

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Industries & Commerce Department – World Economic Forum – Annual Meeting 2017 scheduled from 17th to 20th January, 2017 – Setting up of "Andhra Pradesh Lounge" event management, marketing, logistics etc. estimated to Rs. 6.39 Cr. – Release of an amount of Rs. 3.20 Cr. to Confederation of Indian Industry (CII) as advance for booking strategic location next to Make in India Lounge – Orders – Issued

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INDUSTRIES AND COMMERCE (POLICY AND INVESTMENT) DEPARTMENT

G.O.RT.No. 160

Dated: 25-05-2016

Read the following:-

1. From the Director, CII(Southern Region), Motilal Nagar, Begumpet, Hyderabad, letter dt:31.03.2016.
2. From Chief Executive Officer, Economic Development Board, Government of Andhra Pradesh Note No.38/EBD/2016, dt:13.05.2016.

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**ORDER**

Government of Andhra Pradesh has been regularly participating in the World Economic Forum (WEF) annual event at Davos. In the WEF meet 2016, at Davos, Switzerland, the Confederation of Indian Industry (CII) acted as a partner for Andhra Pradesh Government and coordinated the event for the State. "AP Lounge" was set up at Cafe Schneider for all bilateral meetings of the Hon'ble Chief Minister and other Andhra Pradesh delegates, apart from the Chief Executive Officers Roundtable Session organized with key business and political leaders from across the globe.

2. World Economic Forum, 2017 event is scheduled from 17th- 20th January 2017. Given the successful participation of Andhra Pradesh in WEF event, 2016, and future potential for immense brand enhancement of the State, participation for World Economic Forum, 2017 event, Davos, Switzerland which acts as a platform not only for sharing strategic insight on global business environment, but also for informal interaction between industry leaders across the globe is essential.

3. In the reference 1st read above, the Director, Confederation of Indian Industry (Southern Region), Hyderabad has stated that the CII has been associating with the State Government of Andhra Pradesh in coordinating the Hon'ble Chief Minister's visit to Davos and his bilateral meeting and submitted an estimate with the projected cost of participation in WEF, 2017 in Davos Switzerland for an amount of INR 6.39 Crores, which is a projected estimate for setting up "AP Lounge", event management, marketing, logistics etc.

4. In the reference 2nd cited, the Chief Executive Officer, Economic Development Board, Government of Andhra Pradesh while forwarding the letter of Confederation of Indian Industry, has stated that in order to reserve a strategic location at the venue for "AP Lounge" (next to "Make In India Lounge"), reserve sites for marketing and make other necessary arrangements, an advance payment of INR 3.20 Crores (50% of the estimated cost of Rs.6.39 Crores) to CII is required and the same needs to be paid immediately, and hence requested for approval and to release the amount to the CII at the earliest.

(P.T.O)

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5. Government after careful examination of the proposal of the Chief Executive Officer, Economic Development Board, hereby sanction an amount of Rs. 3.20 crores (Rupees three crores twenty lakh only) i.e. 50% of the estimated cost of Rs.6.39 Crores as an advance to Confederation of Indian Industry (CII) to reserve a strategic location at the venue for "AP Lounge" (next to "Make In India Lounge"), reserve sites for marketing, logistics and making other necessary arrangements etc.

6. The Director of Industries, Government of Andhra Pradesh, Hyderabad is requested to pay the advance amount sanctioned at para(5) above from the funds available under the Scheme of Incentives for Industrial Promotion (Advertisements, Sales, Publicity Expenses) provided in the Budget Estimates 2016-17.

7. This order issues with the concurrence of Finance Department vide this Department e-file No.11847/P&I/A2/2015, dt:19.05.2016.

(BY ORDER IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

SOLOMON AROKIA RAJ  
SECRETARY TO GOVERNMENT &  
COMMISSIONER FOR INDUSTRIAL PROMOTION

To

The Director of Industries, Government of Andhra Pradesh, Hyderabad.

Copy to

The Finance (FMU-Rev-IC) Department

The Chief Executive Officer, Economic Development Board,  
Andhra Pradesh.

The Director, Confederation of Indian Industry (Southern Region),  
Motilal Nagar, Begumpet, Hyderabad.

The Director of Treasuries and Accounts, Hyderabad.

The Accountant General, Andhra Pradesh, Hyderabad

The P.S. to Prl.Secretary to Chief Minister

The P.S. to Minister for Finance

The P.S. to Chief Secretary

P.S. to Secretary to Govt. & CIP.

SF/SC.

//FORWARDED :: BY ORDER//

SECTION OFFICER