

## Cross Cultural Business Communication: INDIA

February 15, 2012

7:30am-9:30am



**Gunjan Bagla**, the India Business Consultant, has 25 years of global sourcing, engineering, and marketing experience. He has held senior positions in technology sales and marketing. He is the founder and Managing Director of Amritt, Inc. and his clients include Johnson & Johnson, Raytheon, Covidien, Clorox, Roche and Paramount Farms.

Gunjan is the author of the acclaimed title "Doing Business in 21st Century India: How to Profit Today in Tomorrow's Most Exciting Market" published in 2008 by Warner/Hachette Books and was the technical editor on John Wiley's *Doing Business in India for Dummies* (2007).

He created the executive seminar "Business with India" for Caltech, the California Institute of Technology, Pasadena, California. In November 2010, Gunjan was the only Southern California business person to accompany President Obama as part of the Executive Mission to India.

For his expertise on India, Gunjan has been interviewed on Fox Business Television, BBC World News, BBC Television's *The Hub with Nik Gowing* and National Public Radio's *To The Point with Warren Olney*. He's been quoted in the **New York Times**, the **Los Angeles Times**, **Business Week**, **Industry Week**, the **Hollywood Reporter**, and other global media for his expertise on India.

Gunjan serves on the board of the **South Asia Studies Association**. He is a mechanical engineering graduate of the Indian Institute of Technology and immediate past President of the IIT Alumni Group. Gunjan completed his MBA from Southern Illinois University, where he was inducted into the Beta Gamma Sigma honor society.

He also blogs at [www.theindiaexpert.com](http://www.theindiaexpert.com)

Copies of Gunjan's acclaimed book and video, "Doing Business in 21st Century India: How to Profit Today in Tomorrow's Most Exciting Market", will be on sale throughout the program for \$20, and a signing opportunity at the end of the program.

For more information, contact:  
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Register:  
<http://www.wtcsd.org/events/wtcsd-calendar?eventId=417084&EventViewMode=EventDetails>