



**Presentation by**  
Satya Swaroop, Managing Editor &  
Veerendra Bhargava, Head Business Development  
on Business Process Outsourcing & New Media  
at SwissCham Annual General Meeting,  
24 April, 2009, Luzerne, Switzerland



Welcomes the members of  
SwissCham



## Outsourcing:

A New Buzz word in the corporate sector for the last few years. Historically engineering firms are doing fabrication jobs for other firms for better quality and competitive price. These small firms are known as ancillary units of big firms.



**Service sectors need specialized services to handle their customer and that emerges the word Business Process Outsourcing. BPO is not only in IT and/or ITES.**

- Legal process
- Human Resource
- Finance
- Gems & Jewellery
- Automobile
- Publishing
- Database management
- Quality...



## Customer is the King

- Looking forward to value for money
- Habit of getting additional services free
- Going ahead of your competitors
- Instant redressing of complaints
- Full information
- Personalized attention



## **Be a leader**

- Innovation is the key
- Be a trend - setter
- Using technology for better services
- Maximize your loyal customers
- Outsource



## Why Outsource

- Expertise
- Quality
- Effective & efficient services
- Time is money
- Lowering cost & maximizes profit



As you know one of the SwissCham missions is to promote exchange amongst its member. Whereas New Media has strived and succeeded in connecting major wealth creators across the world and forging them into a vibrant global business community. The Sun doesn't set on New Media publications. We have nine print publications catering to more than 125 countries across the globe.





## **New Media, SwissCham and its member**

- Develop content
- Provide News
- Editing
- Designing
- Printing
- Posting
- Database Management



## What we can do for you

- Journal
- Brochure
- Flyers
- Calendar
- Diary
- Annual reports
- Leaflets
- Direct Mailers
- Website
- Electronic Newsletter



## Open Trade:

It reflects the spirit of globalization. Published in association with EXIM Bank of India and the Trade Commissioners' Forum (TCF), representing as many as 23 countries. Mostly EU countries. Open Trade focuses on the economic growth and cooperation among the TCF member-countries.

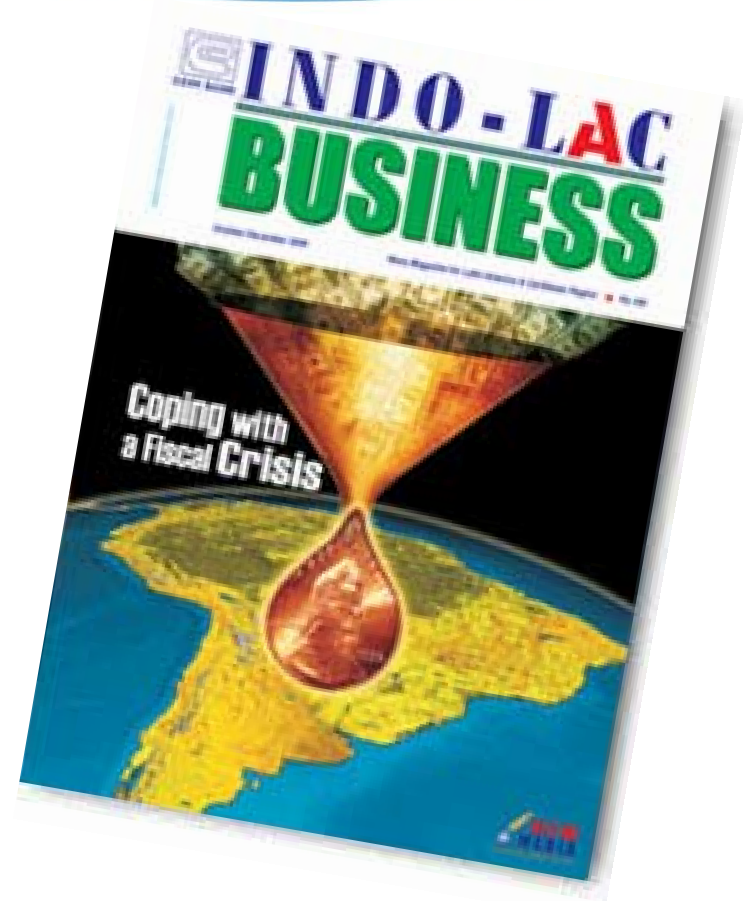




## Indo-LAC Business:

Rightly recognizing the region's potential, the Ministry of Commerce, Government of India, launched the 'Focus LAC initiative' a few years ago. The magazine highlights opportunities in trade and industry between India and the Latin America and the Caribbean countries that include the emerging economies such as Brazil, Argentina, Chile and Venezuela among others.

