

Issues facing Indian entrepreneurs discussed at TiECon SoCal

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California: TiECon SoCal 2010 business conference, entitled 'Prospering in the New Decade,' featuring 50 panelists discussing emerging issues facing Indian entrepreneurs over the next ten years, was held at Sheraton Hotel in Cerritos, California. The day long business conference organized by The Indus Entrepreneurs in conjunction with Ziba Beauty opened with the keynote speech of Dr. Deepak Chopra, who, in addition to making his new book 'Muhammad, A Story of the Last Prophet' available, spoke of his transition from medical doctor to spiritual healer and provided an overview of how to measure happiness. Each of the 50 speakers shared professional and personal experiences in promoting innovation, entrepreneurship and community to the attendees. The conference attended by about 700 people also included keynote speakers C.P. Gurnani, CEO of Mahindra Satyam, and Deepak Chopra, Founder of OSI System, Inc. Both speakers offered perspectives on the current global economic climate but no solutions on recovering from the recent financial meltdown. "We are a rising organization and we're not going to stop. We're determined to ensure the entrepreneurial spirit in Southern California is alive," said Ziba Beauty's Sumita Batra, adding that TiE Con 2010 fulfilled the organizers' expectations and mission, which included TiE co-chair Shankar Ram, and president Navneet Chugh of The Chugh Firm. The panels, which ran from 75 to 90 minutes, held discussions on funding through venture capital and angel donors, selling and marketing in the next decade, e-learning, corporate social responsibility, the use of social media for advertising and e-commerce, healthcare reform opportunities, wealth creation in a 'Great Recession,' mergers and acquisitions, information technology, and the partnerships of Hollywood and Bollywood. The event also included several booth sponsors, including Pratham SoCal, the South Asian Bar Association, Desi Radio Beat, Brahmin Bulls, Royal Basmati Rice, and Kalara Law Firm, among others. The organizers hoped the conference would connect a wide variety of entrepreneurs through discussion, networking and the sharing of perspectives.