Bhattacharya.

Kolkata — a heavily-industrialised city — is the state capital and the gateway to the North-east region, which includes Sikkim, Bhutan, Darjeeling and Meghalaya.

"Kolkata is still an area that we

have not managed to open but FICCI and the GA Group have been very helpful," said White.

Horse Ceramic Industries international sales manager Ruben Chow, one of the delegates.

"The GA Group gave us some vital advice on networking and regulations for investing because

investing into India is not a clear path," said Mr Chow, whose company has been selling its products in India since last year.

GA chairman George Abraham expects to see at least six tie-ups materialising at the conference. One possibility is

between Singapore biotechnology company MycoBiotech Inc and a suitable Indian partner.

"We're looking at a couple of possibilities. We want to start a joint venture or tap into their manufacturing resources," said Mr Eugene Lim, executive director of MycoBiotech.

Jetstar Asia will be the first budget airline from this region to fly there, thus providing a vital link to this less-tapped

region where the potential for the tourist industry is huge. It will fly three times a week to Kolkata.