
The San Francisco – Bangalore Sister Cities Project

Citizen to Citizen Diplomacy in 2009

Chairs: Jim Herlihy & Madhav
Misra.

Mission

To engage individuals and institutions in Bengaluru, formerly known as Bangalore, and San Francisco in creating sustainable 21st century cities through an exchange of environmental, economic, cultural and research ideas, expertise and resources.

Background

More than four decades ago, President Dwight D. Eisenhower spoke of the sister city concept as being instrumental in citizen to citizen diplomacy. Today, in this globalized world, we need sister cities more than we've needed them in a long time. At a fundamental level, the sister city concept is about a partnership. And not a partnership between bureaucracies, but between the residents of the cities involved.

The idea came to Mayor Gavin Newsom on his trip in December 2005 to Shanghai, which has been San Francisco's sister city for more than 25 years. When fellow traveler Jim Herlihy asked him which sister city he wanted to create during his term, he said Bangalore, inspired by the parallels between Silicon Valley and Bangalore.

Soon after, a group of Bay Area residents, motivated by the many opportunities for business, civic and cultural exchanges between the two cities, created the foundation for what would

eventually be a 501©3 non-profit group: the San Francisco-Bangalore Sister Cities Initiative. The volunteer group began working towards the goal of creating viable and sustainable partnerships at every level between residents of the two regions.

A year ago, on October 20, San Francisco Mayor Gavin Newsom and the Chief Minister of Karnataka, B.S. Yeddyurappa, met via video conference and signed a memorandum of understanding that established that the capital of the state of Karnataka, Bangalore, and San Francisco would henceforth be Sister Cities.

- **New Memorandum of Understanding - Education**

In May this year, Mayor Gavin Newsom hosted the signing of a Memorandum of Understanding between two schools – between the Indus International School of Bangalore and the French American International School of San Francisco. The memorandum creates a platform for the schools to collaborate in various areas such as student exchange programs, exchanges of faculty and best practices, joint research and development initiatives, seminars, conferences and joint community service projects.

The importance of the inaugural trade, investment, and cultural mission to Bangalore:

A delegation of civic ambassadors representing a wide range of fields in the San Francisco Bay Area - arts, culture, commerce, science, technology, innovation, American corporations -- is gearing up to visit Bangalore on November 27. Members of this delegation are identifying opportunities where citizens of both regions – non-profits, entrepreneurs, businesses, artists, governments and others – can engage in partnerships that benefit both Bangalore and the Bay Area. The key areas of impact are:

- Infrastructure and Better Government- focusing on driving more efficient and effective processes in government and developing strong infrastructure.
- Education and Healthcare- focusing on establishing a platform for exchanging ideas and methodologies to enhance education and healthcare provision in both cities.
- Women's and Children's Issues - focusing on women's and children's issues and finding ways to improve the lives of both.
- Arts and Performances- focusing on exposing and involving the citizens of each city to their rich arts and culture.
- Business and Trade Facilitation- focusing on creating a solid network of businesses between the two cities and facilitating trade through said network and partnerships with city and state governments.
- Leadership 2020 - focusing on developing awareness and activities that will establish a cornerstone of growth and sustainability in the Sister City program for our future generations.

What is the purpose of the delegation?

The delegation is focused on creating renewed interest and opportunity in the areas of trade, technical co-operation, investment, health, culture, education and philanthropy. The goal is to deepen ties between the two regions so that residents of both these areas can benefit in tangible ways from this relationship. Here are some examples: In ten years, Bangalore wants to be a serious wine-making region on the global map. There are many vintners in Napa who they'd love

to consult and partner with. A famous artist in Bangalore, Arundhati Nag, said she wanted to learn and get feedback from San Francisco theater companies, and collaborate on developing the next generation of artists. Many memoranda of understanding are being developed presently. Some of them will be signed on the trip to Bangalore.

Who can join the delegation?

The delegation is open to the public. Many business people, entrepreneurs, and civic leaders have already signed up for it.

Below are some of the key members of the committee who will be traveling to India with the delegation:

- **James P. Herlihy, Co-chair**
James Herlihy is the Managing Director of Deutsche Bank, Private Wealth Management. He served from 1992-1996 as the President of the San Francisco Public Library Commission and has served as the Treasurer of the San Francisco-Cork Sister City Committee since 1993. He is the past member of the following sister city committees: Haifa, Shanghai, Manila and Osaka. He holds an LL.B degree from the London School of Economics and Political Science.
- **Madhav Misra, Co-chair**
Madhav Misra is a member of the board of Coast Asset Management. Previously, he was the Managing Partner and Chief Investment Officer at Allianz Hedge Fund Partners and Managing Director and Head of Hedge Funds, Citigroup Alternative Investment Strategies. He has a bachelor's degree in Economics from St. Stephens College in Delhi University and an M.B.A from Columbia University. He is also a chartered accountant (FCA).
- **Kumar Malavalli**
Kumar Malavalli has degrees in electrical engineering and physics from the National Institute of Engineering in Mysore, India and holds several patents in Fibre Channel technology. He is the co-author and driving force behind Fibre Channel, an evolutionary technology that enabled the development of production-class storage area networks (SAN's) Kumar. He is the co-founder and former CTO of Brocade Communications, the co-founder and CEO of InMage Systems, currently Chairman of the Board and Chief Strategy Officer. Kumar's philanthropy in the field of education extends from digital learning centers in rural India to our local institutions of higher education. He established the Kumar Malavalli Endowed Chair in Storage Systems Research at University of California, Santa Cruz, and co-founded the Indus Scholastic Management Services. He serves as a trustee of the Indus International Schools.

