

THE GUJARAT GOVERNMENT – WOOING INVESTORS



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Short Description

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Description

The caselet examines the various promotional tools adopted by the Gujarat Government to promote the state in national and international forums as an ideal investment destination. It also describes the efforts of the government to position the state as an investor friendly destination.

Issues:

- » The importance of marketing communication elements.
- » Promoting a state as an investment destination
- » Need for a comprehensive marketing strategy

Introduction

Gujarat is one of the leading industrialized states of India. The state contributed 21 percent towards India's exports and 13 percent of the country's industrial production in the year 2003. Large Indian business houses, public sector enterprises, multinational corporations, and a number of medium and small scale private sector companies have set

up units in Gujarat.

In order to showcase the industrial growth and infrastructural facilities available in Gujarat and solicit further investment from Indian and international investors, the Gujarat government undertook several initiatives. The state government aggressively promoted the state in national and international forums.

In November 2005, the state government sent a high level industrial development team led by the Minister of State for Industries Anilbhai Patel to Kolkata. The team included officials of the state industry department and state corporations. The team interacted with representatives of industrial houses and independent businessmen to highlight Gujarat's attractiveness as an investment destination...

Questions for Discussion:

Discuss the various promotional activities taken up by the Gujarat government to attract investments into the state.

Trade shows and fairs are an important promotional tool for industrial marketers (in this case the Gujarat government). What measures were taken by the state to ensure the success of the "Vibrant Gujarat, Global Investor's Summit"?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers