

**Strategy to Enhance Exports of IT / ITeS  
Services  
to  
Japan**

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17 November, 2015**

# Services Exports

- Role of IT / ITeS exports
  - ✓ Strength in skill based services
  - ✓ Net exports of services
  - ✓ Employment
  - ✓ Transformational benefits

# Promotion of IT / ITeS Services Exports

- Commercially meaningful market access
- Export promotion
- Reforms

# Market Access

- Multilateral
- Plurilateral - RCEP
  - ✓ Export of services using the internet without residency / local presence requirements
  - ✓ Ensure data security norms are reasonable
  - ✓ Movement of professionals → trade → investments – RCEP Card
  - ✓ Allow Indian companies to establish local presence

# Market Access

- Bilateral
  - ✓ Width and depth of commitments
  - ✓ Reduction in gap between bound and autonomous regime
  - ✓ Extent of NTBs impacting commercially meaningful access
  - ✓ Synergy between Indian IT and Japanese manufacturing
  - ✓ Collaboration in new areas of IT like IOT, Big data analytics
  - ✓ Win-win opportunity for both

# Export Promotion

- Building brand India in IT / ITeS in Japan
  - ✓ Facilitate participation of Japanese associations and large companies
  - ✓ Raise India IT profile in Japan focusing on high end talent, design and start ups
  - ✓ More road shows, seminars in Japan by Industry

# Reforms

- Visa issues
- Language
- Taxation issues
- Operationalization of SSA

**THANK YOU**

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