

## Vivaan 5.0, the flagship International Business Summit of Indian Institute of Foreign Trade (IIFT), Kolkata

Vivaan 5.0, the flagship International Business Summit of Indian Institute of Foreign Trade (IIFT), Kolkata, concluded on 11<sup>th</sup> August 2019. The three day summit, which started on September 9, played host to distinguished personalities in the domain of Finance, Marketing, Trade & Operations, Strategy & Analytics, Public Policy and Entrepreneurship.



In the Marketing Summit, Hitesh Malhotra, CMO of Nykaa, observed how India is a nation of cultural creators, especially the millennials and the Gen Z who create content every day. In the Trade & Ops summit, Mr Shahzad Athar, GM of Adani Ports and SEZ, talked about the effect of trade war and protectionist policies on the shipping industry.



In the Finance Summit, Mr Ajay Bohra, co-founder and MD of HDFC Credila, enumerated the various changes taking place in the education lending space due to technology and how HDFC credila was trying to benefit from it. In the Strategy & Analytics Summit, Mr Naveen Athresh, Senior Product Leader, Rakuten, underlined the necessity of data protection regulations and touched upon the issue of data quality and storage.



The Entrepreneurship event 'Swimming with the Sharks' featured budding entrepreneurs presenting their ideas in front of seasoned investors like Mr Arijit Bhattacharya and Mr Gagan Gupta. Mr Raghav Belavadi, CEO – Hype, was the keynote speaker for the event, and spoke about his journey from being an IT professional to an angel investor.



In the Policy Summit, Mr Aurodeep Nandi, Vice President, Nomura, talked about the cardinal rules of economics, the tectonic shifts in the world market and the shadow banking crisis in India. Mr Dhiraj Nayyar, Chief Economist, Vedanta Limited illuminated how subtle protectionism affects the perception of India and its opportunities.

All the summits featured energetic interactive sessions with the students, and they came away from the event with a host of valuable insights.