**Bilingual:** English & Spanish





## Indo-African Business:

Indo-African Business focuses on bilateral trade between India and the African region, under the patronage of 'Focus Africa programme' of the Ministry of Commerce, Government of India. The magazine, in the last five years, has actively promoted the India-Africa Partnership Enclaves, the highly-focused events of bilateral trade, which has now reached \$30 billion, holding a further promise to double in the next few years.

**Bilingual:** English & French





## Indo-CIS Business:

The newly democratized nations of the region, now known as the Commonwealth of Independent states or CIS, are now bubbling with a new-found energy. Indo-CIS Business rightly looks at these bilateral trade opportunities between India and the CIS nations, taking advantage of the 'Focus CIS programme' patronized by the Ministry of Commerce, Government of India.

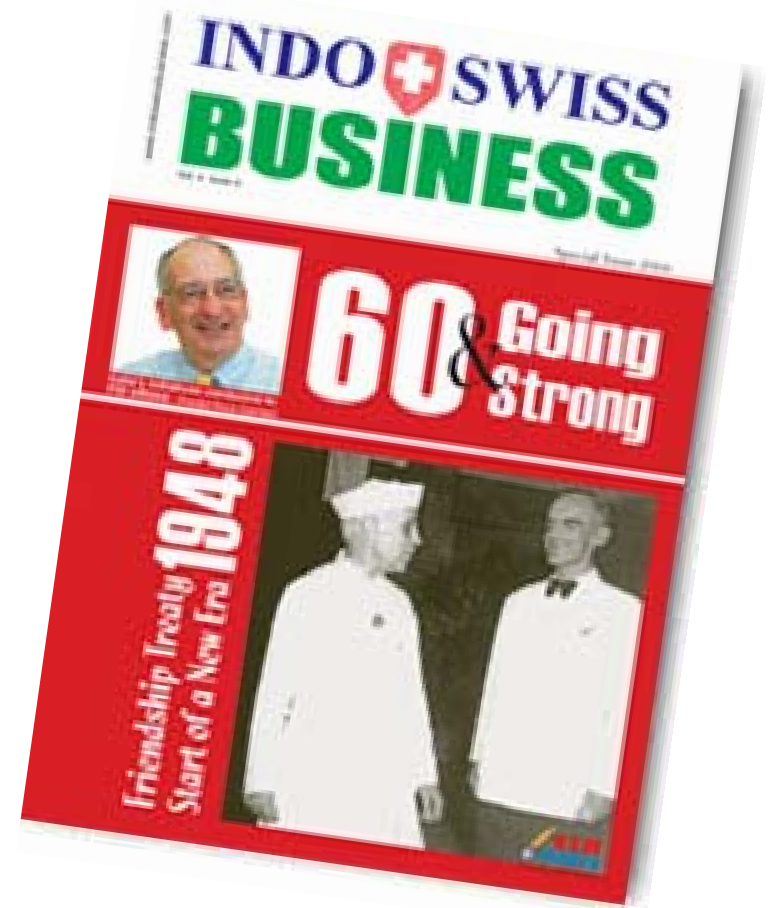
**Bilingual:** English & Russian





## Indo-Swiss Business:

India and Switzerland have 60 years of business association. Swiss companies have provided technology and machinery to India in its initial stages of development. Today, the countries are trading as equal partners in progress. The bimonthly magazine was started in association with Swiss Business Hub seven years ago under the patronage of Swiss Consulate, Mumbai.





## Indo-US Business:

The magazine derives its prestige from the sponsorship of the Indo-American Chamber of Commerce (IACC), arguably the most influential organization promoting bilateral trade between India and the US. Today bilateral relations between India and the United States are at an all-time high.

