



KNOW BEFORE YOU GO!



**WTCA 54TH
GLOBAL
BUSINESS
FORUM**
BENGALURU, INDIA

Empowering
Progress through
Innovation &
Collaboration

**MARCH 3-6
2024**

#WTCAEvents

 **WORLD TRADE CENTER
BENGALURU**  **WORLD TRADE CENTERS
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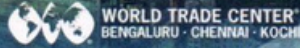
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नमस्ते Namaste!

Dear Attendee,

The 2024 WTCA Global Business Forum (GBF) is around the corner, and we want to make sure that you make the most of your experience in Bengaluru, India. As such, we have compiled this **Know Before You Go** as a handy guide. Before you arrive at the GBF, please take few minutes to review the important information listed.

About Bengaluru, India

Bengaluru, nestled in southern India's Karnataka state, is renowned for its vibrant tech scene and lush gardens, offering visitors a harmonious blend of contemporary urban culture and serene green spaces, perfect for both business and leisure.

Culture & Customs

India, with its rich diversity, is home to over 100 languages across various communities. At the national level, Hindi and English are recognized, with Hindi being the most widely spoken language. English is also extensively used for official and administrative purposes.

Travelers are encouraged to respect local customs and religious practices; this includes abstaining from beef in many areas and removing shoes before entering places of worship. Bengaluru's dress code is generally more relaxed and Western attire is widely accepted, though modesty is appreciated especially in rural areas and places of worship.

Politics

India is a Sovereign, Socialist, Secular Democratic Republic with a Parliamentary form of government that is federal in structure with unitary features.

India has a multi-party system. The current Prime Minister, Shri Narendra Modi, was elected in 2014 and re-elected in 2019.

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BENGALURU IN 2024!
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Learn About India's Culture



Local Dishes

Indian cuisine is vibrant and rich, offering a plethora of flavors with dishes like Biryani, Dosa, Chaat, Butter Chicken, Palak Paneer, and the beloved Naan. When you visit India, immersing yourself in the local food scene is a must.

Eating with your hands is part of the traditional experience, especially when enjoying meals like Roti or Rice with curry.



Please be aware that the food can be quite spicy, so it's advisable to proceed with caution if you're not accustomed to heat in your dishes. When exploring street food, prioritize stalls that attract a lot of customers and maintain high hygiene standards.

Right Hand Rule

In India, it is customary to use your right hand for eating, greeting, and giving or receiving items. Cultural traditions dictate that the left hand is typically used for hygiene purposes and is therefore considered impure for other uses. To adhere to local etiquette, ensure that you use your right hand for these activities, as using the left hand might be perceived as disrespectful in social and dining contexts.

Bottled Water

In India, it is advised that travelers **do not** consume tap water directly due to concerns about contamination and waterborne diseases. Play it safe and stick to bottled water when:

- Brushing your teeth
- At a restaurant
- At your hotel



Common Phrases in Hindi

English is widely spoke in India. Hindi, Kannada, and Tamil are a few of the many languages spoken depending on the region.

Hindi	Pronunciation	English
Namaste	nuh-mus-tay	Hello/ Bye
Dhanyavad	Dhaan-ya-vad	Thank you!
Kripaya	kri-pa-ya	Please
Aap kaise hain?	aap kai-se hain?	How are you?

Additional phrases can be found in [ielanguages](#)

Understanding Bargaining

In local markets, learn to bargain effectively:

- Know the value of the item
- Make your initial offer lower than what you are willing to pay
- Maintain a friendly demeanor
- Use the Walk Away Technique: Express disinterest and start to walk away. Often, this can lead to the seller calling you back and offering a lower price
- If you are buying multiple items, you can often get a better deal.

Greeting Others

Greet with a nod or a small bow with hands pressed together, saying "Namaste." It's a sign of respect and is widely appreciated.

Do Not Point with your index finger

Pointing with your index finger can be considered impolite or rude, especially when directed at people. It can be seen as a harsh gesture.



Travel CHECKLIST

Travel Documents

- Valid Passport
 - Bring extra photocopies*
- Visa documentation
- Yellow Fever Vaccination Card**
- COVID-19 Vaccination Card
- Preventive Malaria Medication

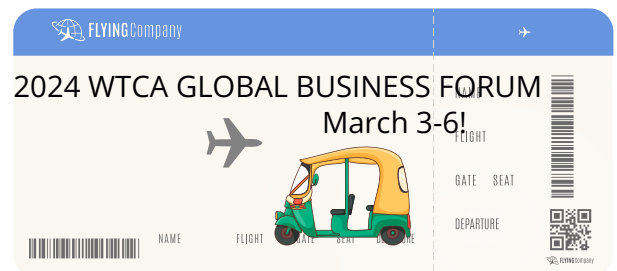


Travel Aids

- Hand Sanitizer
- Sunscreen
- Mosquito Repellent
- Medications

Electronics

- Phone + Charger
- Sim card***
- Laptop + Charger
- Travel Adapter****



* If you plan to visit different cities outside Bengaluru, print a copy of your passport to keep in your bag as you travel.

