

Market expansion opportunities for Indian companies in the US

“Global Expansion: Opportunities in the US for Indian Companies”, A seminar to promote Fairfax County as a lucrative business destination for companies in Social media, Analytics, Mobile app development, Cybersecurity and Information Technology space

The seminar was organized by Brickwork India, the Indian representative of Fairfax County Economic Development Authority (FCEDA) on June 7th, 2016, to highlight the business opportunities in Fairfax, VA for Indian firms operating in technology space. The event was sponsored by the global accounting and advisory firm, Grant Thornton.

Mr Rohan Joshi, Chairman, IACC (Indo-American Chamber of Commerce) welcomed all the sixty senior executive delegates from SMAC (Social, Mobile, Analytic, Cloud) and IT services business segments. He gave a brief about IACC and the communion shared between IACC and FCEDA.



Mr Gerald. L. Gordon, President & CEO, FCEDA in his address said, “India is home to world-class IT, cloud computing and cyber companies and we stand ready to use our Bangalore office to help these companies understand the opportunities available to them in the U.S. and specifically in Fairfax County. We appreciate the opportunity to present this event with our partners at the Indo-American chamber and thank our sponsors Grant Thornton and Paladion Networks for joining us.”

The Fairfax Edge

Mr. Asher Kotz, Manager, International Business Development, FCEDA, provided an update on the US economy and a clear perspective on ways Indian companies can leverage Fairfax County’s investor friendly policies and business climate to grow their business. He said, “Fairfax is home for 25+ Indian owned and 400+ IT firms started by Indian nationals. The county also has about 8400+ companies with over 410 foreign owned companies. Located in the east coast of US and with quality manpower, advanced infrastructure & strong transportation network, both on land and air, Fairfax is an ideal gateway for Indian firms to enter the highly lucrative US market.

Mr. Kotz also highlighted the growing opportunities in the county’s Cyber Security and Cloud solutions space. Stressing on the importance of investing in the cyber security space, he said, “US has major cyber security concerns and the victims has been US federal agencies with hackers stealing data in millions. The cyber security contracts are on the rise showing a growth of 321.5% since 2011. The county parks a thickly populated cyber security cluster consisting of global brands such as Cisco, HP, CSC, Unisys, Amazon, etc. Indian firms should have an active presence here and leverage this business opportunity by offering best-in-class cyber security products and services.

Giving a quick snapshot on FCEDA, he said, “Fairfax County EDA provides a wide range of free and confidential services for companies at various levels, this includes market research assistance, developing business & marketing plans, organizing partner meetings, procuring real-estate office space, introduction to legal and tax consultants, company registration and in hiring resources.”

US - An Ideal Investment Hub

Mr. Vivek Kulkarni, Chairman, Brickwork India spoke at length on why US is now ideal for foreign investments and how Indian companies can benefit from federal foreign direct investment policies and expand their investment horizons beyond India. He said, “The US has improved its global manufacturing competitiveness index rankings from 4th in 2010 to 2nd in 2016 and is expected to leapfrog China and reach No.1 by 2020. More US multinationals are reshoring their jobs, there is a steep reduction in jobs offshored to India, since the employee cost which used to be 80% less than US is now 30-40% and the gap is narrowing fast. India’s services exports are slowing down due to weak global demands, Indian companies should therefore think of US as an alternate investment destination which can strategically fit into their market expansion plans. Speaking on India’s economic interests in US, he said, “Indian foreign direct investment is the fourth largest in the US and has tripled in past five years. Indian industry has been making significant contributions to the US economy with Tata group, Mahindra and Essar America having a major presence. Highlighting the US advantage he said,” US has the most advanced software and information technology industry base in this planet with over 100,000 firms. It is the global leader in protecting IP rights, known for its transparent and predictable legal system, ranks first in competitiveness and has a skilled and productive workforce. US is also the home for 107,819 immigrant firms and is the 5th best nation for entrepreneurship and opportunities. The IT spending has increased by 3.1% to 1.14 trillion, though there has been a 6% decrease in worldwide IT spending. Fairfax also offers proximity to US federal institutions enabling companies to leverage bidding opportunities to win federal IT projects.” He concluded by saying “Indo-US bilateral ties has hit an all-time peak. With China experiencing a slowdown, time is ripe for Indian companies to invest and win in the US market”.

Mr. Binu Thomas, Co-founder, Paladion Networks, a cyber-security firm, spoke on his company decision to located his headquarter office in Fairfax County. He said, “Business-friendly factors like the Dulles Technology Corridor (which is a business cluster having defence and technology companies), high tech talent availability, government opportunities, cyber security expertise and easy access to eastern sea board makes Fairfax an economically feasible business hub.”

Mr. Venkat Nippani, Partner, Grant Thornton, spoke on the emerging data security trends and cited worldwide incidents of security breach. His views focussed on the existing information privacy standards and how it can be leveraged to protect data. He also highlighted the UN convention on transnational organized crimes and how it can be a major instrument to tackle cybercrimes.

Brickwork representatives thanked the partners and the delegates from various firms for their participation and involvement in making this seminar a success.

For any further clarification on this event or such events in the future, please do get in touch with us at: fairfaxindia@fceda.org. We welcome the opportunity to assist you.