

NEWS

1615 H Street, NW
Washington, DC 20062
Tel: 202-463-5679
Fax: 202-463-3173
usibc@uschamber.com

Contact:
Anku Nath
(202) 463-5528
anath@uschamber.com

FOR IMMEDIATE RELEASE

USIBC Launches Consumer Products Sub-Committee

Will focus on leveraging the combined resources of the retail supply chain to enhance outcomes for farmers, producers and consumers

February 17, 2011 – Washington, DC – U.S.-India Business Council President Ron Somers today announced the appointment of James C. “Chip” DiPaula, Jr. as Chair of the Sub-Committee on Consumer Products, to be housed within the Council’s Retail Trade Executive Committee.

The newly formed sub-committee will promote retail trade focused on the consumer products categories of health & beauty, personal care, household and food products.

“The retail and consumer products sectors are among the fastest growing in India and we wanted to make sure we are devoting the council’s full resources to address India’s unique needs. Chip has outstanding public and private sector experience and is ideally suited to lead this effort,” said Somers.

The Indian retail sector is one of the fastest growing in the world, yet is encountering many challenges and barriers. “We are excited about the tremendous trade opportunities between businesses in both nations and our sub-committee will dedicate maximum focus and support to promote the tangible benefits of open markets; and develop solutions to market barriers,” said Sub-Committee Chair DiPaula.

Modern retail will provide enormous positive effects in India by creating new and better employment opportunities, by introducing modern retail formats and technology, and by modernizing supply chain management and distribution. Retail modernization and

enhancements will be particularly beneficial to Indian farmers in building new and better markets for their products as well as reducing the high rate of agricultural spoilage. USIBC member-companies represent technical and financial resources that can support India's retail opening, respecting the fact that this must be done in a manner that benefits all segments of Indian society.

James C. "Chip" DiPaula, Jr., is Senior Vice President of Compass Marketing, Inc, which serves as strategic advisors to many of the world's top consumer products manufacturers. The Compass Marketing team has extensive experience in the grocery and consumer products industries and is adept at tailoring logistics solutions for manufacturing clients and retail customers.

The U.S.-India Business Council (USIBC) was founded in 1975 at the request of the governments of the U.S. and India to deepen trade and strengthen commercial ties. USIBC is guided by a prestigious board of directors and serves its members from offices in Washington, New York City, New Delhi, and California. Terry McGraw, CEO and Chairman of The McGraw-Hill Companies, is presently USIBC's Chairman.

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