



Confederation of Indian Industry

P R E S E N T S

KNOWLEDGE EXPO

The Biggest Global Knowledge Partnership Platform

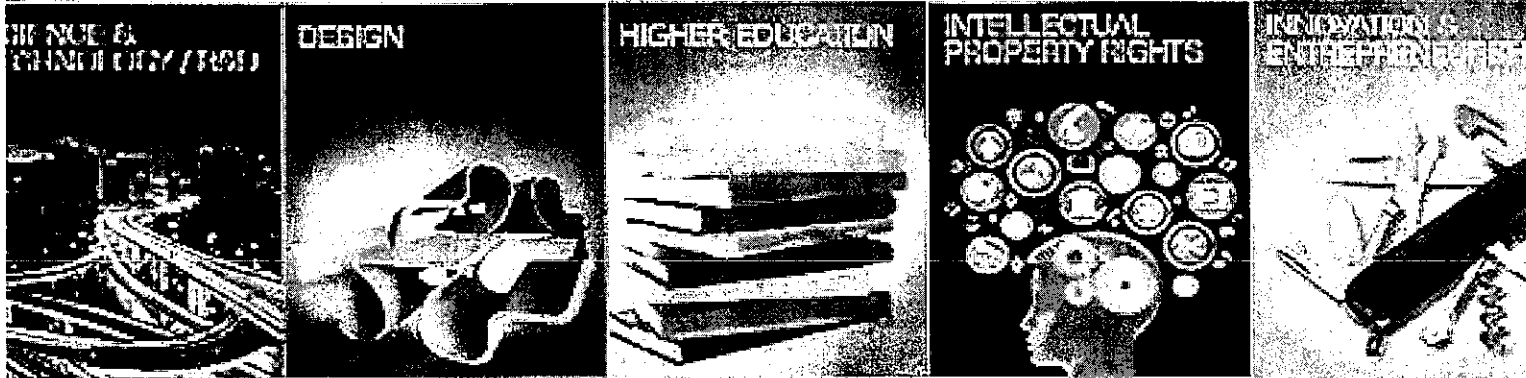
FOR BETTER BUSINESS AND LARGE-SCALE SOCIAL DEVELOPMENT

20-22 NOVEMBER 2014 • INDIA EXPO CENTRE, GREATER NOIDA, DELHI NCR, INDIA

**A Comprehensive Convergence & Showcase of
Knowledge Creators / Providers / Facilitators / Users
Forging Knowledge-Business and Knowledge Solution Partnerships**



EXPOSITION & CONCURRENT SUMMITS
in the areas of



EXPOSITION

- Technology Intensive Products & Services in the areas of:
 - Clean Energy
 - Green Manufacturing
 - Life Sciences, Healthcare & Medical Devices
 - Disaster Management
 - Smart City (Mobility, Energy, Water, Waste Management, Security, Infrastructure)
 - Homeland & Cyber Security
 - Aquaculture & Food
 - Robotics & Automation
 - Machine Tools
 - Electronics
 - IT & IIS
 - Communication Technology
 - Nanotechnology Applications
- Affordable & Inclusive Innovations in the areas of:
 - Manufacturing, Services, Healthcare and Agriculture
- Higher Education, Vocational Education, Executive Courses, Life-long Learning, Research Partnerships, Exam Solutions, Content Creation, Pedagogic Tools, Applications, Books, Laboratory Equipment, Preparatory Services
- Intellectual Property Rights: (Patents, Copyrights, Trade Marks, Industrial Design, Geographical Indications, Traditional Knowledge, Exclusivity, Trade Secrets)
- Design, Industrial (Product, Visual Communication, Interaction, Mobility & Vehicle, New Media, Furniture, Services, Retail, Traditional Design & Crafts)

