

**NeuroFocus CEO Dr. A. K. Pradeep Joins President Obama, CEOs of General Electric and PepsiCo, and Other Senior U.S. and Indian Business and Government Leaders for USIBC's U.S-India Business & Entrepreneurship Summit in Mumbai on November 6**

Presidential Executive Mission to India Event Gathers Top Government and Business Figures from Both Nations; Conferences Continue in Delhi November 8-9

For Immediate Release

BERKELEY, Calif. – November 5, 2010 – President Barack Obama will join a top tier of American and Indian business and government leaders as they gather in Mumbai, India on Saturday, November 6 for the U.S.-India Business & Entrepreneurship Summit. Sponsored by the U.S.-India Business Council ([USIBC](#)), the Summit is a core part of President Obama's Presidential Executive Mission to India this month. Representing the United States contingent with General Electric CEO Jeffrey Immelt, PepsiCo CEO Indra Nooyi, other corporate leaders and ranking Federal government officials will be [NeuroFocus](#) CEO Dr. A. K. Pradeep.

The USIBC is sponsoring the by-invitation-only U.S.-India Business & Entrepreneurship Summit as an integral part of its overall mission to foster high level cooperation and interaction among Indian and American business and government leaders. President Obama will deliver the Special Keynote Address to the Summit on Saturday afternoon at the Trident Hotel in Mumbai. Additional presentations will include a Keynote Address by U.S. Secretary of Commerce Gary Locke and a Special Address from the Honorable Pranab Mukherjee, Union Finance Minister of India.

Following the Summit, two days of conferences will be held in Delhi from November 8-9. High-ranking U.S. and Indian government officials will attend, including Treasury Secretary Timothy Geithner; Minister of Commerce and Industry Anand Sharma; President of Boeing India Dr. Dinesh Keskar; and Nikesh Arora, President, Global Sales & Business Development, Google Inc.

“It is a singular honor to be part of this distinguished assembly of some of the world's best business minds and government leaders,” Dr. Pradeep said. “The relationship between India and the United States is critical to both countries, and as the Indian economy continues to rise rapidly, it is especially important for innovation to be shared between both nations. As NeuroFocus' leader I am proud to represent that drive for excellence in the area of brand and product marketing, design, retailing, consumer research, entertainment, and other key business categories. I congratulate the USIBC on sponsoring such a stellar event.”

Dr. Pradeep has also been invited by the U.S. Commerce Department to join the Beauty & Cosmetics Trade Mission to India in mid-November. That Mission will bring Federal officials and corporate leaders in that industry to meet with their Indian counterparts in New Delhi and Mumbai.