



Kerala, India

Market summary



Cochin Shipyard - The largest shipbuilding and maintenance facility in India, located in Kochi

Introduction

Situated on the South Western tip of India, Kerala is a coastal state with strengths in tourism, fisheries and agri-business. National Geographic's Traveller magazine lists Kerala as one of the "ten paradises of the world and "50 must see destinations of a lifetime. Kerala has the highest human development index and literacy rates in India.

Strategically located on the international shipping corridor, Kerala is India's gateway to the Middle East & Gulf countries

Quick facts

- Area: 38,863 sq kms
- Population: 33.8 million
- State GDP: US\$ 52.6 billion

Major cities

- Kochi: A Port city and the commercial capital of Kerala. Major industries in Kochi include oil refineries, ship building, IT, tourism and services sector

- Trivandrum – The political capital of Kerala and the IT hub of Kerala. Home to national science and technology institutions. Key industry sectors include IT, ITES, education and tourism
- Calicut: The 3rd largest city of Kerala by population, Calicut is called the “City of Spices”. Key industry sectors include education and healthcare services.

Kerala – Key industry facts

- Leads in the production of pepper, natural rubber, coconut, tea, and spices in India
- The state receives the highest overseas remittances in India
- Home to India's largest retail shopping mall
- India's gateway to Middle East - strong historical trading ties & linkages with the trading hubs in the middle east
- Home to the only Transshipment Container Terminal in the Western coast of India
- India's strongest growing market for luxury cars
- Home to India's luxury leisure and travel destinations
- Deal signed for developing a new Greenfield port near Trivandrum by the Adani group.

Australia – Kerala business relationships

- South India's first & only LNG terminal in Kochi has an agreement to receive gas from Gorgon fields in Western Australia.
- The Government of Kerala is working with Institute of Sport, Exercise and Active Living, Victoria University on sports development
- Gtech and The Government of Kerala have developed a 5 year Australia engagement plan in the IT sector around Cebit Australia.
- The Additional Skills Acquisition program (ASAP) of the Government of Kerala has linkages with Australian TAFEs to provide skills development platform for the state
- Australian Sports commission and Australian Institute of Sport are actively pursuing a Sports Technology Incubator project with Startup Village in Kochi in partnership with Victoria University.

Australian companies doing business in Kerala

Key Australian exporters

- Victoria University – Sports partnership
- Australian retail college – Skills development
- Kokonut Pacific and Heat & Control – Food Equipment
- IHNA – Nursing and Aged care programs
- Leighton India – Construction
- Australian wheat board – Wheat
- Genecare – Wellness products / food supplements

Key Australian education and research activities

- 7 active MoU's between Australian Universities and educational Institutions in Kerala
- Kerala Agriculture University, and University of Western Australia collaborative program on Climate change adaptation
- Central Marine Fisheries Research Institute (CMFRI) Kochi research collaboration with University of Tasmania and CSIRO.

Major Industry Opportunities for Australia

- Higher Education, vocational training and skill development
- Sports development partnerships
- ICT, health care, biotech
- Agri commodities, horticulture, agri business technology and services, dairy technology and services
- Infrastructure
- Sustainable commercial fishing – equipment, technology & services
- Green technologies

Further information

- Govt of Kerala - www.kerala.gov.in
- IBEF - www.ibef.org/states/kerala.aspx
- Kerala State Industrial Development Corporation (KSIDC) - www.ksidc.org
- Kerala Industrial Infrastructure Development corporation (KINFRA) - www.kinfra.org

The Australian Trade Commission

The Australian Trade Commission – Austrade – is the Australian Government's trade, investment and education promotion agency.

Through a global network of offices, Austrade assists Australian companies to grow their international business, attracts productive foreign direct investment into Australia, and promotes Australia's education sector internationally.

The Austrade office in Kochi services the State of Kerala. For more information call 132878 or email to info@austrade.gov.au

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