Sponsors:

- **Kingfisher Airlines**, India's first five star airline, is the premiere presenting sponsor of the trip.

- **UB Group**, one of India's largest conglomerates, is the premiere presenting sponsor of the trip.
- **Cisco Systems**, whose LEED-compliant building on its Bangalore campus will be highlighted on the trip, is an inaugural gold sponsor.
- **Taj Hotels**, a subsidiary of the Tata Group, which includes San Francisco's Campton Place among its U.S. properties, is sponsoring the accommodation of the delegates.

More information: www.sfbangalore.org.

Recent press coverage:

- **THE SAN JOSE MERCURY NEWS**
Opinion: Sister city relationships pay real dividends
By Kumar Malavalli
Special to the Mercury News
OCTOBER 29/2009

Last August, I carried a letter from San Francisco Mayor Gavin Newsom to the chief minister of Karnataka, B.S. Yeddyurappa. I delivered it over a breakfast meeting, and then I carried a letter back from the chief minister for the mayor. I assumed the role of a postman because the letters carried the seeds of something I believed in — the San Francisco Bangalore Sister Cities relationship.

You're probably wondering why Silicon Valley entrepreneurs like me would care about something that sounds like fluff. My work is such that I need to travel the world. And if there's one thing I've seen, it's that the world is interdependent.

I am originally from Bangalore, but call Los Altos home. And as I travel between Bangalore and the Bay Area, I can see how similar they are in so many ways — in the entrepreneurial spirit and in the cosmopolitan nature that attracts migrants from all over the world.

When someone asked Newsom which sister city relationship he wanted to establish, he instantly said Bangalore, perhaps inspired by the same similarities that I perceived. I don't usually get involved in projects like this, but this is not just about signing documents that mean nothing. This is about driving real business and a real exchange of people and ideas in the arts, culture, education, public health, urban development and, of course, high tech.

A few years ago, when American companies needed to cut costs to survive or stay profitable, they looked to places like Bangalore and Beijing for help. But today, the story is a little different. Bangalore has grown too fast over the past decade and needs help in many spheres: building infrastructure to deal with its manic pace of development, dealing with waste management issues, and improving the public health system, to name a few. The government and residents of Bangalore are keen to use the expertise of Bay Area companies to resolve their issues.

We have more to gain than just business. This relationship is about sharing across many areas that make up our social fabric. Take India's excellent education system, for example. Recently, the principals of Indus International School of Bangalore and the French American International School of San Francisco signed a memorandum of understanding as part of the

Sister City initiative. They're collaborating on research and development initiatives, sharing best practices as well as running faculty and student exchange programs.

I have had biotech companies in India tell me how keen they are to partner with firms here so that we can see cutting-edge research from the best of both worlds. And companies here are well aware of the huge market that is India.

When President Dwight Eisenhower spoke of citizen diplomacy back in the 1950s, he apparently identified the sister city relationship as a cornerstone. These relationships were meant to be serious partnerships that benefited both cities. His vision holds true today.

In November, I am going to Bangalore with a delegation of Bay Area business and civic leaders, led by Newsom. We have spent the past few months identifying opportunities that can drive commerce to the Bay Area. This trip will be the culmination of our efforts. The seeds that were sown in those letters I carried last year will finally bear fruit.

KUMAR MALAVALLI founded Brocade Communications Systems and now is chairman and CSO of data protection specialist InMage Systems. He wrote this article for the Mercury News.

- **INDIA WEST**
SF Sister City Delegation to Visit Bangalore in Nov.
By SUNITA SOHRABJI
October 26, 2009

A delegation of more than 40 San Francisco city officials, including Mayor Gavin Newsom, and heavyweights from the Silicon Valley tech industry will travel to Bangalore Nov. 27, in the inaugural trip of the San Francisco-Bangalore sister city collaboration.

The delegation will aim to create partnerships between the two cities in trade, technology, investment, health and education. The delegation will also focus on cultural and philanthropic collaborations between the two cities.



Jim Herlihy, co-chair of the San Francisco-Bangalore Sister City Initiative, told India-West the delegation would finalize four to six memorandums of understanding that have been in the works since the sister city memorandum of understanding was signed between the two cities May 29.

The Public Utilities Commission will offer its expertise on wastewater treatment to Bangalore. San Francisco – one of the top cities nationwide for recycling – will also offer its proficiency on solid waste management, said Herlihy.

