

IT industry seeks opportunities in China, APAC region

Sector is saddled with huge job cuts

N V Vijayakumar

BENGALURU: Realising the diminishing fortune from the North American region, Indian IT industry has decided to take proactive steps to forge alliances in countries like China, Japan and other Asia-Pacific countries to tap growing opportunities there.

Besides the pro-protectionist measure initiated by US administration, the \$150-billion IT sector is facing heats from aggressive pricing pressures and technological changes taking place across the globe and growing job cuts in its home turf.

According to analysts, Indian IT companies can tap opportunities worth \$250 billion in Apac region, primarily China, Japan, Korea, Indonesia, Philippines and Malaysia.

Indian IT industry association Nasscom organised a strategic meeting early this week with China Software Industry Association (CSIA) in Zhongguancun Software Park. Besides India software industry cooperation and exchange forum and the National Development and Reform Commission High-tech Industry Division

K'taka to promote 100 startups

The Karnataka government has launched 'Elevate', a scheme to fast-track the 100 most innovative startups, reports *DHNS* from Bengaluru. The startups will be eligible for guidance, consultancy, legal assistance and funding. "The startups will be given funds from one of the government's programmes including Idea2PoC Fund, Karasevam Fund, Kitven Fund, AVGC Fund, women entrepreneurs' fund, and tourism fund," State IT Priyank Kharge said, adding that Rs 2,500 crore has been allocated for distribution to these startups.

officials, CSIA Director of International Cooperation Fu Xiaoyu and India Embassy Trade and Business Counselor Banda Lu participated in the meeting.

"Rapid development of the Internet of Things, large data analysis, artificial intelligence and industrial 4.0 are areas of

cooperation. China's choice as a large data centre in Guiyang is strategic significance. Indian software and Information services companies can focus on the possibility of provincial or municipal level tie up," states CSIA release.

China is developing Guiyang as a symbol of the country's determination to transition from a manufacturing based economy to an intelligent big data economy. In January, NIIT unveiled its biggest Big Data talent training base at Guiyang.

Companies such as TCS and Infosys and IT-training have started operation in China and others like Tech Mahindra, Wipro and HCL are on their way to form units there.

Talking to *DH*, Japanese External Trade Organisation Bengaluru representative Deepak Anand said Indian IT companies are finding huge opportunity in Japan as more than 100 of them are present there.

"There is a growing opportunity in engineering, IoT, Industry 4.0 and data analysis. Indian companies can leverage on the trust developed over a period of time. Nasscom's Japan desk is helping Indian companies to expand their presence there," said Anand.

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