2ND GLOBAL INNOVATION & TECHNOLOGY ALLIANCE PLATFORM

Shaping India's Global Partnerships In Science, Technology & Innovation

- Renewable Energy
- Water management
- Pharma & Healthcare
- Information Communication Technologies (ICT)
- Green Manufacturing
- Bio-Technology
- Homeland Security
- Agriculture & Food Processing



ORGANIZER



14TH CII-NID DESIGN SUMMIT

"Design Trinity" - In today's interconnected and complex world, it is the trinity of business, technology and design that is essential for companies and societies to achieve new products, new services and new BUSINESSES. The theme will initiate new dialogues, new interactions and promote mutual understanding between the stakeholders of this trinity through trends, case studies, best practices and different approaches across sectors.



CO-ORGANIZER



ENDORSED BY



4TH GLOBAL UNIVERSITY-INDUSTRY CONGRESS & HIGHER EDUCATION SUMMIT

- University-Industry Collaborations
- Quality of Higher Education
- Employability
- Research



CO-ORGANIZER



PARTNER



6TH INTELLECTUAL PROPERTY SUMMIT

- IP Policy
- IP Protection
- IP Enforcement
- Awareness and Capacity Development



CO-ORGANIZER



PARTNER



4TH INNOVATION & ENTREPRENEURSHIP SUMMIT

- Knowledge Driven Entrepreneurship & Start Ups
- Technology Business Incubators
- Early Stage & Venture Funding
- Innovation & Entrepreneurship Policy



PARTNER



POTENTIAL EXHIBITORS, SPONSORS, SPEAKERS AND PARTICIPANTS

- Technology Intensive / Design Intensive / Intellectual Property Driven Industry
- Testing / Certification (including GMP / GLP) Agencies
- Technology R & D / Commercialization / Acquisition Financing Institutions
- Experts / Promotion Agencies
- Consultancy Agencies
- Funding Agencies
- Knowledge Management Agencies & KPDs
- Universities / Academic Institutions (Science, Technology, Engineering, Mathematics, Management, Medicine, Agriculture, Social Science, Architecture, Design, Intellectual Property Rights)
- R & D Institutions / Private R & D Agencies
- Design Houses and Design Tools / Service Providers
- Education Technology / Content / Tools / Service Providers
- Publishing Houses

- IP Law Firms
- IP Tools / Technology / Service Providers
- Education Financing Agencies
- Community Colleges
- Vocational Training Agencies
- Innovators / Entrepreneurs / Start Ups
- Incubators / Accelerators
- Angel / VC Funding Agencies
- Entrepreneurship Development / Mentoring Agencies
- Government Ministries / Departments / Agencies
- State Governments
- IP Enforcement Agencies
- Geographical Indication Holders
- Traditional Designers / Craftsmen

To Exhibit / Partner / Sponsor / Participate,
Please write to ciiknowledgexpo@cii.in / visit : www.ciiknowledgexpo.in

**PROPOSAL FOR
PARTICIPATING COUNTRY**

at

KNOWLEDGEXPO
The Biggest Global Knowledge Partnership Platform

FOR BETTER BUSINESS AND LARGE-SCALE SOCIAL DEVELOPMENT

20-22 NOVEMBER 2014, INDIA EXPO CENTRE, GREATER NOIDA, INDIA
www.ciiknowledgeexpo.in

**SUBMITTED TO
TURKISH EMBASSY**

SUBMITTED BY



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1-0 About Knowledgeexpo

Nations across the world are transforming fast from productivity and efficiency-driven economies to knowledge-driven economies for quicker, sustainable and inclusive growth. All the key elements and actors of knowledge those are creators and users, need to converge on one platform for bringing out concrete outputs on the ground collaboratively. Global Knowledge Partnerships are the key enablers for such a transformation.

India has put high priority to raise its Gross Expenditure in R&D from its current expenditure of around 17 billion US dollar to around 50 billion US dollar by the end of 2016-17 and has brought out host of incentives for Indian private sector to invest half of this target. One of the major incentives has been government funding support to Indian industry for global collaborative R&D. Indian and Global industry, academic/R&D institutions, service providers have a big opportunity to collaborate in triggering such big ticket investments by Indian industry and Government in building technology depth of Indian industry.