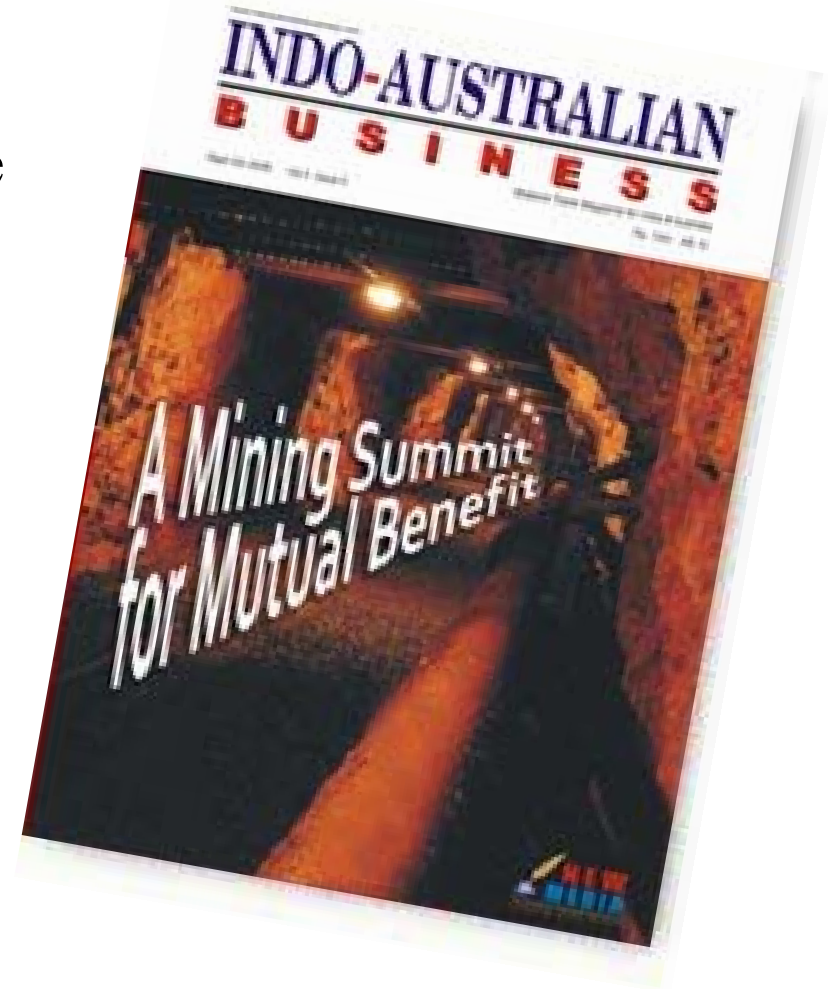






## Indo-Australian Business:

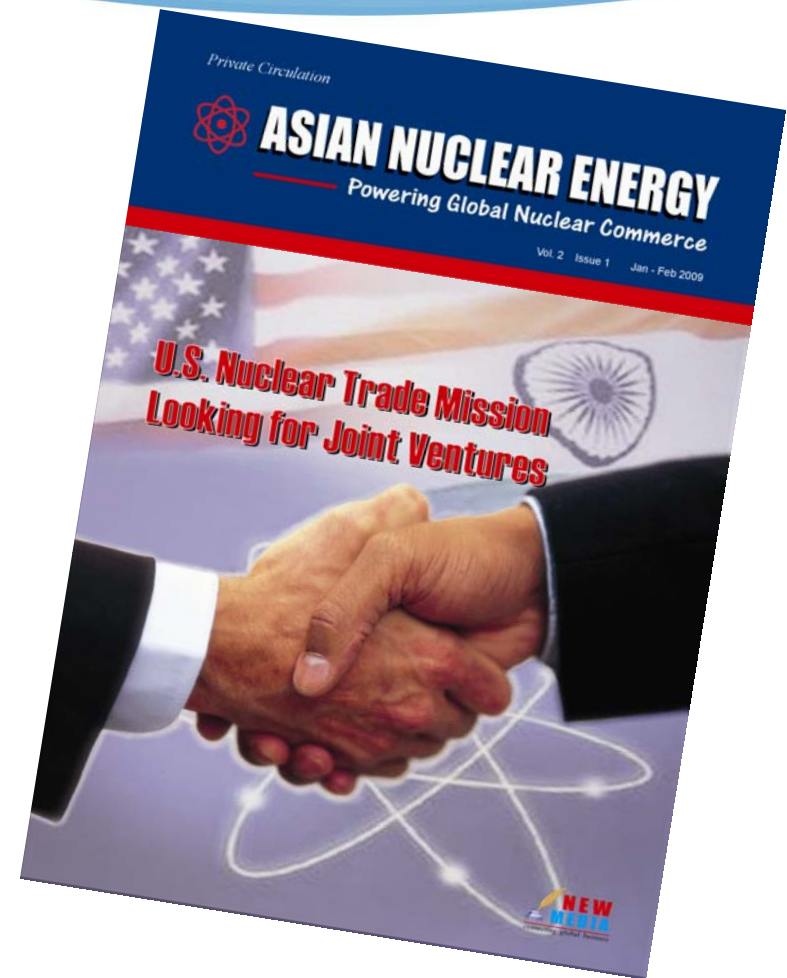
Australia is fast emerging as one of the most important trading partners of India. Indo-Australian Business has been serving the business needs of entrepreneurs from as well as promoting governmental efforts at boosting bilateral trade. Growth prospects for two-way investment flow are unlimited.





