



Samuel Neaman Institute

FOR ADVANCED STUDIES IN SCIENCE AND TECHNOLOGY

You are kindly invited to a seminar on:

**ISRAEL AND INDIA: SOME THOUGHTS ON CAPTURING
COLLABORATIVE SYNERGIES**

By Prof. D.V.R. Sheshadri,

Visiting Professor,
Indian Institute of Management, Bangalore, India

On Thursday, the 18th of May at 15:00 hrs at the
Butler Auditorium
S. Neaman institute,
Technion – Israel Institute of Technology, Haifa.

Prof. Seshadri holds a B. Tech. (Mechanical Engineering) from IIT, Chennai (1978), M.S. (Engineering Sciences) from University of California, San Diego and a Fellow title (Doctorate) from IIM Ahmedabad. He has over 15 years of industrial experience. This includes a five-year stint at Madras Refineries Limited in the computer control and refinery optimization areas and a three-year stint with a Chennai-based Drugs and Pharmaceuticals Group. Prior to joining the Institute, he spent seven years as the Managing Director of a world class Compact Disc manufacturing facility, where he was responsible for implementation and subsequent operation of the unit. He was also the Managing Director of a software company, involved in multimedia, animation and application software.

Professor Seshadri's areas of interest are: Strategy, Business-to-business Marketing including Value-based Marketing, Corporate Entrepreneurship.

The focus of the talk will be to present the Indian business realities, cutting through the hype that one sees in the western media, and explore avenues as to how the two countries can foster mutually beneficial partnerships.



TECHNION – ISRAEL INSTITUTE OF TECHNOLOGY

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