In the new Manufacturing Policy of India financial assistance has been proposed to be extended to Indian small & medium companies to acquire technologies in the area of "Green Manufacturing" from across the globe. Similarly, government and industry have put major emphasis on technology development and R&D as one of the growth enablers in the areas of life science & medical devices, heavy industries (automotive, machine tools), Clean energy, agro/food processing, rapid transport, smart city, disaster management, water, sanitation, waste management, robotics, electronics, Information & communication technologies, Defence & Aerospace, internal/homeland security etc. Technology providers across the globe have the opportunity to transfer/sell/ partner/co-develop technologies with Indian companies and government.

India Design Council has come up with many ambitious initiatives to make Indian design sector globally competitive. Indian industry has started giving high priority in design and government procurements have started giving importance to good design. "Design Clinic Scheme" for Indian MSMEs to engage design professionals to introduce design in their products and services has been increasingly becoming popular. High priority has been put in significantly scaling up number of design professionals coming out of Indian academic institutions. Design as one of India's creative sectors is slated for a big boom and here is an opportunity for industry, design firms, design education institutes, design tools / service providers to collaborate to be part of this design movement in India.

India has put a very ambitious target to double its Gross Enrolment Ratio in higher education system by 2020 and that means more than 25 million students will be inducted in higher education system and for which number of academic institutions needs to be doubled. 20 billion US dollar has been earmarked by the government to enhance the quality of higher education. Council for Industry and Higher Education Collaboration has been set up with an initial fund of around 160 million USD to improve industry-academia collaborations. Vocational education system and Community colleges are being set up in India at large scale to build necessary skills to Indian youth with a target to skill 500

million Indians by 2020. These open up opportunities for universities, industry, government, community colleges, skill development centres, and education tools/content/service providers to collaborate and be part of the growth of the next big sector in India.

India has rolled out host of initiatives and reforms to substantially increase the filing of patents and other forms of Intellectual Property by the Indian residents. As on date only 20% of the total patents filed in India in a year, are filed by Indian residents. Modernisation of IP offices, recruiting and re-training IP examiners, awareness and capacity building of potential IP owners, expanding IP education, bringing appropriate reforms in IP ecosystem, capacity building of IP enforcement bodies are some of the key initiatives that are showing encouraging results. Indian industry across the sectors has put high priority in IP management. Here is big opportunity for IP law firms, industry, IP service providers, IP education institutes, IP enforcement bodies to collaborate in realising the un-tapped potential of Indian IP Ecosystem.

India's National Innovation Council has, among many initiatives, initiated creation of a billion dollar India Inclusive Innovation Fund jointly with Ministry of MSME. The fund seeks to create a new class of capital which helps set up and scale entrepreneurial skills and innovation which address the needs of the base of the economic pyramid. India has so far around 130 Incubators in academic institutions established to incubate entrepreneurs and this number is going to increase by ten-fold with the Government allowing private sector's investment in Incubators under mandatory expenditure on Corporate Social Responsibility. Here is an opportunity for innovators, entrepreneurs, incubators, mentors, and venture funding agencies to collaborate.

All the above initiatives of Government, Industry, Institutions and Intermediating organisations like CII, although being anchored in somewhat isolation, have a common thread and that is - strengthening Knowledge Ecosystem of India and connecting knowledge to business.










CII has taken leadership initiatives in all the areas of knowledge like Science & Technology, Research & Development, Higher Education, Intellectual Property Rights, Innovation, Design, Entrepreneurship etc. during last two decades.

