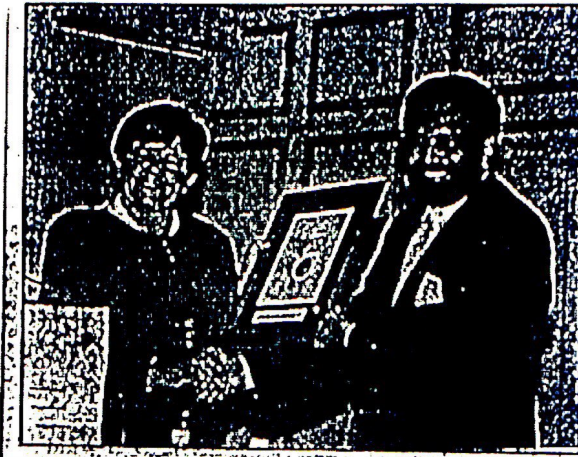


The Tribune

119TH YEAR OF PUBLICATION

Chandigarh: Saturday, October 16, 1999



Mrs. Olene Walker, Lt. Governor of the State of Utah (USA) presents a letter of appointment to Mr. Kewal Dhillon as the first trade counsellor of Utah to India in New Delhi on Friday. — PTI

Kewal Dhillon is Utah trade counsellor

Tribune News Service
NEW DELHI, Oct 15 — An agro-business leader and Chandigarh-based industrialist, Mr. Kewal S. Dhillon, was today appointed the first trade counsellor to India for the State of Utah (USA) with his offices located in Chandigarh and Delhi.

Mr. Dhillon, who is the Chairman of Dhillon Kool Drinks and Beverage Limited, talking to newsmen said: "My goal is to further strengthen business relationship in the key areas of information technology, education, mining and tourism which are priority

areas for India and Utah."

"My role will be to provide information about the State of Utah and its policies, investment opportunities and act as a facilitator to promote bilateral investment and trade," Mr. Dhillon, who is Pepsi's largest franchisee bottler in India, said.

Mr. Dhillon said that the concept of international business development centre worldwide, which was first initiated by Utah, is an important step.

"This office will not only bring the people of Utah and India together but will also help Indian

business community in developing strong business relations with 20 other countries where Utah has business development offices. This in turn will help the business community for effective participation in the economy of the next century," Mr. Dhillon said.

Mr. Dhillon is also a member of the Industrial Advisory Committee to the Punjab Government.

Mr. Dhillon is among the seven PepsiCo bottlers worldwide, who were honoured with the "Donald M. Randall Bottler of the Year" award in February, 1999.

Mr. M.P. Singh, India's former commercial counsellor in San Francisco said, California has also approved a \$ 300,000 fund to set up a trade office in India.

There are vast opportunities for cooperation in software technology. There are around 1,700 software companies in Utah, including Intel. With India having an enormous talent, opportunities could be optimally tapped, Mr. Dan Mabey, Director of the Utah-based International Business Development Office, said.

Besides, Utah has developed a

technology whereby any disease in crops could be detected at an early stage through satellite imagery, which could be quite useful to India. Eyeing agricultural opportunities basically, the office in Chandigarh was opened, Mr. Dhillon said.

Utah also has leading educational institutions like the University of Utah, Utah State University and Brigham Young University. Exchange programmes will be given a fillip in this field, Mrs. Olene Walker, Lt. Governor of the State, said.

'Punjab can take lesson in agriculture from Utah'

Li Governor of the US state, having an advanced agricultural systems, in city to promote bilateral trade

PRIYA YADAV
CHANDIGARH, OCT 16

THE northern states of the country, especially Punjab, can benefit a lot from the Utah state in the US, which has very advanced agricultural systems.

"With the help of satellite, the moisture of soil is determined and the diseases that can affect crops can be detected in advance", Olene Walker, Li Governor of Utah, told the Chandigarh Newsl ine here today.

Olene, who is here to promote bilateral trade ties between India and Utah, said as a first step towards this, Chandigarh-based industrialist Kewal Dhillon, Chairman, Dhillon Kool Drinks and Beverages Limited, had been appointed the first trade counsellor to India.

It is the first time that any US state has



Li Governor of Utah Olene Walker with Dhillon Kool Drinks and Beverages Limited chairman Kewal Dhillon in Chandigarh, on Saturday. Express photo

appointed its trade counsellor in India, Walker added.

"The state of Utah prides itself on being advanced in areas of information technology, medicine, pharmaceuticals and there is great potential of trade between the two countries," she said, adding, "A representative of the

country will go a long way in paving way for realising some of ambitious projects that can benefit both countries."

Kewal Dhillon has been given the charge to promote friendly relations between the two countries. "The state of Utah and India at present have export business of nearly \$4.5 mil-

lion. After more focussed and concerted efforts between the two countries, we expect the bilateral trade to double," said Dan Mabey, director, International Business Development, State of Utah.

"The state of Utah is known as the digital state and also has more than 1,700 software companies for which India has a ready market. Besides, the state is rich in minerals like copper, and also coal. Currently we are importing coal from Australia and maybe direction of this can be changed to Utah," said Dhillon while discussing his plans.

Utah has such representatives in as many as 20 countries all over the world including China, Japan, Korea, Singapore.

Promotion of investment in the State of Utah, tourism exchange, cultural exchange, and information exchange between the two countries' universities is the objective of choosing a representative.

To achieve the purpose an office in New Delhi and one in the city will be set up while complete information regarding the state, its potential, business avenues and opportunities will be available on Internet as websites have been created for information flow. The website will not only give information regarding the companies but also directly link the surfer to web page of the desired company for convenience."