India Serves

A Monthly Newsletter by

SEPC

SERVICES EXPORT PROMOTION COUNCIL
Setup by Ministry of Commerce & Industry, Govt. of India

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SERVICES EXPORT PROMOTION COUNCIL

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GROWING AUDIO-Visual Services

Audio-Visual services have an important role in the Indian economy. India exported USD 772 million worth of Audio-Visual services in 2019...





AVGC Sector CPC Codes covered under SEIS

Industry Updates





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INDIA SERVES



Maneck E. Davar Chairman, SEPC

hile presenting the September issue of "India Serves" having special feature on AVGC Sector, I am pleased to inform that during the recent interaction with our Honb'le Minister of Commerce and Industry, Services Sector and its contribution in Indian Economy received a special mention.

Hon'ble Minister of Commerce and Industry and Secretary Commerce recognizing the significance of services sector in the overall contribution to India's export made specific observation on the fact that despite COVID pandemic services sector has managed to retain 90-91% of its last year's mark in terms of overall exports. Even during ongoing COVID times, the services sector has shown immense resilience and shown growth though the contribution from sectors like travel and tourism, aviation, education, healthcare and MVT being nil.

Hon'ble CIM appreciated the fact that services sector has maintained CAGR of 7% to 10% during the last twenty years except for a slight slump in the growth trajectory during the two intervening years.

Amidst the ongoing discussion and anticipation on the continuity of SEIS, issuance of notification for the year 2019-20, SEPC has engaged a professional agency to conduct a study to come up with suitable and actionable recommendations as alternative mechanism to SEIS scheme. You are kindly aware that incentive scheme MEIS for merchandise sector is gradually migrating to RoDTEP.

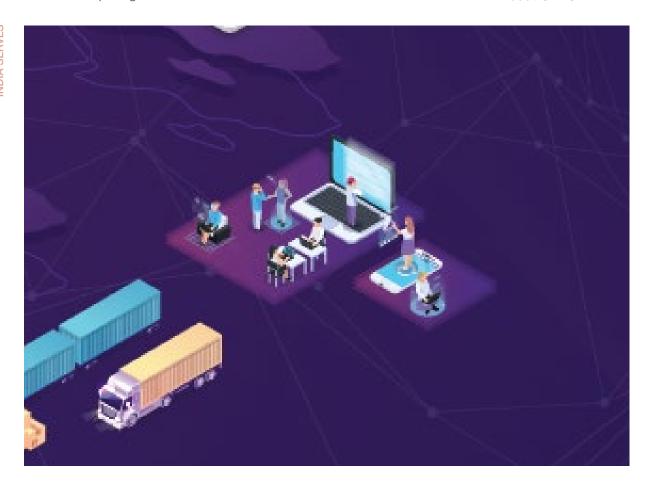
India's export made specific observation on the fact that despite COVID pandemic services sector has managed to retain 90-91% of its last year's mark in terms of overall exports.

I take this opportunity to request all our members, associations, chambers and other stakeholders in services sector to actively participate and give valuable feedback during the series of interactive sessions being planned by SEPC team. Please do visit our website www.servicesepc.org for the latest updates on scheduling of these interactive sessions. We will surely be communicating through e-mails as well.

Please feel free to write to us.

Yours Sincerely

Maneck Davar





Services Export Promotion Council set up in 2006 by Ministry of Commerce & Industry, Government of India is an apex trade body to promote exports of services from India.

Overview of Services offered by SEPC

Trade Intelligence

Export Development

Export
Promotion/
Investment

Enabling
Business
Environment

Nodal organisation of Service Export Promotion Key role in Foreign Trade Policy, Export Strategy formulation by Department of Commerce and related Govt Departments. Interface between Services Sector and Government Provides inputs on Trade Negotiations Represents Services Sector in various Joint Trade Committees, Joint Business Councils and Joint Working Groups of Government of India to facilitate export. Creates Business opportunities in global market place for services exporters Providing commercially useful information and assistance to members in increasing exports. Organising visits of delegation of its members abroad to explore overseas market opportunities. Organising participation of Services exporters in specialised International Trade Fairs. Dissemination of government notification, orders, information on trade and other relevant information to members. Facilitates execution of Government Schemes like SEIS.



Services Covered under SEPC

In order to enhance the competitiveness of services exports and enable services industry to generate employment Union Cabinet chaired by Honourable **Prime Minister Shri Narendra Modi** in 2018 identified 12 Champion Services Sector.

The following table provides the mapping of identified Champion Services vis-a vis the services covered under SEPC.