In order to accelerate India's journey towards Knowledge driven economy in a decades time, CII is launching a flagship initiative "Knowledgexpo" - "India's journey towards Knowledge driven economy – Need for convergence and global partnerships". CII believes convergence of Science & Technology, Research & Development, Higher Education, Intellectual Property Rights, Innovation, Design, Entrepreneurship and global knowledge partnerships will be the key to transform India to a knowledge driven economy by 2025.

Knowledgexpo is the first step in this direction. Knowledgexpo will be a comprehensive convergence of all the key elements and actors of knowledge ecosystem including knowledge creators, providers, supporters, and users on one platform to fuel knowledge-driven trade and investments.

The event aims at showcasing strengths of all the players of knowledge ecosystem for forging partnerships with knowledge users (industry, governments, institutions, entrepreneurs) on mutual benefits leading to knowledge-business and knowledge-solution partnerships.

2.0 Indian Co-organisers & Partners

 <p>सत्यमेव जयते</p>	<p>Department of Science and Technology, Government of India http://www.dst.gov.in/</p>
 <p>सत्यमेव जयते</p>	<p>Ministry of Human Resource Development, Government of India http://mhrd.gov.in/</p>
 <p>सत्यमेव जयते</p>	<p>Department of Industrial Policy & Promotion, Government of India http://dipp.nic.in/English/default.aspx</p>
 <p>सत्यमेव जयते</p>	<p>National Innovation Council http://www.innovationcouncil.gov.in/</p>
 <p>NID National Institute of Design</p>	<p>National Institute of Design http://www.nid.edu/</p>
 <p>India Design Council</p>	<p>India Design Council http://www.indiadesignmark.in/about/india-design-council</p>
 <p>AICTE</p>	<p>All India Council for Technical Education http://www.aicte-india.org/</p>
 <p>INTELLECTUAL PROPERTY INDIA Patents Designs Trademarks Geographical Indications</p>	<p>Intellectual Property India http://www.ipindia.nic.in/</p>
 <p>GLOBAL INNOVATION & TECHNOLOGY ALLIANCE</p>	<p>Global Innovation and Technology Alliance www.gita.org.in</p>

3.0 Focus Areas/Sectors of Knowledge

- a) **Technology intensive products & services** in the sectors of
- Clean Energy
 - Green Manufacturing
 - Life Sciences, Healthcare & medical devices
 - Disaster Management
 - Smart City (Mobility / energy / water / waste management / sanitation / housing)
 - Homeland & Cyber Security
 - Agriculture & Food
 - Robotics & Automations
 - Machine Tools
 - Electronics
 - IT & ITeS
 - Communication Technology
 - Nanotechnology applications
- b) **Affordable & Inclusive Innovations and Entrepreneurship**
- Innovative products and services in Manufacturing, Services, Healthcare, Agriculture
 - Incubation and Mentoring
 - Angel & VC Funding
- c) **Higher Education** in the areas of
- Education & Research in Science, Technology, Engineering, Mathematics, Medicine, Agriculture, Management, Social Science, Architecture, Design, Law, IPR
 - Vocational Education, Executive Courses, Life-long Learning
 - Exam Solutions, Content Creation, Pedagogic Tools, Applications, Books, Laboratory Equipment
- d) **Intellectual Property Rights Services** in the areas of
- Patents, Copyrights, Trade Marks, Industrial Design, Geographical Indications, Traditional Knowledge, Biodiversity, Trade secrets in all the industrial sectors
- e) **Design Services** in the areas of
- Industrial / Product
 - Visual Communication, Interaction, New Media
 - Mobility & Vehicle
 - Furniture
 - Service, Retail
 - Traditional Design & Crafts

4.0 Knowledge Pavilions (Exhibition)

Stakeholders in the areas of Research & Development, Technology, Design, Higher Education, IPR, Innovation and Entrepreneurship would participate as exhibitors / participants / visitors / Sponsors in the following pavilions at the Knowledgexpo.

