

DECEMBER 2011 WTCA SPOTLIGHT: WTC BANGALORE

Bangalore, with a rich history of over ten centuries, is the capital of Karnataka state in south India. Its salubrious climate, cosmopolitan culture, and good connectivity make it the city of choice for corporations from around the globe. This city continues to retain its rich heritage and traditional charm while remaining in harmony with its rapid modernization.



Back row (l to r): Mr. Sachin Arora, Mr. Balaram Menon (President), Mr. Bose Nair (Vice President) and Mr. Srinath Sistla

Front row (l to r): Ms. Sneha Ramaswamy, Mr. Sriram Rajaraman, Mr. Venugopal Manduri and Mr. Manjunath Pullanna

Please introduce WTC Bangalore's facilities.

WTC Bangalore is located in an integrated lifestyle enclave – Brigade Gateway. The project is the vision of Mr. M. R. Jaishankar, chairman of the Brigade Group, a leading property development company. The campus is spread over 40 acres encompassing the WTC building, a shopping and entertainment mall, the luxury Sheraton Bangalore Hotel, a multi-specialty hospital, a large residential apartment complex, a nursery and middle school, and a club with social, recreational, sports and fitness facilities. All of these constituent units have been built around a manmade lake.

What are the distinctive features of the WTC's facilities?

- ❖ 32 floors making up over 100,000 square meters of commercial space, with an observation deck and a helipad
- ❖ Sky bridges connecting WTC Bangalore with the Sheraton Bangalore Hotel and Orion Mall & Multiplex
- ❖ 9-floor parking to accommodate 2,250 cars

Please describe Bangalore's appeal in terms of trade and investment.

Bangalore is India's fastest growing metropolis with an annual growth rate of 10.3% and receives one of the highest flows of foreign direct investment into India. Today, the city is recognized as a leading provider of software services and technology and accounts for a large portion of India's software exports. Being endowed with abundant natural resources, particularly minerals and ores, and a young, educated and skilled labor force, Bangalore has an equally strong manufacturing and agricultural base. Bangalore also houses several highly respected, well established educational institutions. It has large, established industries operating in diverse sectors such as aerospace, aviation, bio technology, food processing and telecommunications and defense.

What are WTC Bangalore's major challenges?

The concept of WTCs is new to this region. The city already has a large number of old and well established trade organizations and one of the challenges is to enhance awareness of the potential of working together with WTCA.

WTC PROFILE

Facilities Designed By – World-renowned architectural firm HOK

Award Won for WTC - ‘Best Commercial Project of the Year’ in the Property World Awards for 2010, ‘Excellence in Construction for High Rise Building’ in 2011 from the Association of Consulting Civil Engineers (India)

Categorization of Services

- ❖ Business support services such as meeting rooms, discussion rooms, seminar rooms, incubation centers, video conferencing facilities, telepresence room, catalogue exhibition area and international trade library
- ❖ Trade information services and access to a panel of consulting professionals providing advisory services
- ❖ Educational services including trade-related courses, and language and cultural programs for local businesses to hone their negotiation skills while engaging in trade with their foreign counterparts

Other Notable Features of the WTC

- ❖ A separate, dedicated area for overseas trade promotion organizations wishing to set up offices in the building
- ❖ Trade activities of the WTC are housed in a 2,000 square meter area within the WTC

Additional Advantage of the WTC - Connection to the Sheraton Bangalore Hotel which has its own five-star conferencing facilities, banquet halls, fine dining areas, restaurants and guest rooms

Top International Markets for WTC’s Local Business Community – Bangalore’s main international markets at present are USA, Europe and China. In recent years, the WTC saw an encouraging growth in its region’s trade with other Asian countries, Africa, the Middle East and the Commonwealth of Independent States.

Bangalore's Regional Advantages

- ❖ Location in the state of Karnataka that has a long coastline and convenient access on either side to the major ports of Mumbai and Chennai
- ❖ Well-connected by international flights
- ❖ Surrounded by three fast-growing states: Tamil Nadu, Kerala and Andhra Pradesh



If you have any feedback or comments on this month’s WTCA Spotlight, please e-mail WTCA Newsletter’s editor at kyoung@wtca.org.