Services covered under SEPC	Champion Services		
Hotel and Tourism related Services	Tourism and Hospitality Services		
Healthcare services including services by nurses, physiotherapist and paramedical personnel	Medical Value Travel Services		
Maritime Transport Services	Transport and Logistics Services		
Accounting/Auditing and book keeping services	Accounting and Finance Services		
Entertainment services including Audio-Visual Services	Audio - Visual Services		
Legal Services	Legal Services		
Architectural Services and related services	Construction and Related Engineering Services		
Environmental Services	Environmental Services		
	Information Technology & Information Technology Enabled Services		
Others Services	Communication Services		
	Financial Services		
Educational Services	Education Services		
Consultancy Services			
Distribution Services			
Advertising Services			
Marketing Research and Public Opinion Polling Services/Management Services			
Printing and Publishing Services			



SERVICE EXPORTS FROM —India Scheme (Seis)—

sector coverage

Entertainment services including Audio-Visual Services

SEPC Sectors	Champion Sectors	GATS (WTO) Classification	UN CPC Provisional CODE	Services Description	CPC Codes covered under Appendix 3D of SEIS
vices	Ş	entertainment services	9611	Motion picture and video tape production and distribution services	
			96111	Promotion or advertising services	
			96112	Motion picture or video tape production services	
			96113	Motion picture or video tape distribution services	
			96114	Other services in connection with motion picture and video tape production	
Ser			9612	Motion picture projection services	
er	ļ ģ	ther	96121	Motion picture projection services]
Vist	e Z	d ot	96122	Video tape projection services	
<u>-</u> 0	<u> </u>	an	9613	Radio and television services]
Pnq	Suc	sion	96131	Radio services	Covered
) Bu	<u>`</u>	levi:	96132	Television services	
l di	Audio Visual Services	Motion Picture, radio and television and other entertainment services	96133	Combined programme making and broadcasting services	
			9619	Other entertainment services	
Entertainment services including Audio-Visual Services			96191	Theatrical producer, singer group, band and orchestra entertainment services	
erv			96192	Services provided by authors, composers, sculptors, entertainers	
ا ج ا			96193	Ancillary theatrical services n.e.c.	
ner			96194	Circus, amusement park and similar attraction services	
aj.			96195	Ballroom, discotheque and dance instructor services	
ert			96199	Other entertainment services n.e.c.	
Ent	пшша		9621	News agency services to newspapers and periodicals	
		ω	96211	Printed news supply services	
		News agency services	96212	Picture supply services	
			9622	News-reporting agency services to radio stations	
			96220	News-reporting agency services to radio stations	
			9623	News agency services to television stations	
			96231	News-reporting agency services to television stations	
			96232	Live-coverage reporting agency services to television stations	
			9629	Other news agency services	
			96290	Other news agency services	
		Telecom Services	7524	Programme transmission services	
			75241	Television broadcast transmission services	
	P &	75242	Radio broadcast transmission services		

SEPC Sectors	Champion Sectors	GATS (WTO) Classification	UN CPC Provisional CODE	Services Description	CPC Codes covered under Appendix 3D of SEIS
services including Audio-Visual Services	(Not covered under Champion Sectors)	Library, archive, museum and other cultural services	9631	Library and archive services	Covered
			96311	Library services	
			96312	Archive services	
			9632	Museum services including preservation services of historical sites and	
			96321	Museum services except for historical sites and buildings	
			96322	Preservation services of historical sites and buildings	
			9633	Other cultural services	
			96331	Botanical and zoological garden services	
			96332	Nature reserve services including wildlife preservation services	
		Sporting and other recreational services	9641	Sporting services	
			96411	Sports event promotion services	
			96412	Sports event organization services	
1			96413	Sports Facility operation services	Not covered
Entertainment			96419	Other sporting services	
			9649	Other recreational services	
			96491	Recreation park and beach services	
			96492	Gambling and betting services	
			96499	Other recreational services	





