



dry facts

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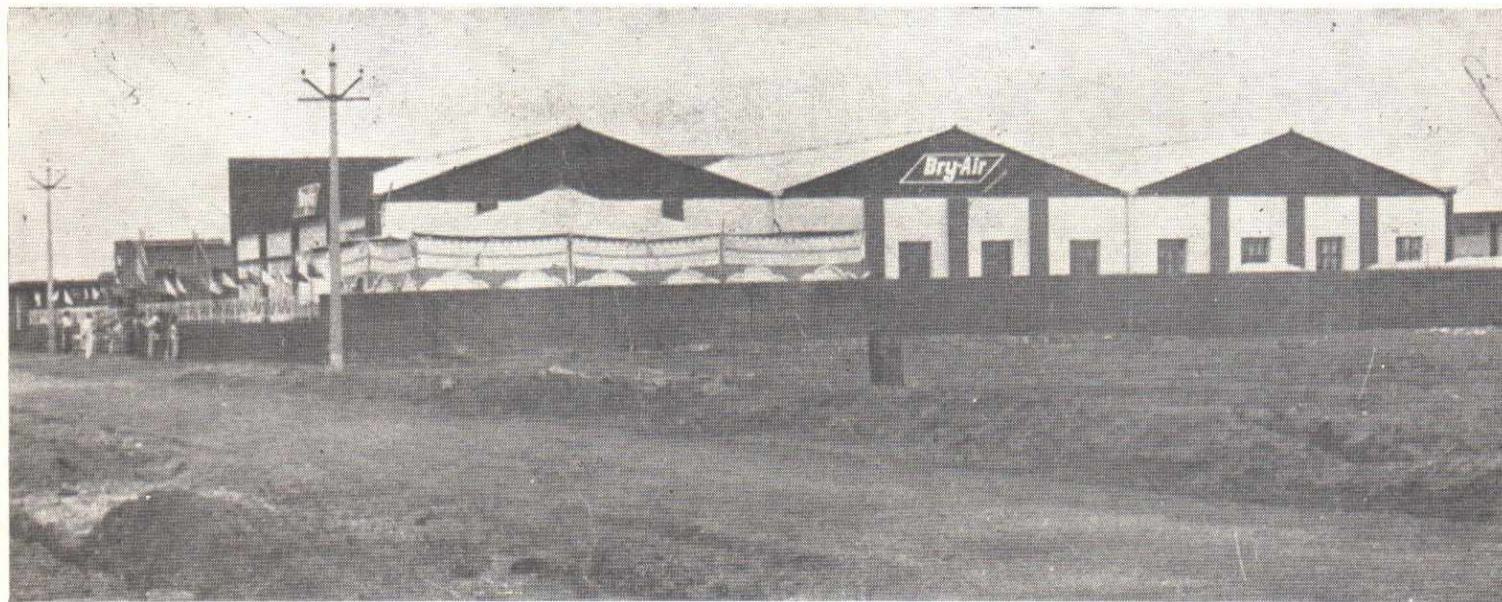
On the 28th of February, His Excellency Mr. Harry G. Barnes, the U.S. Ambassador to India inaugurated the new Bry-Air (India) Pvt. Ltd. plant at Udyog Vihar, Gurgaon, to usher in a new era of environmental control.

The inauguration marked the fruition of a meaningful technical and financial collaboration between Arctic India Sales and Bry-Air Inc. U.S.A., a leader among the only three manufacturers of dehumidification equipment in the world.

In his inaugural speech Mr. Paul D. Griesse, President of Bry-Air Inc. said "Today is a milestone occasion for Bry-Air Inc. worldwide. This new facility is a tangible proof of what can be accomplished when private

(Continued on page 4)

U.S. AMBASSADOR INAUGURATES BRY-AIR (INDIA) PLANT



BRY AIR (INDIA) PLANT AT UDYOG VIHAR GURGAON



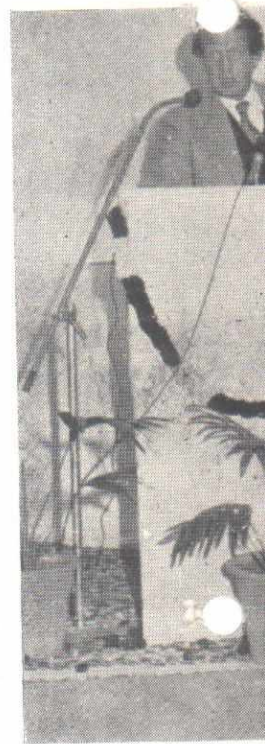
At the podium is Dr. Correa speaking on the occasion. Seen in the background from L to R Mr A. Mazumdar, Mr. Paul D. Griesse, Mr. Deepak Pahwa and His Excellency Ambassador Barnes.

His Excellency, Harry G. Barnes, the US Ambassador to India, inaugurated the Bry-Air India plant (on 28th Feb., 1983), at Udyogvihar Industrial area, Gurgaon. The Plant dedication ceremony was initiated by Mr. Deepak Pahwa, chairman Bry-Air (India) with the inaugural address. The function was presided over by Mr. Paul D. Griesse, President Bry-Air Inc. The keynote speaker for the day was Ambassador Barnes who shared his comments with all who were present about the collaboration and its signifi-

GLIMPSES OF THE



After the ribbon cutting ceremony the Ambassador and other guests taking a plant tour.



His Excellency, Ambassador Barnes, at the gathering.

cance.