** Click [here](#) for India vaccination requirements by country.

*** There are various prepaid SIM card to purchase from retailers prior to the trip. There will also be Wi-Fi at the hotel and conference.

**** For India, there are **three** associated plug types, **C**, **D**, and **M**

Plug **type C** is the plug with two round pins.

Plug **type D** is the plug with three round pins in a triangular pattern.

Plug **type M** is similar to Type D, with three round pins but larger than type D.

You may also purchase a universal power adaptor to use for the trip. India operates on a 230V, 50Hz power supply.



Weather in March



In March, Bengaluru typically experiences very high temperatures and low rainfall. Anticipate daytime temperatures around 34°C, while night temperatures can drop to 21°C. Remember, these are typical temperatures, and certain days could be even hotter. Ensure you wear appropriate clothing to handle the warmth.

Source: [World Weather & Climate Information](#)

Bengaluru is one of the best places in India during the summer. But as with summer months, it is important to remain hydrated, wear and carry sunscreen when venturing outdoors. You can check the daily heat index for daily updates.

Source: [Weather Atlas](#)

Weather Forecast

March 02-07, 2024

SAT 3/2		90° /67°
Plenty of sunshine		
RealFeel*		95°
RealFeel Shade*		88°

MON 3/4		90° /65°
Plenty of sunshine		
RealFeel*		91°
RealFeel Shade*		87°

WED 3/6		89° /64°
Sunny		
RealFeel*		90°
RealFeel Shade*		86°

SUN 3/3		91° /66°
Plenty of sunshine		
RealFeel*		96°
RealFeel Shade*		89°

TUE 3/5		90° /64°
Plenty of sun		
RealFeel*		91°
RealFeel Shade*		87°

THU 3/7		90° /65°
Plenty of sun		
RealFeel*		91°
RealFeel Shade*		87°

Source: [AccuWeather](#)

Note: Before packing for your trip, please check the weather forecast.



Arriving in Bengaluru

- Transportation is provided from the Kempegowda International Airport Bengaluru to the Sheraton and Holiday Inn Hotels (included in your ticket purchase). **Look for the WTCA 2024 GBF Help Desk at both terminals at the airport when you arrive.**
- World Trade Center Bengaluru is across from the Sheraton Hotel and 14 min drive from the Holiday Inn Bengaluru Racecourse Hotel.
- **Delegate Welcome Kits are available for collection starting March 3 from 11 a.m. to 4 p.m. IST; visit the WTCA 2024 GBF Help Desk in the lobby of the Sheraton for more information. You can also collect your registrant badge during the Welcome Reception at 6 p.m. IST.**
- The closest ATM location from The Sheraton is: World Trade Center Bengaluru (across from the hotel).
- The Closest ATM location from the Holiday Inn is: an 8-10 mins walk to the State Bank Of India/ Axis Bank.





Register for the GBF Business & Campus Tours

Business Tours (4 options available)

Date & Time: Wednesday, March 6, 9:30 a.m. - 3:00 p.m. IST

Local Business Tour #1 - Toyota Ecozone (Eco Park and Tech Institute) and Bosch Ltd. (Engineering & Technology)

Toyota Ecozone: 25-acre environmental education center within TKM, featuring 17 educational theme parks aimed at fostering eco-consciousness.

Bosch: Leading supplier of technology and services in the areas of Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology in India.

Local Business Tour #2 - Bühler Group (Agri-Food Processor): Develops the best process solutions along complete value chains. Two billion people each day enjoy foods produced on Bühler equipment, and one billion people travel in vehicles manufactured with parts produced with its machinery

Local Business Tour #3 - Infosys Field Visit (IT): Focuses on digital transformation, Infosys has been a trailblazer in adopting emerging technologies such as Artificial Intelligence, blockchain, and cloud computing.

Local Business Tour #4 - AceMicromatic International (Manufacturing): AceMicromatic International (AMI) is the export division of India's largest machine tool conglomerate, AceMicromatic Group. Focuses on CNC Turning, Milling & Grinding machines, SPM, 3D Metal Printing & Industry 4.0 Solutions.

Register for a business tour [here](#)

Campus Tour

**Date & Time: Tuesday, March 4, 8:00 - 10:00 a.m. IST (Int'l & Indian Delegates only)
4:00 p.m. - 6:00 p.m. IST (all attendees)**

Experience a tour of Brigade Gateway Campus! From the bustling World Trade Center tower to the serene residences, the educational excellence of Brigade School, the world-class healthcare at Manipal Hospital, the Orion Mall, and the Sheraton Grand Hotel – you'll see why WTC Bengaluru is a Premier Accredited WTCA Member!



Register now using [this link!](#)



More Activities

Available broadcasting slots for WTCA-TV Interview Booth!