AUDIO VISUAL SERVICES



SERVICES RELATED TO CONVERTING SOUND TO RADIO PERMANENT PHYSICAL

FORM

LIVE RECEORDING

SERVICES

RECEORDING

ORIGINAL

PROGRAMME SERVICES

TELEVISION PROGRAMME INCLUDING **NEWS AGENCY** SERVICES

COMBINED

PROGRAMME MAKING AND BROADCASTING SERVICES



AUDIO.VISUAL POST PRODUCTION SERVICES

AUDIOVISUAL **EDITING** SERVICES

> TRANSFER AND DUPLICATION OF MASTER SERVICES

COLOR CORRECTION AND DIGITAL RESTORATION SERVICES

VISUAL EFFECT SERVICES

ANIMATION **SERVICES**

CAPTIONING, TITLING AND SUBTITLING SERVICES

SOUND **EDITING** AND DESIGN SERVICES

OTHER POST PRODUCTION SERVICES

VIDEO GAME DEVELOPMENT

MOTION PICTURE AND VIDEO TAPE PRODUCTION AND DISTRIBUTION SERVICE

MOTION PICTURE

PROJECTION

SERVICES



MOTION PICTURE OR VIDEO TAPE **PRODUCTIONS**



MOTION PICTURE OR VIDEO TAPE DISTRIBUTION

PROMOTION OR ADVERTISING SERVICES

OTHER SERVICES IN CONNECTION WITH MOTION PICTURE AND VIDEO TAPE PRODUCTION AND DISTRIBUTION

ENTERTAINMENT SERVICES

ORIGINAL WORKS OF AUTHORS, COMPOSERS AND OTHER ARTISTS EXCEPT PERFORMING ARTISTS, PAINTERS AND SCULPTORS

CIRCUS

SERVICES



ORIGINAL WORKS OF OTHER **AARTISTS EXCEPT** PERFORMING ART-ISTS, PAINTERS AND SCULPTORS, AUTHORS, COM-POSERS, N.E.C.



ORIGINAL **WORKS OF** COMPOSERS



ORIGINAL WORKS OF AUTHORS

SERVICES OF AUTHORS, COMPOSERS SCULPTORS AND OTHER ARTISTS, EXCEPT



SERVICES OF PERFORMING ARTISTS



SERVICES OF PERFORMING ARTISTS



SERVICES OF TV PERSONALITIES



SERVICES OF MUSICIANS & SINGERS

SERVICES OF READERS

SERVICES OF ACTORS

PERFORMING ARTS FACILITY **OPERATION SERVICES**

PERFORMING

ARTS AND OTHER

LIVE ENTERTAIN-

MENT EVENT

PRESENTATION

AND PROMOTION

SERVICES

PERFORMING

ARTS EVENT

PRODUC-

TION AND

PRESENTATION

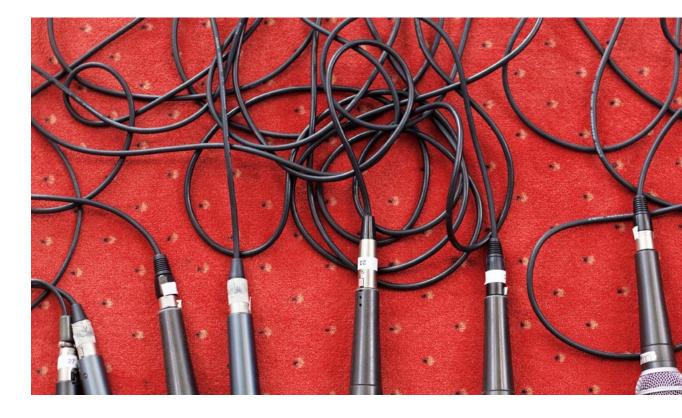
SERVICES

SERVICES OF PERFORMING **ARTISTS**





SERVICES N.E.C.



India
exported
USD 772
million
worth of
AudioVisual
services
in 2019

Audio-Visual services have an important role in the Indian economy. India exported USD 772 million worth of Audio-Visual services in 2019. Not only does it contribute to exports basket, it has a profound role to play in developing country's soft power in different geographical regions around the globe by spreading language, culture, eating and wearing habits, and life style etc and plays a major role in shaping people's opinion about a country including its product and services offerings.

The Government of India has identified audio-visual services as a champion services sector, to enable the sector to achieve its long-term potential. According to the Ministry of Commerce, Audio Video Services as per GATS of the WTO includes Motion picture and video tape production and distribution services, Motion picture projection service, Radio

and television services, Radio and television transmission services and Sound recording.

There is a strong interlinkage between Audio-visual services and many other services such as tourism, healthcare, education, recreational, cultural and sporting services etc.

India has signed audio-visual agreements/pacts with several countries including Canada, Italy, UK, Ireland, Germany, Brazil, France, New Zealand, Poland and Spain. These agreements have been signed with the purpose of promoting producers from both the countries in pooling their creative, artistic, technical, financial and marketing resources for co-productions and lead to exchange of art and culture among any two countries.



Global Markets

There is decent global demand for Audio-visual services.

- As per OECD data, the OECD countries imported around USD 39 billion worth of Audio-Visual services in 2018.
- Some of the major global markets are USA, Netherlands, Luxemburg, Germany, France, Canada, and Australia. USA is the largest markets with imports of Audio-visual services worth around USD 17 billion in 2018.
- Demand for this service in the USA is growing at the compound annual growth rate of 17 per cent.
- Market which has experienced the highest growth in imports is Netherlands which imports around USD 3 billion worth of Audio-visual services.

