

## PLEXCONCIL Participates at TN-EFTA Business Summit in Chennai

PLEXCONCIL-Southern Region was part of the TN-EFTA Business Summit on 08<sup>th</sup> October 2025 at Hotel Taj Connemara, Chennai organised by SICCI-Chennai. The summit, organized against the backdrop of the landmark India–European Free Trade Association, Trade and Economic Partnership Agreement, which pledges USD 100 billion investment and one million jobs in India, the event highlights Tamil Nadu's strengths in automobiles, electronics, IT, textiles, renewable energy, Plastics and start-ups—positioning the state to capture a major share of these opportunities.

Mr. V. Arun Roy IAS, Secretary to Government, Industries, Investment Promotion & Commerce Department, Government of Tamil Nadu addressed the participants. He said that strengthening partnerships between Tamil Nadu and Europe can enable co-created solutions, technology transfer, and cross-border investments to enhance industry competitiveness.

Her Excellency Ms. Maya Tissafi, Ambassador of Switzerland to India and Bhutan, Embassy of Switzerland, New Delhi, His Excellency Mr. Benedikt Höskuldsson, Ambassador of Iceland to India, Embassy of Iceland, New Delhi, Mr. Bjørn Iversen, Head of Innovation Norway & Commercial Counsellor, Royal Norwegian Embassy also spoke during the occasion.

Dr. T. R. B. Rajaa, Hon'ble Minister for Industries, Investment Promotions and Commerce, Government of Tamil Nadu spoke on the intention of the Government of Tamil Nadu to make the state as the quality capital of the world.

The event which brought together industry leaders, trade associations, and diplomats to break down the agreement's complex clauses—such as tariff reductions, rules of origin, and investment commitments. The event also served as a platform to explore potential collaborations with EFTA countries. Mr. Ruban Hobday, Regional Director and Mr. R. Dayanidhi, Asst. Director represented the Council at the event.



*Dr. T.R.B Rajaa, Hon'ble Minister for Industries, Investment Promotions and Commerce, Government of Tamil Nadu (4th from left), other government officials and Ambassadors of EFTA Countries on the dais*



*1Dr. T. R. B. Rajaa, Hon'ble Minister for Industries, Investment Promotions and Commerce, Government of Tamil Nadu addressing the Summit*

