

ALPA ANTANI

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SENIOR LEVEL EXECUTIVE Government Relations & Public Policy

CAREER SUMMARY

- ☞ An astute professional with **over 20 years'** experience in Government Relations, public diplomacy, international business relationship management policy advocacy, economic and trade relations, sales & marketing, business development. A generalist.
- ☞ Currently employed with **The Services Export Promotion Council**, (GOI), previous positions have been **With Consulate General of The Kingdom of The Netherlands** in Mumbai, and **Confederation of Indian Industry**
- ☞ A keen planner, strategist & implementer with the ability to interact and negotiate with private & public sector as well as with bureaucrats for business promotion
- ☞ Recognized for successfully developing and managing public policy advocacy initiatives

PROFILE & VALUE

☞ **Effective and Accountable in High Profile Executive roles -**

Overcome complex business challenges and make high stake decision using experience-based judgement, strong work ethics and irreproachable integrity. Respected as a proponent of empowerment and accountability. A professional with exemplary communication, analytical, observation and problem-solving skills.

☞ **Consistently deliver mission critical results** – driven by a visceral “hard wired” need to strategize, to innovate and to disagree the words “it can’t be done”. Gifted with vision, determination and skills needed for high-level revenue-building strategies and tactics. Committed to maintaining a reputation based on exemplary service and uncompromised ethics.

☞ **Respect and leverage human capital** – motivate, mentor and lead talented professionals. Live the culture and lead by example. Direct cross functional teams using interactive and motivational leadership that spurs people to willingly give 110% effort and loyalty. Extraordinary ability to build strong teams and elicit loyalty.

☞ **Strong orientation in operations and finance** – Participate in high level operational initiatives, infrastructure design, process driven, turnaround management and reorganization. As an innovative investor use instinct, insight, judgement and timing to succeed no matter how tough the deal. Expert negotiator by leveraging a calm and composed demeanor and mend adversarial relations

SCHOLASTIC CREDENTIALS

- ☞ **Doctorate in Management Studies (International)** from ISBM. Thesis Topic “Conception of the Role of a Chamber of Commerce in Enhancing International Trade Relations”
- ☞ **Senior Management program at IIMA** (Blended Learning), 2018 – 19 Batch 
- ☞ **Master's in Business Administration (Marketing)** from ICFAI
- ☞ **MSC in Psychotherapy** and Counselling from IPMS
- ☞ **Bachelor of Commerce** from Mumbai University
- ☞ **Trade and Investment Certificate Course for Diplomatic missions**, organised by Dutch Ministry
- ☞ **Certificate Course in How to Achieve Sustainable Development Goals** from SDG academy through EdEX
- ☞ **Sustainability Reporting** from CII ITC Centre of Excellence on Sustainability
- ☞ Successfully completed the Proficiency test for **Independent Director** by Ministry of Corporate Affairs, GOI and been listed in GOI's Independent Directors Databank
- ☞ **Certified Corporate Director** from Institute of Directors
- ☞ **Currently pursuing Doctorate in Business Administration** from Swiss School of Business Management

AREAS OF EXPERTISE

- ☞ Government Relations – Domestic as well as International
- ☞ International Trade & Investment
- ☞ Policy Advocacy
- ☞ Trade Events and exhibitions
- ☞ Working on SDG's
- ☞ Business Communication

ORGANISATIONAL EXPERIENCE

SEPC (Services Export promotion Council, Set up by Ministry of Commerce, Govt. of India) – Regional Director (Western and Southern India) – May '21 to till date

- ☞ Representing SEPC in the region, to Industry, Government and stakeholders
- ☞ Working on 12 Champion Service Sectors (Global Market research, Capacity building, forecasting, etc.)
- ☞ Catering to existing members & on boarding new members
- ☞ Planning annual activities
- ☞ B2B match making
- ☞ Planning RBSM – Reverse Buyer Seller meet and outbound missions
- ☞ Policy Advocacy locally as well as Internationally
- ☞ Setting up a physical office from scratch
- ☞ Responsible for Regional P&L

Consulate General of The Kingdom of The Netherlands in Mumbai– Senior Trade & Investment Officer– April '18 to April'21

Major Sectors handled

- ☞ Ports and Logistics (incl. Aviation)
- ☞ Smart Cities
- ☞ Creative Industries
- ☞ Affordable Housing
- ☞ E-Mobility

Reports prepared

- ☞ Indo Dutch trade opportunities in Creative Industries
- ☞ Sustainable Port led development – Opportunities in India