Some of the major markets that are experiencing negative growth in imports of Audio-visual services in recent years are Australia, France, and Luxemburg. This fall in demand is mainly due to increased domestic capacity of content production.

Markets which are considered to have high potential for Indian Audio-visual services are Russia where Indian entertainment sector has historical presence, China where Indian AV exports has seen high growth in recent years, USA which is the largest importer and Middle Eastern and Central Asian countries.

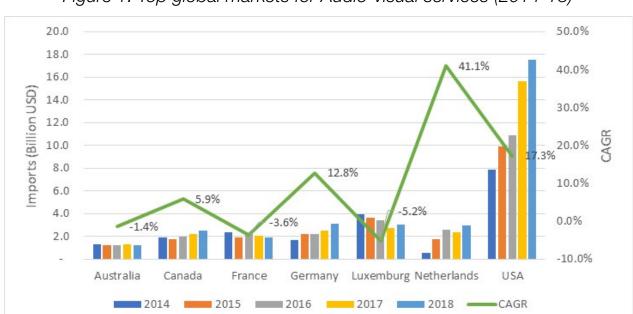


Figure 1: Top global markets for Audio-visual services (2014-18)

Source: OECD

Audio-visual services sector is a highly restricted sector globally and falls among the sectors with lowest number of commitments at WTO. As of 2019, only 50 members of the WTO out of 164 had commitments

in Audio-Visual services. Also, within the commitments that have been made by members, there is high number of exemptions to most-favoured nation (MFN) treatment in areas like film co-productions.

Global Developments

The global AV market was estimated to grow by 14 per cent to generate USD 185 billion this year i.e. 2020 but it may have missed the target due the pandemic. Media content transfer across the globe is increasingly happening in digital formats. The increase in the number of devices capable of supporting digital media along with increasing internet penetration and speed, has enabled people to access media content of choice from across the world sitting in a small village of any region.

Media content consumption has experienced incredible growth worldwide and the market has been swiftly shifting from traditional media to new (digital) media. Recent surge in digital media players such as Netflix, Hulu, Amazon, Apple TV, Roku, and Boxee, etc. are challenging the traditionally maintained supremacy of the television as the

main entertainment hub. Research finds that the global net subscriber count rose by 55 million (16 per cent) in 2019 to total 403 million. (TVB Europe)

Global Over the Top (OTT) revenues for both TV and film hit USD 83 billion in 2019 according to new figures from Digital TV Research. In comparison, revenues in 2018 peaked at USD 67 billion and in 2017 the number reached USD 50 billion. Of the USD 16 billion additional OTT revenues in 2019, Subscription Video of Demand (SVoD) contributed USD 12 billion. Its share in OTT revenues reached 58 per cent. SVoD revenues reached USD 48 billion. From the 138 countries covered, the top five commanded 72 per cent of the global revenues by 2019. OTT revenues exceeded USD 1 billion in 13 countries in 2019. (TVB Europe)



Global Trends Driven by Innovation

- Rising trend of cloud gaming providers.
- Emerging eSports leagues and tournaments.
- Cross over between games and movies.
- Artificial intelligence & big data analytics driven hyper-personalisation of video games.
- Display technology, cloud solutions, Internet of Things need of the hour
- Machine learning for in-game analytics.
- Virtual reality (VR), OTT and Internet advertising lead the segments in terms of growth rates



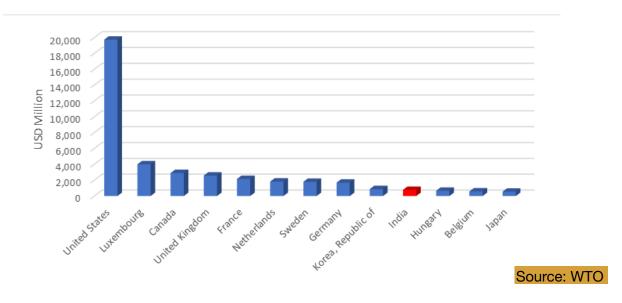
India is the 7th largest exporter of Audio-Visual Services in the world with export value of USD 772 million in 2019 has positive trade balance due to its technology and cost competitiveness as compared to other economies.

- The other major exporters are USA, Luxembourg, Canada, UK, France, Netherlands, Sweden, Germany, South Korea, Hungary, Belgium and Japan.
- Government of India gives the sector due importance and Audio-Visual services has been identified by the government as a champion services sector among 11 other sectors.
- Proving its resilience to the world, Indian AV industry is on strong phase of growth, backed by rising consumer demand and cost-effective services offered by the Industry.

