

## McDermott Receives India Wireless Briefing at Trade Development Alliance



*The Trade Development Alliance of Greater Seattle (TDA) hosted Representative Jim McDermott (WA-D) and other business leaders recently to discuss India's rapidly expanding wireless telecommunications market. The panel, comprised of Karl Weaver, Asia Mobility Specialist - Newport Technologies, Anand Divekar, Managing Principal - Eco-Bridge LLC, and Sanjay Chetwani, Representative - Tonse Telecommunications, briefed the Congressman. The Trade Development Alliance is sending a trade mission to India later this year. Congressman McDermott will be a tour leader.*

Seattle, WA (PRWEB) October 6, 2006 -- The Trade Development Alliance of Greater Seattle (TDA) hosted Representative Jim McDermott (WA-D) and other business leaders recently to discuss India's rapidly expanding wireless telecommunications market. The panel, comprised of Karl Weaver, Asia Mobility Specialist - Newport Technologies, Anand Divekar, Managing Principal - Eco-Bridge LLC, and Sanjay Chetwani, Representative - Tonse Telecommunications, briefed the Congressman. The Trade Development Alliance is leading a trade mission to India later this year. Congressman McDermott will be a tour leader.

In June 2006 India joined China, Japan, Russia, and the US as the only countries with over 100 million subscribed cellular telephone users. The India wireless market is exploding, adding 4.7 million new subscribers every month. Expected growth is more than 278 million cell phone users by 2010.

Exporters must overcome hurdles to tap India's growing market. Firms must address issues specific to the wireless industry including competing technologies, aggressive competition, small gross margin, and regulatory uncertainty over available spectrum. Traditional international trade challenges such as cultural and legal differences also exist. The Trade Development Alliance and the firms represented on the panel help clients improve their chances for success.

Karl Weaver, Asia Mobility Specialist with Newport Technologies, dealt with strategic issues. He describes India as "Asia's IT Tiger," and contrasted it against other international wireless players particularly China where Weaver has over 20 years experience. "It is important to remember that the starting point for mobility is different in both countries so the evolution will be different too. However, many lessons learned in China also apply to India." Weaver said.

Anand Divekar, Managing Principal at Eco-Bridge LLC, focused on market dynamics – content/services, pricing, and margins. According to Divekar, "Discretionary income is much lower in India than the US. Companies will be unsuccessful if they attempt to charge US rates to India consumers. India markets are highly price sensitive."

Sanjay Chetwani, Representative of Tonse Telecom, noted the impact of lower tariffs on prices and how it fuels growth. Chetwani also illuminated market nuances. "The larger cities and wealthy customers typically have mobile service. The largest growth opportunity lies in reaching customers in rural areas, many of whom have no existing telecommunications services."

The Trade Development Alliance is leading a Greater Seattle Business & Trade Mission to India from November 24 thru December 6, 2006. The trade mission provides investors, stakeholders,

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and entrepreneurs first-hand information about India's business climate. Educational seminars, industry sector briefings, and networking functions are among planned activities. As in past missions Representative McDermott will be one of the leaders. Joining him will be representatives from Boeing, Microsoft, University of Washington, Seattle City Council, and others.

For further information contact: Newport technologies.

### About Representative Jim McDermott (D-WA)

Jim McDermott (D-WA) (<http://www.house.gov/mcdermott>) represents the 7th Congressional District in the US House of Representatives and is Co-Chairman, Congressional Caucus on India and Indian Americans.

### About Greater Seattle Trade Development Alliance

Greater Seattle Trade Development Alliance (<http://www.cityofseattle.net/tda>) is a collaboration of the Port of Seattle, Port of Tacoma, Metropolitan King County Government, Snohomish County Government, Pierce County Government, City of Seattle, City of Everett, Greater Seattle Chamber of Commerce and union leadership to promote the trade interests of this region in domestic and international markets.

### About Newport Technologies

Newport Technologies (<http://www.newporttechnologies.biz>) is based in Washington State and dedicated to helping regional wireless/telecom technology firms enter and expand in Asia-Pacific, Greater China and India sub-continent markets.

### About Eco-Bridge LLC

Eco-Bridge LLC (<http://www.eco-bridge.com>) is a management consulting firm based in Bellevue (WA). Eco-Bridge provides strategy and project consulting services across multiple verticals including Telecommunications, Wireless, Media & Content.

### About Tonse Telecom Pvt. Ltd.

Tonse Telecom (<http://www.tonsetelecom.com>) Tonse Telecom is an end-to-end technology marketing services organization focusing on the Indian telecom vertical.