Dr. W.R. Correa President Indo-American Chamber of Commerce and Mr. A. Mazumdar former President of I.A.C.C. also graced the occasion with their distinguished presence and addressed the gathering. Also present among the distinguished guests were Hallock Lucius, Councillor for Commercial Affairs U.S. Embassy and Mr. Daniel Roberts the vice president of the visiting Overseas Private Investment Corporation delegation (OPIC) from US.



Picture shows a section of the guests from L to R Mrs. Jill Griesse, Mr. Hallock Lucius, commercial councillor at the U.S. Embassy, Mr. Daniel Roberts, Vice President (OPIC) delegation, Mrs. Mary Lucius and Mr. Sharma Deputy General Manager, United Bank of India.

INAUGURAL FUNCTION



or Harry Barnes addressing



Toasting the happy occasion are Mr. Deepak Pahwa, President Bry-Air (India) and Mr. Paul D. Griesse President Bry-Air Inc. U.S.A. at the cocktail party the same evening.

(Continued from page 1)

initiative and Government facilitation combine their best efforts to promote international co-operation in finding and assessing world markets. The uniqueness of this facility is that it is the first Indo-US joint venture in the

Mr. Paul D. Griesse: "I give full credit to my Indian partner Mr. Deepak Pahwa for initiating this relationship and seeing it through to this inaugural event of which we are so proud of today".

small scale high technology sector. I give full credit to my Indian Partner Mr. Deepak Pahwa for initiating this relationship and then seeing it through to this inaugural event of which we are so proud of today".

The inauguration of the Bry-Air plant also coincided with the Overseas Private Investment Corporation (OPIC) investment mission to India. In a press release issued by the OPIC President Craig A. Nalen; he applauded the Bry-Air project and commented "As an official of the U.S. government, I am proud of the combined efforts of the Bry-Air Company and their Indian partner Deepak Pahwa. OPIC is a U.S. government agency that offers incentive programme to U.S. businessmen investing overseas. We support projects like this one which represent on-going business commitments, transfer of technology, employment of local workers, 100% utilization of local materials, and the creation of new export markets".

Mr. Deepak Pahwa: "Bry-Air is the world leader in the field of dehumidification and is one of the only three manufacturers of this equipment in the world".

In commenting on the OPIC investment mission, Nalen further stated, "Our businessmen are looking for concrete proof that business potential exists here in India. This project is an excellent example and I hope that it will be a positive influence on U.S. businessmen as they weigh investment opportunities here. OPIC supports the Bry-Air project and would like to assist them in any future ventures".

Ambassador Barnes, in his key note address expressed happiness at

the rapidity with which this project has been implemented which he felt was indicative of the Central and State Government's desire to attract foreign investment in high technology areas.

Dr. W.R. Correa speaking on the occasion also elaborated upon the same point as "Our Government has frequently been criticized in the past for bureaucratic red tape and mind numbing delays. But the speed with which this project has been pushed through the letter of intent in less than ninety days, the land assigned by H.S.I.D.C. in six weeks and bank loans put through in less than six weeks—is indicative of the change in the collaborative climate in India".

Indo-American Collaboration in a highly specialised field

The Bry-Air project is symbolic of the small scale high technology transfer between the two countries.

Ambassador Barnes: "Not only is this (Bry-Air) technology in the dehumidifying field of the latest type, but the very provision of the products which you have seen produced here will make possible creation of other products which simply would not have been possible within time frame and without this quality in India".

The factory is equipped with the most modern and sophisticated manufacturing facilities along the lines of Bry-Air Inc. in America thus ensuring products of the highest international quality.

In the words of Ambassador Barnes "You have provided an occasion which demonstrates what we so often hope for and talk about namely that indeed there are ways of transferring technology and this can be one of the most effective methods of Indo-American collaboration. Not only is this technology in the dehumidifying field of the latest type but the very provision of products which are seen produced here will make possible in turn the creation of other products which simply would not have been possible within this time frame and without this quality in India".

Dr. Correa: "May you grow from strength to strength, May your shadow never grow less".

The use of this dehumidification equipment will help to upgrade the quality of production in the pharmaceutical, electronics, plastic, chemical, food processing and many other industries. It is ideal for storage of seeds, fertilizer, hygroscopic materials etc., as well as for analytical instrument rooms, abrasives and explosives manufacture, wood drying, missile assembly and a myriad of other applications.

Another major break-through in indigenous manufacture is the concept of heat recovery systems based on heat pipes. The heat recovery system is particularly important to India where energy is scarce. It being used in U.S.A. to recover waste heat from industrial exhausts like furnaces, kilns, boilers whereby saving vital fuel inputs by improving the fuel efficiency of plants and factories.

Brilliant Export Opportunities

The production and marketing programme is designed to service not only the Indian market but also those of South East Asia, Middle East, Russia; none of which possesses this indigenous manufacturing facility. Hence the unit will, therefore, conserve as well as, contribute directly to foreign exchange reserves.

Bry-Air (India) is backed by a reputed marketing set up and after sales service. Bry-Air's products will be marketed and serviced by Arctic India Sales—a reputed company, this field with offices in Delhi, Bombay, Calcutta and Bangalore.

Business India in its coverage on the Bry-Air (India) plant and its activities "If the importance of service is not forgotten in the desire for growth, this small company appears headed for good business."

And indeed the blessings in the words of Dr. Correa comes back to us when at the end of his speech he said "And may you go from strength to strength and may your shadow never grow less".

FORM IV—STATEMENT OF OWNERSHIP & Other Particulars of 'Dry Facts' 1. Place of publication, 20, Rajpur Road Delhi-110 054
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