- The industry has largely been driven by increasing digitisation and higher internet usage over the last decade.
- Internet has almost become a mainstream medium for entertainment and information for most of the people.
- In 2019 India's media and entertainment exports were valued at USD 1 billion. (TPCI)

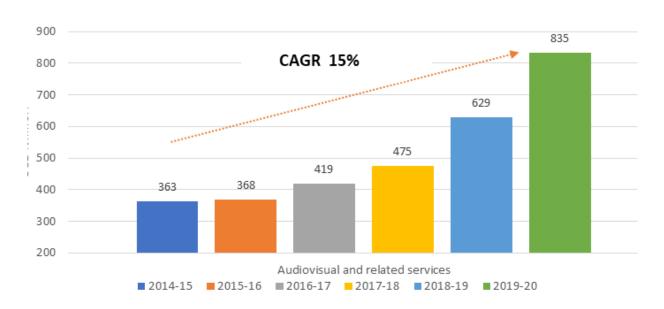
The gaming industry globally is primarily dominated by the US and China. China's gaming market has crossed USD 30 billion and the USA is behind China with market size of USD 24 Billion. Despite having a strong base of Software Development infrastructure, India lags behind significantly with only USD 890 million in revenues which is expected to reach USD 1.1 billion by 2020. (NASSCOM report)

Figure 2: Top global exporters of Audio-Visual Services (2019)



Media content is consumed by people across demographics and various avenues such as television, films, out-of-home (OOH), radio, animation, and visual effect (VFX), music, gaming, digital advertising, and print.

Figure 3: India's Exports of Audio-Visual and related Services (2014-2020)

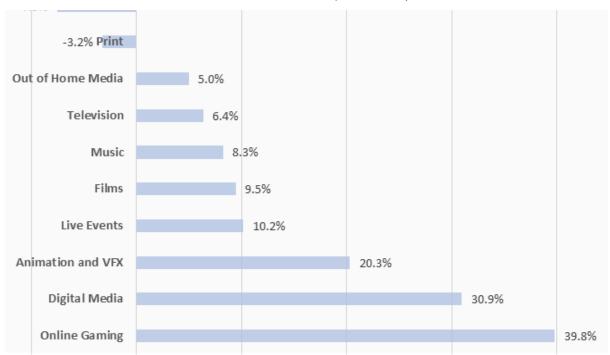


Source: RBI

India exported USD 835 million worth of audio-visual services in the FY 2019-20 which has grown with compound annual growth rate of 15 per cent since 2014-15. The top export destinations for India's Audio-visual services are USA, UK, Germany and Finland.

India's share in global AV services exports was a 2 per cent in 2019. However, with national initiatives like Make in India and Digital India, there is an increasing demand for high quality cutting-edge Pro-AV and Integrated Experience Solutions.

Figure 4: Performance of India's Media and Entertainment Industry sub-sector wise (2018-19)



Source: Statista

The online gaming industry in India had the highest annual growth rate of around 40 per cent during 2018-19. Digital media grew by around 31 per cent. Since media sector is rapidly getting digitalised around the globe, Print and Radio sectors recorded a negative growth. The Indian AV industry is projected to grow

7 per cent every year until 2022. It is anticipated that the Indian Subcontinent will overtake the Japanese market and continue growing to USD 8.6 billion by 2022. (Infocom)

India is also the largest film producing country in the world producing an average of 1,000 feature films annually in 27 different languages. (Statista)

It is anticipated that the Indian Subcontinent will overtake the Japanese market and continue growing to USD 8.6 billion by 2022

In sum, the Audio-Visual Services India have a huge potential and is expected to grow at a much faster rate than the global average. According to the Department of Commerce India has a comparative advantage in audio-visual services, including sound recording, animation, VFX, and tape recordings. The government is deliberating on the following few measures for promotion of the sector which include tax returns on the films, having a liberal trade

policy, reaching out to students in specific target markets leveraging the media, the need to focus on authentic content to gain the faith of foreign buyers etc. The Government has also laid stress on prospects of a single window promotional activity via Mode 2 of GATS to enhance popularity of Indian states for film shooting and setting up a single council for film promotion.

An important element of the

Audio-Visual Services is the gaming industry. The gaming industry has been marked by innovations and changes, and this trend is expected to continue with more zeal in the future. The market value of mobile gaming in India is estimated to reach approximately USD 405 million by 2022, according to Statista. Moreover, the Covid 19 lockdowns and work from home culture has helped it to gath-

Government on Make in India and given the growing demand for gaming globally, if India is able to develop Indian stories for audiences across the globe, the sector will achieve huge success and growth. India has significantly liberalised the sector through various reform measures in the decade of the 90's. Focus on enhancing global competitiveness will significantly improve the prospects of the Audio-visual services exports from India.

