

'Southern region has best business avenues'

# Japanese team visits Sri City

NT Bureau

Tada, Mar 4:

A high-level Japanese comprising business heads from several Japanese companies across various industrial sectors visited Sri City, India's first integrated Business City with a Special Economic Zone (SEZ) and a Domestic Tariff Zone (DTZ), on Wednesday.

The delegation led by senior vice-president Takezo Yanagida toured the 6,000 acres of the SEZ and DTZ and witnessed the on-ground development works.

Speaking to reporters, Takezo Yanagida said 'We are exploring business opportunities in India, especially the southern region as there are excellent business avenues for the Japanese MNCs.'

He said that the infrastructural facilities are much better in south India

and added that there are 627 Japanese companies from different sectors in India.

The senior vice-president said 'Chennai and Visakhapatnam are the gateways to the Indian business community and there are over 1,000 offices of Japanese firms in India.'

Yanagida noted that there is very little information of business opportunities in India in Japan. For this more efforts needs to be undertaken. 'We are aware of the rising middle class power of India and will focus more on FMCG's segment,' he said.

Sri City managing director Ravindra Sannareddy, said 'we are delighted to host a large delegation of Japanese companies. This will encourage more Japanese companies to come to Sri City.'

He further said that 'they would con-

duct an exclusive Japanese enclave that will address the specific requirements of the Japanese companies and people. The enclave will include a gated community that offers Japanese style homes, food courts with native Japanese chefs, translators and an 18-hole golf course. We hope to attract medium and large Japanese companies with our integrated development,' he added.

Built on the 'Work-Live-Learn-Play' concept and master planned by Jurong Consultants, Singapore, Sri City is an integrated development of a world class business city with lifestyle facilities. Well-demarcated industrial zones within the SEZ and DTZ include automotive, engineering, logistics and warehousing, aerospace, electronics, biotech/pharma and IT/BPO, renewable energy and other eco-friendly industries.