Major companies and projects supported

- ☞ GKN Fokker Elmo entry in India
- ☞ Govt. liaisoning for Hardt Hyperloop entry in Maharashtra, however proposal not feasible for Dutch organisation
- ☞ Working closely with Maharashtra Urban development Dept., for feasibility study on Waste to Energy plant in Maharashtra with Dutch experts
- ☞ Working with Port of Rotterdam and Maharashtra Maritime board and Indian Maritime University
- ☞ Supported a Dutch company (confidential can be shared on selection) in sorting their financial issues with Madhya Pradesh State Govt.
- ☞ Participation as Country partner at Vibrant Gujarat, with the largest international delegation present at the forum
- ☞ Worked on the Dutch Royal Visit program to Mumbai
- ☞ Managed six incoming delegations to India, and two outbound to The Netherlands
- ☞ Provided support to Madhya Pradesh state Governments outgoing delegation to the Netherlands visit from India
- ☞ Worked on meetings for Deputy mayor of Amsterdam for his visit to Mumbai
- ☞ Managed Ministerial meetings and incoming business delegation to India

Profile includes

- ☞ Develop and manage relations with key legislators, activists, business and law enforcement organisations
- ☞ Market study in various sectors
- ☞ Looking for opportunities for Dutch companies in India
- ☞ Preparing sector report (India scenario) for Dutch companies
- ☞ Preparing annual Indian Political and Economic report for Dutch companies
- ☞ Represent Dutch companies with local Government
- ☞ Post research and background search, connect Dutch companies to the most suitable business partner in India
- ☞ Represent Brand NL and ensure an honest reputation is built around its strengths

Additional

- ☞ Supported the Consular Section to liaison with local authorities for repatriation of Dutch nationals at the onset of COVID in 2020

Confederation of Indian Industry – Director and Head – International Division & Special Projects for Western Region October '12 to March '18 (With a six month break from March 2013 to September 2014)

Departments Headed at CII

- ☞ International Division

- ☞ Special Projects
- ☞ Indian Women Network
- ☞ Human Resources

Committee's Headed

- ☞ CSR and Skills
- ☞ Higher Education
- ☞ Industrial Relations
- ☞ HR and IR
- ☞ International Trade and Investment
- ☞ Smart Cities

Major Projects Handled and was a part of at CII

- ☞ Magnetic Maharashtra: Convergence 2018
- ☞ Indo Japan Business Forum – National level (during the visit of Japan PM to India)
- ☞ AFDB (Africa Development Bank Annual Meeting) – in Gujarat
- ☞ Vibrant Gujarat (two editions)
- ☞ Global Investment Summit in Madhya Pradesh (two editions)
- ☞ Krishi Vikas – National level agriculture exhibition and conference
- ☞ Manufacturing Summit under the leadership of Mr. Jamshyd Godrej
- ☞ Handled approximate 80 incoming missions from different countries to India
- ☞ Managed 10 outgoing missions from India to other countries

Profile includes

- ☞ Represent the leading chamber of commerce to all the Consulates, International trade offices and diplomats in the Western India
- ☞ Serve as advocate and advise members on legislation and regulation effecting their businesses
- ☞ Prepare country wise political and economical reports for members
- ☞ Support to develop white papers and represent the industry at the Govt level
- ☞ Lead sector specific advocacy efforts
- ☞ Plan events, conferences, interventions and programs for the committees handled
- ☞ Led the internal procurement committee, to ensure best vendor for the organisation
- ☞ Responsible for department P&L

Mumbai Boat Show Pvt. Ltd. (A part of Spenta Multimedia) June '06 to June '12

Organisers of the International Boat Show in India a company owned by Spenta Multimedia - one of the largest custom publishing houses in India.

Profile includes

- ☞ Exhibition space selling
- ☞ Planning concurrent conference with exhibition
- ☞ Liaison and get support from Indian Coast Guard and Navy...
- ☞ Responsible for MIBS P&L

Early Career Engagements

Ormax Consultancy: Marketing research company as research executive

The Portable Writer: Call Centre as tele marketing executive

S R Mathuria & Associates: CA firm assisting in writing books of accounts

Languages Known

- ☞ English, Hindi, Marathi, Gujarati, Basic Dutch

Extra Curricular Activities and Achievements

- ☞ Practicing Bharatanatyam
- ☞ Recently won the Chairmans Award in Semi Classical Solo category @ Akhil Bhartiya Sanskrutik Sangh Annual Bhav Raag Taal 2020 event
- ☞ Winner of the Title - Bombay Times Supermom 2008
- ☞ Completed two 10 Days Vipassana Meditation Courses

PERSONAL DOSSIER

Date of Birth: 24th Dec' 1974

Nationality: Indian

Children: 2 girls age 23 and 21 (Studying in USA and UK respectively)