Recent development/Investments

er more users. Given the focus of the

- Foreign Direct Investment (FDI) inflow in the Information and Broadcasting (I&B) sector (including Print Media) for the period April 2000 March 2020 stood at USD 9.20 billion as per the data released by Department for Promotion of Industry and Internal Trade (DPIIT).
- In 2019, the sector witnessed a total of 21 mergers and acquisition (M&A) worth USD 240 million.
- In April 2020, Hotstar, owned by the Star network, was rebranded as Disney+Hotstar. It plans to localise Disney+ movies and shows by dubbing or adding subtitles in Indian languages, including Hindi, Tamil and Telugu.
- Bharti Airtel's direct-to-home (DTH) arm Airtel Digital TV and Dish TV merged in August 2019.
- Spotify will launch lite version for low-end Android phones in India.
- Zee Studios launched a digital content arm Zee Studios Originals, to globally produce premi-

- um, original content and create new (IPs) Intellectual Properties for all digital platforms.
- Sony LIV, India's first premium video on demand platform (VOD) crossed the 100 million app download on Play store.
- The Government of India plans to develop an AVGC (Animation, Visual Effects, Gaming and Comic sector) Centre for Excellence along with the Industrial Design Centre of IIT Bombay. "The Centre will provide a place different technologies, where developments in the field of animation, gaming will be brought to one place. It will also train the thought leaders in the field of AVGC," Amit Khare, secretary, Ministry of Information and Broadcasting said. The centre is likely to come off the ground in the next one-two years. The MOU was signed on 2nd September 2020 between Government of India and IIT Mumbai.

- A tech start-up from Kerala has won a government challenge to create a video-conferencing platform similar to Zoom and has received Rs 1 crore. Joy Sebastian's Techgentsia Software Technologies Pvt Ltd took on the Ministry of Electronics & Information Technology's Digital India (MEITY)'s "Grand Challenge" that was rolled out on April 12 and developed a world class video-conferencing solution amid a boom in demand for the same due to the coronavirus pandemic. (Financial Express)
- MSMEs registered on Flipkart can now sell their merchandise abroad as well as the homegrown e-commerce platform entered into a deal to enable cross-border trade. Partnering with Sastodeal, an e-commerce company in Nepal, Flipkart will create cross-border trade opportunities for lakhs of sellers who are registered with its platform. (Financial Express)
- Thailand based multinational hospitality chain Dusit International, known for brands such as Dusit Thani and Dusit Devarana, is returning to India and will open at least two Dusit-branded hotels per year from 2021 onwards in cities such as Mumbai, Delhi and Bengaluru as well as other key leisure destinations throughout the country. (Economic Times)
- L&T, India's very own multinational conglomerate, is laying Metro Railway networks in four countries and constructing several arterial superhighways in the Middle East. It is also building the stadium for the 2022 FIFA World Cup in Qatar. (Economic Times)
- Registration of new companies in India increased to a record breaking high of seven years in July, highlighting the renewed interest of entrepreneurs to set up new business ventures. A total of 16,487 companies, including 970 one person companies (OPCs), were registered under the Companies Act, 2013 during July at an authorised capital of Rs 2293.46 crore. (Money Control)

- NITI Aayog in partnership with Institute of Competitiveness released the
 first Export Preparedness Index (EPI) 2020. The index ranked states on four
 key parameters Policy, Business Ecosystem, Export Ecosystem, Export
 Performance. The index also took into consideration 11 sub-pillars Export Promotion Policy, Institutional Framework, Business Environment, Infrastructure, Transport Connectivity, Access to Finance, Export Infrastructure, Trade Support, R&D Infrastructure, Export Diversification, and Growth
 Orientation. (Economic Times)
- The ICAI has constituted a committee to deliberate on the Forensic Accounting and Investigation Standards (FAIS), which is expected to come out by the end of this year, said Atul Kumar, president of the chartered accountants body. "The proposed objectives of the FAIS is to codify best practices in the twin domains of Forensics and Investigations, set basic quality benchmarks for conducting assignments in these areas," said an ICAI statement. (Economic Times)





Webinar on "Export Market Opportunities in Healthcare Sector"

SEPC organised a webinar on "**Export Market Opportunities in Healthcare Sector**" on Tuesday, 11th August 2020 with wide participation from healthcare sector representatives, medical practitioners, healthcare trainers and other stakeholders. The webinar was addressed by Shri Maneck Davar (Chairman SEPC), Dr. Girdhar Gyani (Association of Health Care Providers), Dr. Pralok Gupta, Centre for WTO Studies, IIFT), Ms. Upasana Arora (Healthcare Sector Panel Head, SEPC), Dr. Abhay Sinha (DDG, SEPC). Some of the important take away points were;

- Importance of quality, standards, recognition/mutual recognition agreements, insurance
 portability between countries, etc. SEPC was advised to develop criteria and issue special
 memberships to raise standards of India's healthcare services exports.
- Developing a web portal to ensure the credibility of service providers.

