

# Discover TAIT



**TRADE ASSOCIATION OF INFORMATION TECHNOLOGY**

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## BRIEF PROFILE

**Mission :** To be an Association where members get meaningful and quantifiable benefits. To be a catalyst for the personal and professional growth of its members. To evolve a healthy eco-system where members do business with ethical practices. To be a vital link encompassing the Vendor - Distributor - Sub Distributer - Reseller - SI and the end user.

**Trade Association of Information Technology (TAIT)** was formed in March 1996 to represent the interest of IT community. TAIT members represent the entire ecosystem of Distributors, Sub-distributors, Resellers, Retailers, System Integrators, Solution providers, Software developers & Service Providers.

The association is a forum where the challenges of Mumbai's domestic IT Industry business are heard and understood. TAIT's resourceful members bring in expertise to share their perspective with fellow members. TAIT is a pro-active, leading IT association of India.

TAIT enjoys cordial relations with all OEMs. TAIT's role has also been lauded by various IT / non IT media on several occasions. TAIT has very cordial working relationship with other national associations and has partnered with various trade bodies from Taiwan, China, Japan, South Korea, USA, to name a few.

TAIT has its own office in Mumbai managed by a professional team. It has team of consultants on board on various taxation and policy matters. Most of the events and policies are well documented on the TAIT website.

“TAIT schedules meetings on members concerns, trade issues and events on Technology, Product Promotion, ICT event. TAIT closely interacts with Governments, Institutions, Industry associations and with the other forums at regional and national level.”

“TAIT Knowledge Series event with focuses on technology, product awareness. professional/personal skills development of the members. It fosters partnering, networking and collaboration”.

TAIT successfully conducts an international tradeshow named COM-IT. COM IT Expo is India's leading platform to source end-to-end solutions, meet specific project needs, and generate leads. Benefitting from one-to-one interactions, COM-IT provides a platform for players in the IT, mobility and surveillance space. The tradeshow seeks to meet the objectives of generating sustainable growth and create new business and networking opportunities. Members get stalls at very attractive rates.

## ADVANTAGE TAIT

- Business Platform
- Networking opportunities
- COM-IT Expo
- Personal & Professional growth
- Arbitration



- Grievances Redressal
- Trade Promotion
- Family Connect
- Sporting Venture
- Soft Skill Development
- CSR

## BUSINESS PLATFORM

TAIT has a vibrant business platform wherein daily mail exchanges between members are facilitating a lot of business deals. Information on new product launches, schemes, incentives etc are also shared and so are procurement requests, some of them are hard to find. Buyer seller matching has been the hallmark of TAIT since the past decade or so.



## NETWORKING OPPORTUNITIES

TAIT's various events conducted through the year toss up a lot of opportunities which bear results when members interact with each other during events. KNOW YOUR TAIT MEMBER is one of the initiatives to foster interaction amongst members along with TAIT business forums. TAIT in yet another pioneering effort launches Market adda, the meeting place for industry verticals. This will be a co-ordinated effort which will be represented by few directors of the TAIT Board in conjunction with established leaders of the IT marketplace on one hand and current players of the specific vertical. The project is to put together thought leaders of a specific vertical and get meaningful conclusions from the talks. It is akin to a insightful brainstorming session with a no holds barred yet moderated session to achieve the desired results.



## COM-IT EXPO

COM-IT Expo is India's leading networking and marketing platform for domestic and international players to showcase new IT, security and mobility solutions. It's a dedicated exhibition which helps the exhibitor to connect and network with target audience. The exhibition is a large platform for launching new products and creating awareness about latest trends in the industry. The trade show seeks to meet the objectives of generating sustainable growth and create new business and networking opportunities.



## PERSONAL & PROFESSIONAL GROWTH

To achieve TAIT's powerful mission. We have setup the Knowledge series, the Paathshala, eBuzz and various other initiatives. The participants engage in various technological discussions wherein we discuss trends in Networking, Cloud Computing, PC Security, BYOD, Virtualisation, Channel profitability, etc. There are sessions on soft skills. The interactive forums offer excellent and multiple networking and PR/press opportunities to maximise their engagement with the participants. Key deliverables to vendors are :

- To showcase their products/services
- To roll out new products
- To unveil new policies/schemes
- To highlight product USPs
- To demonstrate/hands-on products/services



## ARBITRATION

Arbitration is one of the most powerful tool for TAIT members. This tool gives a quick path to dispute resolution and helps in recovering money in a speedy, time bound and cost effective manner. TAIT has successfully concluded arbitration proceedings and awards have also been granted.





## GRIEVANCE REDRESSAL

Issues such as trade disputes, backend claims, warranty, matters relating to distributor-sub distributor and many more cases have been successfully resolved by the grievance committee. This is one of the very active committees in TAIT and has a whole lot of issues at hand to be taken care of.



## TRADE PROMOTION

TAIT has been at the forefront of growing members business. Towards this, TAIT has forged partnerships with various international associations and trade bodies. The Taiwan trade body TAITRA continues to partner with TAIT which has exclusive benefits which enable members a free hotel stay to visit Computex and additionally, free travel too for one-one buyer seller meets. TAIT also conducts meetings for business opportunities with delegations of trade bodies from Japan, Korea, China, USA, etc.



## FAMILY CONNECT

TAIT has been a firm believer in family values and interactions. To foster growth and fellowship amongst members families, we conduct events such as Diwali mela, Winter meta, Holi mela, family workshops, movie screenings, etc.



## SPORTING VENTURE

An uniquely conceptualised TAIT IT cup has been a jewel in TAITs crown. An action packed day full of activities and non stop entertainment. A keenly awaited sporting spectacle.



## SOFT SKILL DEVELOPMENT

Whilst physical fitness is important, mental fitness is also critical. Stress and time management are key. TAIT conducts various workshops from time to time basis towards that effect. TAIT has a unique TAIT Quiz program which helps in updating members knowledge. This is conducted along the knowledge series.



## CSR

Quality education is a must for every child to grow with self respect and to be presented equal opportunities for a bright career. TAIT has always been at the forefront when it comes to social responsibility projects. Education First initiative of TAIT involves long book distribution and is a small step to try and do a little to contribute to the education of the child. This is an important initiative since TAIT is a representative of the companies in the Knowledge industry (IT). TAIT has also been contributing to earthquakes, floods and police funds from time to time.