- **Participating Country Pavilions**

- **Knowledge Facilitators Pavilion**
 - ✓ Knowledge-focused Government Ministries /Departments/Agencies
 - ✓ Knowledge Driven State Governments
 - ✓ Intellectual Property Enforcement Bodies
 - ✓ Incubators / Accelerators
 - ✓ Angel / VC Funding Agencies
 - ✓ Entrepreneurship development / Mentoring Agencies

- **Knowledge Business Pavilion**
 - ✓ Technology intensive / Design Intensive / Intellectual Property driven Industry
 - ✓ Testing/Certification (including GMP/GLP) agencies
 - ✓ Technology / R&D / Commercialization / Acquisition Financing institutions
 - ✓ Export Promotion agencies
 - ✓ Consultancy agencies
 - ✓ Training agencies
 - ✓ Knowledge Management agencies & KPOs
 - ✓ Design Houses and design tools / service providers
 - ✓ Education technology / content / tools / service providers
 - ✓ Publishing Houses
 - ✓ IP Law Firms
 - ✓ IP Tools / technology / service providers
 - ✓ Education Financing agencies

- **Knowledge Creators / Providers Pavilion**
 - ✓ Universities / Academic Institutions
 - ✓ R&D Institution / Private R&D organisation
 - ✓ Community Colleges
 - ✓ Vocational Training Agencies

- **Knowledge Innovators / Start -Up Pavilion**
 - ✓ Innovators / Entrepreneurs / Start-ups
 - ✓ Geographical Indication Holders
 - ✓ Traditional Designers / Craftsmen

a) 2nd Global Innovation & Technology Alliance Platform

India is fast transforming in terms of proactive government policy and incentives to the private sector and entrepreneurs in Research and Innovations, with a target of achieving Gross Expenditure in R&D (GERD) of 2% of India's Gross Domestic Product (GDP) by 2017.

Indian industry and entrepreneurs are looking for opportunities for global partnerships to develop (with government funding support) affordable products and services to serve the wide base of economic pyramid in India and other markets. This is the time for the world's most innovative companies to build partnerships with Indian industry, entrepreneurs, institutions and government to leverage this opportunity for mutual benefits. The "Global Innovation & Technology Alliance Platform" provides a base and act as a flagship initiative in forging such partnerships.

The 2013 edition of Global Innovation & Technology Alliance Platform witnessed participation of **Global Technology Leaders** from **Canada, Finland, Israel, Japan, Slovenia, Spain, Sweden, Taiwan & the UK** along with **400+ B2B meetings** with Indian industry.

Objectives of the Summit:

- As the **biggest platform in India to forge alliances on Science, Innovation & Technology (STI)**; and to showcase India as the growing hub for industrial R&D
- Expand the scope of existing bilateral Industrial R&D programmes with **Canada, Israel, UK, Spain, Finland** and initiate new such projects with other potential countries
- Set the stage for **B2B technology partnerships between Indian industry & Global technology providers** to develop new & affordable products & services with Govt funding support
- Facilitate discussions for **procurement of new technology products & solutions**
- Advocate **Policy recommendations** on key elements like IPR & Regulatory environment in Technology
- **Exhibition display** on innovative technologies

Focus Areas:

- Renewable Energy
- Water Management
- Pharma & Healthcare
- Green Manufacturing
- Information and Communication Technologies (ICT)
- Bio-Technology
- Homeland Security,
- Agriculture & Food Processing

Other aspects of the Summit are:

- ✓ Government supported Industrial R&D programmes (Bilateral / Multilateral)
- ✓ Technology Transfer – Business to Business (B2B) / Govt to Business (G2B)
- ✓ Intellectual Property Rights (IPR) in Global Science, Technology & Innovation (STI) partnerships
- ✓ Industry–Academia collaborations
- ✓ Capacity Building in Science, Technology & Innovation (STI).

b) 14th CII-NID Design Summit

Global influencers shall come together and share stories, strategies and solutions – from inspiration to practicality at this summit. The summit is a holistic platform that incorporates content from around the world coherent with the summit theme. Attendees span the industry and academia represented by the CEO's, directors, design heads, design managers, designers, faculty and students.