Webinar on "Aligning India's Education Sector with Global Practices and Export Opportunities"

SEPC organized a webinar on "Aligning India's Education Sector with Global Practices and Export Opportunities" on 25th August, 2020 in collaboration with Association of Indian Universities (AIU), both in New Delhi. The webinar was attended by 234 participants including hosts and presenters. The webinar had 8 speakers including Chairman SEPC Mr. Maneck Davar and Dr. Vidya Yeravdekar, Panel head of SEPC. The list of other panelists included Dr. Mrs. Pankaj Mittal (Secretary General, Association of Indian Universities, AIU), Dr. Gurinder Singh (Vice Chancellor, Amity Universities), Prof. Furqan Qamar – Former VC, University of Rajasthan and Central University of Himachal Pradesh, Former secretary general, AIU, Mr. Narayanan Ramaswamy, Partner and National Lead for Education and Skill development sector, KPMG, Dr. Sanjeev Chaturvedi (Advisor, India Uzbekistan Entrepreneurship Development Centre (IUEDC), Tashkent, Uzbekistan, Project under EDII-MEA India Uzbekistan and Dr. Abhay Sinha, DDG. SEPC.

The action points that emerged from the Webinar are as follows:

- Joints efforts needed for Internationalization of Education;
- Setting up a network of Education comprising of all key stakeholders in the education set up:
- To attract more foreign students into India by enhancing the education eco system;
- To focus on pedagogy and Industry connect which are crucial to internationalization of education;
- To adopt best practices and models from other countries to enhance the education services in India especially analyze the Singapore and Australia models and SEPC to collaborate with Edcil.

Hydrocarbon contributes about 93% of export earnings of Algerian economy. There are many constraints for Indian exports in Algeria. Algeria is member of Great Arab Free trade agreement that allows duty free trade in many sectors with Arab countries of the Middle East. As such, Dubai and Tunisia are better suited to Algerian importers. Further, close proximity to Mediterranean countries like Spain, Italy and France is also conducive to trade with these countries. Besides, French and Arabic are commonly used languages and use of English is not in vogue. Algeria is also not a member of WTO.

Algeria is a major importer of various types of services from abroad. The bulk of these service imports are transfers in foreign currencies linked to study services or EPC, engineering, procurement, construction, contracts, technological studies largely granted by the Algerian hydrocarbon company Sonatrach. Services are also imported in the fields related to maritime transport, insurance and legal.

The Algerian government has decided to cut service imports and resort to the domestic service market as an alternative to stem hard currency depletion, especially after the outbreak of the COVID-19 pandemic. The import of services may be affected by the decision of Algerian government to put an end to the signing of contracts

with foreign engineering firms to save USD 7 billion annually and to use the available local human skills and material to perform these services. As per estimates, Algeria's imports of maritime transport services cost USD 2.95 billion, construction and public works USD 2.65 billion and technological assistance USD 3.22 billion.

Algeria's finance sector has opportunities for foreign investors. Its opening to the private sector has led to the establishment of banks including Arab and French. Algeria's financial sector is in great need of modernisation, which requires very high level of expertise with latest trends and innovations. Algeria is ranked 76th globally in terms of ICT adoption, gaining 7 places in this ranking in one year after occupying 83rd place in 2018. For mobile phone subscriptions, Algeria is ranked 61st globally in 2019, having occupied the 66th in 2018 and the 109th in 2016, an advancement 48 positions since 2016. In addition, Algeria is ranked 35th in mobile broadband in 2019, having been 44th in 2018 and 98th in 2016, an increase of 63 positions since 2016. Regarding the number of internet users, Algeria went from 106th place in 2016 to 91st in 2018 and then to 83rd in 2019, an increase of 23 positions since 2016.

Source: Indian High Commission in Algeria

Egypt has been traditionally one of India's most important trading partners in goods in the African continent. During 2018-19, India was Egypt's 9th largest trading partner, 8th largest export destination and the 10th largest import source. However, India's engagement with Egypt in the services sector has, more or less, been limited in spite of service sector having a share of 53.02% of the Egypt's GDP as per IMF. The country report of April 2020 by Economist Intelligence Unit estimates that COVID-19 will bring down the economic growth from 5.6% in first half of 2019/20 to an average of 2.5% in 2019/20-2020/21.

