Great British Festival in Kerala

12 March 2014,Taj Vivanta, Trivandrum, Kerala

Following HRH the Prince of Wales' visit in November 2013, the **first ever Great British Festival in Kerala will showcase the UK's innovation and expertise in the Information & Communication Technology Sector.**

Kerala is a vibrant State in South West India. Trivandrum being the capital city and also the knowledge capital of the region is home to many multinational companies, small & medium enterprises and entrepreneurs in the field of Information Technology, I.T enabled services, e- commerce and multimedia.

The growth of Kerala in coming years will be increasingly driven by the knowledge and service-based sectors.

Kerala's Gross State Domestic Product (GSDP) growth in 2012-13 was 8.24% and is projected to continue apace and with a highly educated workforce (over 95% literacy rate), tailored incentives such as Special Economic Zones, frequent flights from UK and good infrastructure, doing business in Kerala offers many benefits to UK businesses.

The Great British Festival will bring together top local government leaders, academics, researchers & experienced professional in Kerala alongside British ICT firms operating in the state to facilitate drawing up an innovation agenda that would drive entrepreneurship and help provide future value.

Contact:
For more information about the event and/or to confirm your participation, please contact us by 07 March 2014

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UK Trade & Investment (UKTI) is the national UK government agency that works with UK-based businesses to ensure their success in international markets, and encourage the best overseas companies to look to the UK as their global partner of choice.