Each year with a theme focused discussion the summit brings to fore the multiple manifestations of design and therefore enthruses non-users to embrace design and uncovers new arenas for the users of design.

The theme of 14th CII NID Design Summit will be "***Design Trinity***". In today's interconnected world and complex world, it is the trinity of business, technology and design that is essential for companies and societies to achieve new products, new services and new businesses. The theme will initiate new dialogues, new interactions and promote mutual understanding between the stakeholders of this trinity through trends, case studies, best practices and different approaches across sectors.

Key Features of 14th Design Summit

- ✓ Industry-Government Policy Roundtable
- ✓ Design Conference –Sessions aligned to theme of the summit.
- ✓ Indie Design – Showcase of India Design
- ✓ Designer Zone
- ✓ Student Design Contest
- ✓ Service Design Jam
- ✓ Design Installations
- ✓ B 2 B Meeting & Partnerships Sessions
- ✓ Release of CII Design Publications

c) 4th AICTE-CII GLOBAL UNIVERSITY-INDUSTRY CONGRESS & HIGHER EDUCATION SUMMIT

CII has been organizing this event for the past five years (in partnership with AICTE for the past three years) with the objective of facilitating global partnerships among

governments, universities, community colleges, education tools and service providers and industry in the areas of higher education and research. This event has emerged as the largest university-industry collaboration platform in the country with widespread participation from the highest level of government, industry and academia from both India and abroad.

Key Features of 4th Higher Education Summit

- ✓ Industry-Government Policy Roundtable
- ✓ Conference sessions:
 - a) University-Industry collaborations
 - b) Quality of Higher Education
 - c) Employability of Human Resource
 - d) Research in Higher Education System
- ✓ B2B Meetings & Partnerships Sessions
- ✓ Workshop for students on Higher Education opportunities
- ✓ Release of Report on 3rd edition of CII-AICTE Survey of Industry-Linked Technical Institutes
- ✓ Release of 3rd edition of Annual Status of Higher Education in States and Union Territories of India – ASHE 2014
- ✓ Announcement of awards for Prime Minister's Fellowships

d) 6th Intellectual Property (IP) Summit

The aim of the proposed Intellectual Property Rights Summit is to discuss the how and why of investment in IP and other impending issues surrounding it. The summit would attempt to bring the concerned issues to centre stage aided by expert lectures by international and eminent Indian speakers. The end result would be a declaration which may be used as a guideline in the enhancement of trade and commerce, collaborative R&D, global level hand holding on IPR and similar matters of common interest.

The objective is to facilitate the creation of a conducive IP ecosystem and provide a platform for improving bilateral cooperation in IP enabling international trade relations for Internal Partners.

Key Features of 6th IPR Summit

- ✓ Industry-Government Roundtable on IP Policy & Ecosystem
- ✓ Conference Sessions
 - Intellectual Property Protection
 - Intellectual Property Enforcements
 - Intellectual Property Ecosystem in States
- ✓ B2B Meetings and Partnership Sessions
- ✓ Workshop on IP management

e) 4th Innovation & Entrepreneurship Summit

Confederation of Indian Industry in partnership with National Innovation Council, Government of India has been organizing for last 4 years flagship event on Innovation & Entrepreneurship annually with an objective to enable potential innovators to become successful entrepreneurs and to also hold discussions on how to strengthen the innovation ecosystem of the country. This event has emerged as one of the largest initiatives in the country with widespread participation from the highest level of Government, Industry, Innovators, Incubators, Service providers, Financing agencies and Academia.