## Asian Nuclear Energy:

The first of its kind magazine to realize the significance of global cooperation in the field of nuclear energy. It holds great promise as the industry itself is heading for a massive expansion worldwide.





## Outsourcing:

Outsourcing is the magazine of our times. As economies strive to be more and more competitive, they chant the corporate mantra of leveraging competence through outsourcing. As we at New Media have realized, the concept of outsourcing is not confined to just IT & ITES. Today India has emerged as outsourcing destination for various industries – from auto components to aero-space designing and engineering, and from contract manufacturing to biotech research and from printing to publishing. You name it and you have it.





## **Our Associations:**

- Trade Commissioners' Forum (TCF), Mumbai based forum is an influential organization represented by the Trade Commissioners of 23 countries
- Export-Import Bank of India (EXIM Bank)
- National Disaster Management Authority (NDMA)
- Indo-American Chamber of Commerce (IACC)
- Swiss Business Hub, India, member business network, Switzerland
- Swiss Consulate, Mumbai.
- Australian Trade Commissioner (AUSTRADE)
- Western Australian Trade Organization (WATO)
- Indo-Canadian Business Chamber (ICBC)
- Grant Thornton



## **E-Zines:**

- Indo-Canadian Business
- Asian Nuclear Energy
- SME Lead
- Pharmaquest
- DMM (Disaster Management & Mitigation)

## **Forth coming e-Zine**

- Indo-Chinese Business



## Portal

- [smelead.com](http://smelead.com)
- [asiannuclearenergy.com](http://asiannuclearenergy.com)
- [pharmaquest.biz](http://pharmaquest.biz)

Our plan is to convert each of the magazines into a portal in the next six months to 1 year.



## **Event Management:**

- Annual International Conference on Disaster Reduction
- Business Excellence Awards
- Solid Waste Management Workshops

## **Event Marketing**

- We also undertake the assignments to market the international events in India.



## **Research:**

- We have been conducting highly specialized economic and market research as well as surveys in India for overseas firms.

## **Marketing of unique products:**

- Software
- Customized data to maximize profit (Income distribution, GDP, Real Estate, Agriculture, etc.)





## **Publishing Outsourcing**

(print as well as web/electronic)

- Concept to implementation including logistic
- Content generation
- Editing
- Design
- Printing
- Database management



## **Some of our publishing outsourcing clients:**

- Government of Assam
- Government of NRW, Germany
- Ministry of Culture, Cameroon
- CMP unit of United Business Media
- Swiss Asian Chamber of Commerce
- Swiss Indian Chamber of Commerce
- Ethiopian Airlines
- Pride Group of Hotels
- Dr. Reddy's Laboratories
- Dialog India



## **Our publishing expertise**

Deliver the quality product in minimum time in the most cost effective manner



## **Certification for our services**

Our CMMI-Services Appraisal (level 3) is under implementation and facilitated by QualityWaves Global Solutions Inc., US.

New Media envisions to leverage on principles of the above model, demonstrating itself as a reliable and innovative global media solutions firm.



## Contact us at:

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**Thank you**