

‘Pitch Perfect Australia–India’ Business Case Studies Compendium Launched at Indian Institute of Foreign Trade

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The India–Australia Business Case Studies Compendium, titled “Pitch Perfect Australia-India: Perfect Conditions for a \$100 Billion Partnership”, was launched at the Indian Institute of Foreign Trade, Delhi Campus, bringing together policymakers, diplomats, industry leaders, and academia to discuss the next phase of economic collaboration between the two countries.

Jointly developed by the Indian Institute of Foreign Trade (IIFT) and Newland Global Group, the compendium captures real-world business journeys of companies operating across India and Australia. The publication captures real business journeys of companies operating across India and Australia, documenting market-entry experiences, growth strategies, and lessons from 30 organisations that have successfully navigated opportunities in both markets.

Commerce Secretary Shri Rajesh Agrawal complemented IIFT for its efforts to anchor this initiative underscoring its relevance for policy, industry, and academic stakeholders. He said, “The case studies are evidence-based on how the trade agreement has translated into real opportunities and has been used by businesses for their growth.” He further added, “This would play an important role in strengthening and enhancing the gains of the India–Australia Economic Cooperation and Trade Agreement (ECTA).”

Australian High Commissioner to India Mr. Philip Green OAM, praised the initiative and acknowledged IIFT’s role in fostering informed dialogue on bilateral trade. He noted, “The platforms bringing together academia, government, and industry are vital for the strong strategic relationship between India and Australia.

Joint Secretary, Ms. Petal Dhillon highlighted the growing momentum in India–Australia economic relations. She noted, “IIFT has played an important role in generating research-driven insights and facilitating dialogue that supports the strengthening and enhanced utilisation of the India–Australia Economic Cooperation and Trade Agreement (ECTA).”

Vice Chancellor, IIFT, Prof. Rakesh Mohan Joshi, highlighted the value of documenting real business journeys and turning them into learning resources for industry and academia alike. He noted, “The collaborations like this reflect IIFT’s commitment to bridging research and practice and to supporting India’s expanding footprint in global trade.”

Founder & CEO, Newland Global Group, Australia, Mr. Dipen Rughani, emphasised the role of business-driven case studies in enabling deeper bilateral engagement. Executive Director, Newland Global Group, Australia Ms. Natasha Jha Bhaskar, showcased success stories and lessons from companies operating in both markets. The session concluded with a panel discussion featuring representatives from government, trade bodies, and companies operating in both markets, followed by networking interactions among stakeholders.

Ambassador Anil Wadhwa appreciated the case compendium and said that it is a meaningful step toward strengthening India–Australia economic engagement.

With India and Australia working toward deepening economic ties, the compendium is expected to serve as a practical resource for businesses, policymakers, and researchers by identifying opportunities, addressing challenges, and showcasing successful cross-border collaborations.

The Indian Institute of Foreign Trade (IIFT), established in 1963 under the Ministry of Commerce & Industry, Government of India, is a premier institution dedicated to capacity building in international business through education, training, research, and consultancy. Granted Deemed-to-be-University status in 2002, IIFT has played a pivotal role in developing human resources and knowledge frameworks for India’s external trade and global business engagement.



Abhishek Dayal/Garima Singh/Anushka Pandey

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