Key Features of Innovation & Entrepreneurship Summit

- ✓ Industry-Government Policy Roundtable
- ✓ Conference Sessions:
 - Knowledge driven Entrepreneurships & Start-ups
 - Technology Business Incubations
 - Early stage & Venture Funding
 - Innovation & Entrepreneurship policy
- ✓ Release of "India Innovates" Report
- ✓ Workshop for student entrepreneurs / Start-ups

60 Other Key Attractions

- ✓ **Global Knowledge Gurus speak**
 - Global knowledge gurus will address the audience at the plenary sessions
- ✓ **Release of a Report on "India's Journey towards Knowledge Driven Economy" which would cover the following areas:**
 - How Industry are gearing up investments in R&D, Design & Innovations; Owning Intellectual Property Rights and Collaborating with academic/R&D institutions with profiles of India's top knowledge driven industries
 - How MNC's R&D units in India are impacting India's Knowledge ecosystem
 - How bilateral & multilateral knowledge partnerships are impacting knowledge ecosystem
 - How Institutions are gearing up with profiles of Top Academic/R&D Institutions who are strongly linked with Industry
 - How States are gearing up with profiles of top States with strong knowledge ecosystem
 - How Indian Government is gearing up with details of schemes, incentives and expenditure to strengthen Knowledge eco-system
 - How Entrepreneurs and Start-ups are gearing up profile of top start-ups with Incubators and funding agencies
 - Current Issues and hurdles, suggested goals for 2020 and CII recommendations to achieve the goals

✓ Knowledge Awards

- Awards for top industry investing in R&D
- CII Design Excellence Awards to design driven industry
- CII Innovation Awards to top innovative industry
- Intellectual Property Awards to top IP driven industry
- Awards for top Incubators
- Awards for top start-ups

7.0 Expected Outcomes

- ✓ Investment decisions in knowledge
- ✓ Technology transfer / sales deals
- ✓ Joint Ventures agreements
- ✓ Joint R&D agreements
- ✓ Contracts for Commercialization / demonstration of new technology
- ✓ Contract Manufacturing, Contract Research and Collaborative Research.
- ✓ Consultancy contracts
- ✓ Training contracts
- ✓ Contracts for Executive Education
- ✓ Testing & certification contracts
- ✓ Design assignments / Projects & Joint Design & development agreements
- ✓ Collaborations on Design Education
- ✓ Contracts for design tools / consultancy services
- ✓ Design & product development Training contracts
- ✓ Contracts for designing India's infrastructure and public utility projects
- ✓ Projects on confluence of modern design and India's traditional design
- ✓ Academic collaborations in joint degrees / research / student-faculty exchange
- ✓ Industry-Academia contracts for contract / joint research
- ✓ Industry-Academia collaborations for setting up universities / Institutions / centres of excellence
- ✓ Agreements on setting up universities / institutions / community colleges / vocational training centres
- ✓ Contracts for education funding
- ✓ Contracts for publishing houses
- ✓ Contracts for education tools / content / service providers
- ✓ Students enrolments in universities / institutions
- ✓ Agreements of IP licensing
- ✓ Collaboration of IP Law firms with industry
- ✓ Contracts for IP tools / service providers
- ✓ Contracts for Anti-counterfeiting/ Piracy technology solution providers
- ✓ Contracts for IP training
- ✓ Contracts for IP facilitation agencies
- ✓ Agreements between enforcement bodies for sharing best practices
- ✓ Agreements between start-ups and Industry / Funding Bodies / VCs

- ✓ Agreements between Innovators and Industry / Angel Investors / Incubators
- ✓ Agreement between Incubators and Industry

8.0 About the Venue & Facilities

Indian Expo Centre, Greater Noida

<http://www.indiaexpomart.com/Default.aspx#>

India Expo Centre is located in Greater Noida, near the Jaypee Golf Course and within easy reach of Central Delhi and the international airport on the new 8-lane Greater Noida Expressway. India Expo Centre and Mart is spread over 58 acres of land and is easily accessible by car from central Delhi within 45 mins.