Some of the sectors where Indian companies could play more active role are listed below:

IT and ITes: There is a glaring absence of Indian IT companies in Egypt. The Mission is aware that some back-office work is done in India for some European companies operating in Egypt. As a start, India may send a del-

egation to meet the Egyptian Minister of Communication and IT, and local players and chambers in the field for a possible presence in the Egyptian market. Some banks run on CBS platform provided by a few Indian firms with support from Middle East offices of the IT firms. Recently, Sterling & Wilson has secured a data centre project for Egypt Telecom worth USD 3 million.

Financial Services: Brick-and-mortar network remains the primary means of banking in Egypt. There is potential in the banking and financial sector mostly in providing digital platforms.

Education: E-learning platforms maybe prospective due to the COVID situation. However, language, and other cultural barriers may be faced by Indian players in this sector.

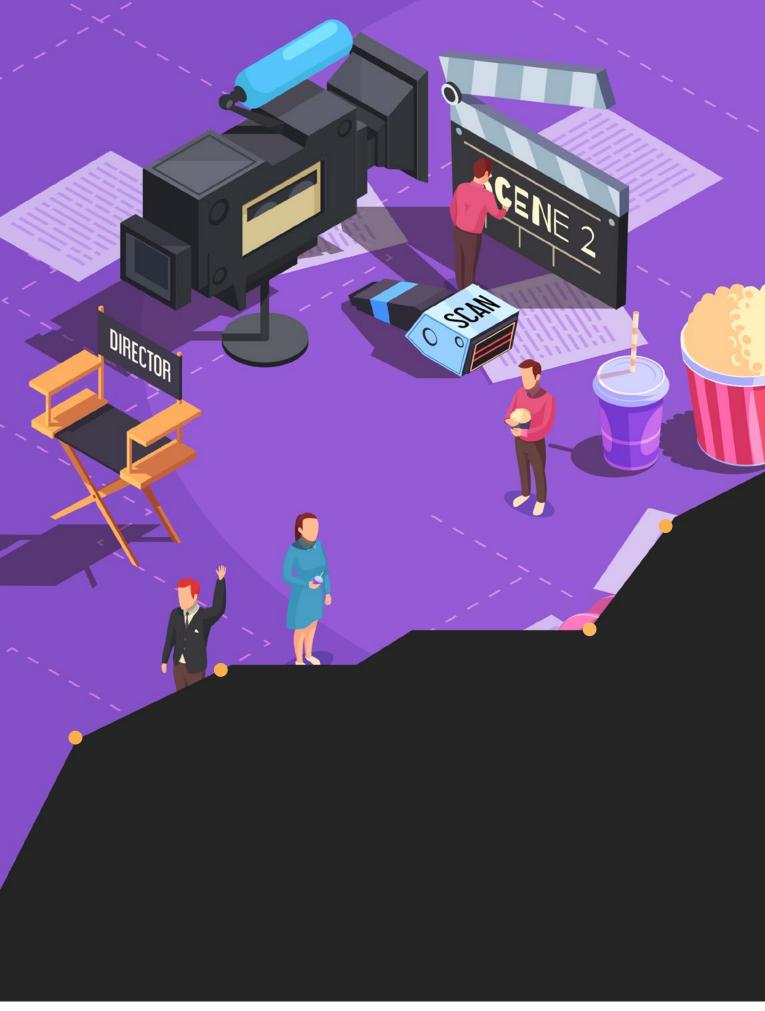
Source: Indian High Commission in Egypt

How to get contracts in Nigeria from government and companies?

- You need to get your company registered
- You need to get specialized training and acquire some special certificate
- Bidders on most government contracts are to provide the following minimum qualification requirements
 - Evidence of incorporation of the company with corporate affairs commission and updated annual returns; article of association; form C02; and Form C07
 - The company must show evidence of fulfilling its tax obligations.
 - Evidence of inclusion in the PENCOM register
 - Evidence of fulfilment of statutory contribution to the industrial Training Fund
 - A sworn affidavit in line with section 6 of the procurement Act 2007
 - · A letter authorizing the authority to

- conduct due diligence on all the documents submitted by the company from any source
- Evidence of inclusion in the database of the respective government of Public Procurement for Federal Contractors
- · Technical requirements;
- Evidence of work experience
- Evidence of staff holding at at least four relevant professionals
- Evidence of possession of relevant machinery and equipment
- History of company's policy on community social responsibility with evidence
- Methodology of implementation for the project
- For more details, SEPC, India or NIPC, Nigeria may be contacted.

Source: Indian High Commission in Nigeria





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