V. K. Mishra

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First generation Entrepreneur, Management Advisor, Director, Mentor, Lecturer, International trade & Investment expert with over 30 years of experience across industries like IT, ITeS, Textile, Agro & Food Processing, Finance, Manufacturing, Steel, New & Renewable Energy, Chemical & Fertilizers, and Startups amongst others.

Currently, he is holding various positions in many business and civic organizations, such as:

- ✓ **Chairman** -India China Technology Transfer Centre (ICTTC), a platform dedicated to foster transfer of Technology and Investment between India and China.

- ✓ **Chairman** – Global Technology Network **(GTN)**.

- ✓ **Management Committee Member–** PHD Chamber of Commerce & Industry (PHDCCI).

- ✓ **Executive Vice Chairman-** India China Trade Center **(ICTC),** a Non-Governmental, Not for Profit, Industry member supported organization for the development of bilateral trade & Investment between India and China. Since its inception ICTC has facilitated many trade, investment, technical & technology cooperation among Chinese and Indian enterprises. ICTC is providing services directly or indirectly through its partner organizations/ Chamber of Commerce to thousands of companies from India and China.

- ✓ **Chairman** - Agri Business and Food Processing Committee, PHDCCI.

- ✓ **Co-chair- Innovation & Industry 4.0 Committee**, PHDCCI, the aim of this cell is to promote entrepreneurship and help budding Indian entrepreneurs with market access to various geographies across the world.

- ✓ **Governing Board Members and General Secretary (Honorary) -** All India Rice Exporter Association (AIREA).

- ✓ **Trustee -** Chandra Anand Nikunj Bihari Charitable Trust (Virindavan, Uttar Pradesh).

- ✓ **Director – Lakshmi Energy and Foods Limited (LEAF)**, LEAF is one of the largest producers of rice in the world. The company is in operation since 1981 and has one of the largest and most modern paddy processing units in the world, it also has a state of art 30 MW Green Energy (Bio Waste) power plant, spread across 125 acres and situated at Khamanon (Punjab) one-hour drive from Chandigarh along the scenic Chandigarh-Ludhiana National Highway.

- ✓ **Director** - Shree Chaturbhuj Consultants Limited (SCCL)

- ✓ **Director-** Liquid Fuels India Private Limited.

Mr. Mishra is a well-known name in India and China for forming bridge between two countries in bilateral trade & Investment promotion since more than two decade. It was his vision in 1997 along with few eminent personalities to take a challenge for establishing a dedicated organization **(India China Trade Centre®)** in the field of bilateral trade & Investment promotion between two most powerful Asian countries.

Central Government, Provincial Governments, Industry and Trade Chambers and Corporations of both countries have very well recognized his efforts in connecting G2G, G2B, B2B and P2P. He has headed many trade & Investment delegations to China from India and facilitated many Government and trade delegations from China to India in various sectors of Trade and Industry.

He was also the **Vice chairman** Sponsorship, marketing, Revenues Corporate Communication sub- committee of **Common Wealth Games Delhi 2010** and headed Common Wealth **Business Club** activities. He was instrumental in Corporate Social Responsibilities (CSR) for various corporates in Private and Public-sector enterprises for associating them with CWG 2010.

He has helped many international companies in conducting detailed studies on viability of projects and marketing of products in India. He has extensive contacts and rapport with policy makers, chambers of commerce, provincial/ states Government officials in China and India. He has facilitated negotiation and conclusion of many business deals among Indian and international enterprises.

He has travelled globally to give speeches in various bilateral / multilateral cooperation conferences, technology Cooperation & transfer summits, Bilateral

Trade & Investment workshops and also attended many training programmes in international commerce / trade / trade disputes fields etc., such as:

- **Keynote Speaker at** BRICS Technology Transfer Matchmaking Conference, China – August 2019
- **Keynote Speaker at** 2019 South and Southeast Asia Technology Transfer Matchmaking Conference, China, June 2019.
- **Speaker at** Pujiang Innovation Forum, Shanghai, May 2019
- **Keynote Speaker at** the International Forum on Free Trade Zones Development, Hainan, China, May 2019
- **Keynote Speaker at** India China Youth Entrepreneurs Forum, New Delhi, March 2019
- **Keynote Speaker at** India China Technology Transfer, Collaborative innovation & Investment Conference 2018, New Delhi, December 2018
- **Keynote Speaker at** China Jiangsu Conference for International Technology Transfer and Commercialization, Jiangsu, China, November 2018
- **Keynote Speaker at** China India Technology Transfer Matchmaking Conference, China, June 2018.
- **Guest Lecture at** Amity University on **Managing Business in Emerging Markets**, August 2018
- **Keynote Speaker at** 15th China Ferro-Alloys International Conference, Chongqing, China, May 2018
- **Keynote Speaker at** India China Economic Cooperation Conclave, New Delhi, April 2018.
- **Special Address** at Jiao Tong University, China, March 2018
- **Keynote Speaker at** 2nd International Business Summit, Amity University, September 2017.

and many more…….

Articles:

- "Economic Cooperation between India and China: A Remarkable Story"
- "How to do Business with China"
- "Understanding the export oriented Growth Chinese Economy"
- "Development of Indian SME with experience of China"