Introducing WTCA-TV, our first-ever foray into live and onsite video broadcasting will debut at this year's Global Business Forum! It's a perfect opportunity to tell the world about your organization and the global business opportunities you're cultivating at the GBF. Your 5-minute interview will be live-streamed (on delay) on WTCA's LinkedIn page, posted on WTCA's YouTube channel, and promoted in individual WTCA and JSA social media posts. You'll even receive a fully formatted video interview as an MP4 file that you can upload to your own YouTube channels and website! Register now via [calendly link!](#)



Join us for Sunrise Yoga

Classes start with prayer, warm-ups/joint movements, sun salutations (Surya Namaskara), and asanas (physical postures), ending with relaxation (shavasana) and pranayama (breathing practice). Participants are guided through seamless transitions, coordinating movement with breath. Classes are designed for exploring practice, these sessions balance strength, stretch, and flexibility, enhancing alignment and body balance.

Wear comfortable clothing – Cotton T-shirt, Track pants. Bring a towel and a water bottle.

Dates & Times: March 4, 5 and 6, 6:30am-7:30am

Location: Pool side, Sheraton Grand Hotel

Cost: Free for GBF attendees

Instructor: Ms. Pushpa Thantry

Confirm your participation using the [link!](#)

About Pushpa Thantry

Ms. Thantry is a Certified Yoga instructor, and Director at the [Akshara Foundation](#). Her accreditation in Yoga includes a MSc in Yoga, PG Diploma in Yoga, AYUSH Level 3 certified – Yoga Teacher and Evaluator.





GBF ACTION ITEMS

Book Flight and Hotel & Apply for Visa: [Here](#)



Register for Business Tours, Campus Tours and Yoga classes: [Here](#)



Register for available broadcasting slots on WTCA-TV via this [calendly link](#)





Recommended Attire for:

**Sunday,
March 3**

Welcome Reception

- Business Casual

Receptions

Conference

Excursions

**Monday,
March 4**

Yoga

- Comfortable Clothing

Conference

- Business Attire

Networking Reception

- Business Attire

**Tuesday,
March 5**

Yoga

- Comfortable Clothing

WTCA Plenary

- Business Attire

B2B Meetings

- Business Attire

**Wednesday,
March 6**

Yoga

- Comfortable Clothing

Business Tours

- Business Attire

Gala

- Elegant Cocktail

**Thursday,
March 7**

Sightseeing

- Casual
- Comfortable shoes

**Accompanying guests can wear casual dress for excursions, though modest attire is required for visits to religious sites (shoulders should be covered, and skirts and pants should be below the knee in length).*



Travel Precautions

When visiting India, prioritizing your health and safety is essential. The country offers a rich tapestry of cultural experiences and natural beauty, but it's important to stay vigilant against health risks such as waterborne diseases and seasonal flu. Take appropriate measures to ensure a healthy trip. India is generally welcoming to tourists, but, like any popular destination, it has its share of safety concerns. To enjoy your visit while minimizing risks, consider the following advice:

- Carry only the necessary amount of cash and use a digital payment option where available. Look for rickshaws that agree to use the meter.
- This helps avoid haggling over the fare and ensures you pay a fair price based on the distance traveled. If a meter option is not available, be sure to agree on a price before getting in.
- Exercise caution when using public transportation, opting for reputable services or app-based cabs such as Ola or Uber. It is recommended you contact the front desk of your hotel to arrange car service transport.
- Bengaluru's streets are crowded, keep an eye out when crossing.
- Stay alert in crowded places to avoid pickpockets, and familiarize yourself with common scams targeting travelers.
- Consider travel insurance. If you get ill or injured, medical treatment you require can be covered by your insurance and reimbursed. Some insurance policies will also cover you for theft, lost luggage, and cancellations.



Currency and Exchange

In Bengaluru, the local currency is the Indian Rupee (INR). Banks, authorized dealers, and airport kiosks are readily available for currency exchange. Carrying less cash and leaning towards secure transaction methods like cards are recommended for safety and convenience.

Debit and credit cards are widely accepted across hotels, restaurants, and shops, with ATMs across the city providing easy access to cash. Additionally, QR code payments are becoming popular, supported by UPI-enabled apps such as Google Pay, Paytm, and PhonePe, offering a fast and contactless payment option.

Before you arrive in India, please be sure to check the current conversion rate between your country and India to get an updated estimate on costs.



TRAVELING TO INDIA

Helpful Tips



Obtain required vaccines* as advised by your doctor before traveling to India.



Apply for a visa to India **ASAP** before you travel.



Carry hand sanitizer and towelettes with you when you leave the hotel property as they are not typically in public washrooms.



Carry copies of your passport.



Be prepared for the heat and humidity. Wear light, breathable clothing and sunscreen.



Do not be afraid to ask for help.



Don't take photos of people without their permission.



While you may bargain while shopping, don't bargain too aggressively.



Don't haggle with taxi drivers.



Don't drink the tap water as it is not safe to drink. Be sure to drink boiled water or bottled water instead. GBF host hotels provide bottled water to guests.



WORLD TRADE CENTERS
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See you in Bengaluru!

SOCIAL
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