



WEATHERING THE TRUMPSTORM

**BUSINESS STRATEGY IN A
TARIFF-FIRST WORLD**

FEB SATURDAY
21 6.00 PM - 7.30 PM
2026 MMA MANAGEMENT CENTER



Amb Ajay Bisaria, IFS (Retd)
Strategic Consultant, Author &
Commentator on International Affairs

SYNOPSIS

In an era where tariffs, trade barriers, and geopolitical realignments are reshaping global commerce, “**Weathering the Trumpstorm: Business Strategy in a Tariff-First World**” offers timely insights at the intersection of geopolitics, diplomacy, and corporate strategy. Drawing on Ambassador Ajay Bisaria’s three-decade diplomatic career spanning critical postings in Canada, Pakistan, Europe and major multilateral arenas, the session will explore how shifting trade orders influence strategic decision-making for Indian enterprises and global investors. Participants will gain clarity on navigating regulatory risks, understanding diplomatic drivers of trade policy, and leveraging geopolitical foresight to build resilient, future-ready business models in a world where tariff dynamics increasingly determine competitive advantage. Ambassador Bisaria’s perspectives as a strategic consultant and thought leader on international affairs will enrich the discussion on how firms can thrive amid policy uncertainty and changing diplomatic landscapes.

Programme

5:15 PM

Registration & Hi-Tea

6:00 PM

Welcome Address

IIMC - Alumni Assn, Chennai Chapter

Opening Remarks

K Mahalingam

Immediate Past President MMA &
Partner/Director, TSM Group of Companies

Address by the Speaker on “Weathering the Trumpstorm:
Business Strategy in a Tariff-First World”

Amb Ajay Bisaria, IFS (Retd)

Strategic Consultant, Author &
Commentator on International Affairs

Speaker in conversation with Special Invitees and Q&A

Special Invitee

Special Invitee

7:25 PM

Vote of Thanks

Gp. Capt. R Vijayakumar (Retd), VSM

Executive Director, Madras Management Association

7:30 PM

End of the program

PROFILE



Amb Ajay Bisaria, IFS (Retd)

Strategic Consultant, Author &
Commentator on International Affairs

Ambassador Ajay Bisaria is a seasoned diplomat with over three decades of service in the Indian Foreign Service, having held key postings as India's High Commissioner to Canada and Pakistan, Ambassador to Poland and Lithuania, and senior roles in Berlin, Moscow, and World Bank. He also served as a close aide to Prime Minister Atal Bihari Vajpayee, contributing to pivotal economic and foreign policy initiatives.

His rich diplomatic career has equipped him with deep expertise in geopolitical strategy, international negotiations, and strategic advisory. Currently, he advises global businesses on navigating complex international environments, regulatory risks, and public policy. He works with multinational firms, private equity ventures, and sits on the boards of companies in sectors like sustainability and fintech.

Ambassador Bisaria is also a Distinguished Fellow at the Observer Research Foundation (ORF), where he focuses on economic diplomacy and regional affairs across South Asia, Europe, and North America. A published author and columnist, he writes widely on geopolitics, and his acclaimed book *Anger Management* explores the complexities of the India-Pakistan diplomatic relationship.

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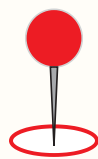
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