The state-of-the-art, multi-functional venue is a rare combination of technology merged with world-class facilities and safety standards. Managed by Expomedia Group Plc as part of their EXPO XXI International Expocentres chain, which includes venues in Warsaw, Katowice, Amsterdam and Cologne; this centre offers world class facilities for a wide variety of events. EXPO XXI India has been specially designed to meet the needs of today's organisers. It offers the highest level of facilities, services, technology and event support for exhibitions, conferences, congresses, product launches, promotional events and other special events, across eight fully air-conditioned halls, conference rooms, a VIP room and meeting rooms. The venue can accommodate up to 10,000 people.

The key features and facilities include:

- Indoor air-conditioned Exhibition/meeting space of 27648 sq.m. and additional outdoor exhibition space of 117000 sq.m.
- Banquet Hall of 915 sq.m.
- Number of Meeting Rooms - 30
- Free Parking for car & bus / Valet parking
- Wi-Fi enabled
- Restaurants
- Wheelchair accessible
- Business Centre

Accommodations with 7 km radius around the venue:

- Three Five Star hotels in distance from 0.5 to 7 km having around 700 rooms
- One four star hotel at a distance of 0.5 km with 58 rooms
- Many budget hotel and Service Apartments with more than 700 rooms

9.0 Proposal to Turkish Embassy

Turkey has been one of the topmost countries having robust knowledge ecosystem. Knowledgexpo will be an ideal platform to showcase Turkey's strength and achievements to the Indian and global stakeholders in the area of Science & Technology, Innovation, Design, Research & Development, Higher Education, Intellectual Property Rights including Geographical Indications and Entrepreneurship and also to explore knowledge partnerships.

Confederation of Indian Industry proposes Turkey to be **Participating Country** at Knowledgexpo – 2014.

CII requests Turkey to take exclusive country-pavilion minimum with net built-up exhibition area of 200 sq. m @ USD 300 per sq.m (or raw space of 225 sq.m @ USD 250 per sq.m.) to showcase its prowess in knowledge ecosystem including its key policies, incentives, initiatives and also to facilitate knowledge partnerships with Indian stakeholders leading to knowledge-business and knowledge-solution deals.

The stakeholders who can exhibit in the Turkey Country Pavilion are as follows:

- Country's government ministries/departments/organisations those support Science & Technology, Innovation, Entrepreneurship, Intellectual Property Rights, Higher Education, Vocational education etc.
- Technology intensive / Design Intensive / Intellectual Property driven Industry
- Testing/Certification (including GMP/GLP) agencies
- Consultancy agencies
- Training agencies
- Knowledge Management agencies & KPOs
- Intellectual Property Enforcement Bodies
- Incubators / Accelerators
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- Vocational Training Agencies
- Innovators / Entrepreneurs / Start-ups
- Geographical Indicator Holders
- Traditional Designers / Craftsmen

CII also requests Turkish Embassy to advice on suitable speakers from Turkey to speak at the following summits:

- Design Summit
- Higher Education Summit
- IPR Summit
- Innovation & Entrepreneurship Summit

CII will

- a. Arrange for exclusive G2G meetings/Business Meetings with Indian stakeholders as mutually decided, on the side lines of the event for Turkey officials.
- b. Arrange for exclusive meetings with industry and institutions for Turkey officials, as desired by Turkish Embassy.
- c. Arrange for Joint Announcements and Signing of MoUs between Turkey and other organisations, as advised by Turkish Embassy.
- d. Provide dedicated lounge / meeting area for Turkey to hold meetings with various stakeholders.
- e. Provide free access up to 20 delegates from Turkey to Exhibition, Conference, Lunch, Dinner, Refreshments, and all other facilities without any delegate fee.
- f. Provide 250 complementary visitors passes to Turkey for visiting exhibition
- g. Provide wide publicity to Turkey in all collaterals of the event and publicity and promotional materials like website, print/electronic media advertisements and communications etc.

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