The delegation will also offer San Francisco city resources in the areas of infant and childhood disease and perinatal women's health. UC-San

San Francisco, one of the nation's leading health facilities, will sign an MOU with Biocon, the leading biotech company in Bangalore, headed up by Kiran Mazumdar, who sits on the Bangalore sister city board.

The National Institute for Fashion Technology will sign an MOU with the Academy of Arts in San Francisco for technical cooperation and student exchange programs, added Herlihy.

Judy Wilbur, board member of the San Francisco Asian Art Museum, and Jay Xu, museum director, will travel with the delegation to secure collaborations with Indian artists. The museum holds one of the world's best collections of Asian art.

"We want the Asian Art Museum to be the gateway to bring shows of Indian art to the U.S.," said Herlihy.

Cisco's Bangalore satellite will host the delegation on the second day of its three-day trip. Newsom will cut the ribbon on a new building on the sprawling Cisco campus in Bangalore. That evening, Vijay Mallya of United Breweries will host a gala reception for the group.

Several emerging technology companies in the areas of biotech, alternative fuels, and clean tech will present their work on the last day of the trip at a seminar hosted jointly by the Bangalore and Silicon Valley chapters of The Indus Entrepreneurs.

In related news, the San Francisco-Bangalore Sister City committee offered its condolences to victims of the recent floods in South India that have left more than 250 people dead and about 2.5 million homeless.

"I offer my deepest condolences to those affected by the flooding in India," said Newsom in a statement. "San Francisco has particularly strong economic, social and cultural ties to our sister city Bangalore, and I was deeply saddened to hear of the suffering there," he said.

In other news, Ro Khanna, deputy assistant secretary for domestic operations, U.S. and Foreign Commercial Service at the U.S. Department of Commerce, will lead an energy efficiency trade mission to Mumbai, Delhi and Chennai Nov. 16-20.

The mission will focus on bringing energy efficient products from U.S. manufacturers to the burgeoning Indian market. Members will participate in a U.S.-India Energy Efficiency Technology Cooperation Conference in New Delhi Nov. 16 and 17, which is jointly organized by the U.S. Department of Energy and the U.S. Agency for International Development.

The delegation will visit Chennai Nov. 18 and Mumbai Nov. 19 and 20. Participation fees are \$4200 for large firms and \$3500 for small or medium-sized firms.

Khanna told India-West he was currently unable to discuss the mission.

- **THE SAN FRANCISCO CHRONICLE**
S.F. sustains ties with Bangalore
Andrew S. Ross
October 18, 2009

San Francisco is turning its eyes toward India.

Next month, a delegation of city officials and corporate executives, led by Mayor **Gavin Newsom**, will be spending three days in Bangalore, where initial agreements on projects involving sustainable building, health technology, water treatment and solid waste management are expected to be signed. All areas in which Bangalore, India's version of Silicon Valley, have said it could use some help.

The trip also marks a coming-out party of sorts for San Francisco and Bangalore as sister cities. "It's our fanfare," says **Jim Herlihy**, co-chair of the San Francisco-Bangalore Sister City Initiative. Herlihy, a managing director of **Deutsche Bank**, and **Madhav Misra**, who formerly headed a hedge fund and private equity group at **Citibank** in San Francisco, have been quietly building on the relationship since the two cities officially became siblings, at Newsom's behest, last year.

As with San Francisco's growing relationship with Shanghai, the aim is to develop business and trade ties - sustainably, the organization's mission statement emphasizes - with an Indian metropolis that is exploding, technologically and geographically, with a population estimated to be 10 million by 2012. "Given Bangalore's growth rate, and the role Indians already have in the Bay Area economy, there's enormous untapped potential," Misra said.

The two co-chairs have already rounded up some heavy hitters. Board members include **Kumar Malavalli**, founder of San Jose's **Brocade Communications**, **Vish Mishra**, president of the **Indus Entrepreneurs**, an Indian-American business group in Silicon Valley, and **Regis Kelly**, who chairs the **Bay Area Scientific Innovation Consortium**. (A specific biotech agreement is on the November trip's agenda.)

Corporate sponsors range from **Cisco Systems**, whose LEED-compliant building - India's first - on its Bangalore campus will be highlighted on the trip, to **Taj Hotels**, a subsidiary of the giant **Tata Group** conglomerate, which numbers San Francisco's **Campton Place** among its U.S. properties.

The latter's involvement, along with Bangalore's **UB Group**, which owns the **Mendocino Brewing Group** (Red Tail Ale, Blue Heron) along with India's **Kingfisher Beer** and **Kingfisher Airlines**, points to the two-way-street nature of the relationship. "We want Indian investors and businesses to look at the Bay Area as a logical point of entry," Herlihy said.

Misra added: "As this becomes India's as well as China's time, we want to see the Bay Area benefiting from it."

More information on the San Francisco-Bangalore Sister City Initiative at www.sfbangalore.org.