



European Business &
Technology Centre

Enabling Europe-India
Collaborations

**Market Entry Support to India
& Indian IP Ecosystem**

Brussels, 10th December 2020

INTRODUCTION: EBTC



‘EBTC is leveraging its past activities and its vast Body of Knowledge, and continuously guided by principles of Sustainability and Innovation. EBTC’s evolution from Project to a self sustainable organisation for multilateral cooperation is exemplary, and currently EBTC is solidifying its unique position as an enabler for economic development.’

2008

EU Project

- Facilitation of EU-India business and research collaborations to tackle climate change.

2017

Demand-driven Strategic Initiatives

- Project facilitation
- Clusters and pilot projects
- Focused interventions (bilateral)

2020

Enhanced economic activity and multilateral cooperation

- Leveraging and sustaining earlier activities
- Public and donor projects
- IP Forum
- Clusters & strategic cooperation
- Private sector projects originating from clusters

2016

Transition

- Not-for-profit company
- Not member-based
- Continuation of the EBTC mandate

2019

EU Mandates & Initiatives

- Building on earlier initiatives
- Public projects
- European Economic Group (EEG)

VALUE PROPOSITION - EBTC

HIGHLIGHTS

EBTC TEAM AND ORGANISATION

MARKET EXPERTISE

NETWORK & ACCESS

DETAILS

- Established presence in Europe as well as in India
- Small but efficient team structure combining both strategic management advisory as well as on-the-ground research and facilitation capabilities

- Long-term experience in supporting European-India technology partnerships and technology upscaling projects
- In-depth knowledge of market dynamics and stakeholders in India and Europe
- In-house Europe-India IP Forum, Startup Forum, Corporate Finance Forum

- Well-established networks across Indian states and Europe
- Leader of *Enterprise Europe Network* in India (17 Sector Groups including 3000 Experts and access to industry, research bodies and innovation centres).
- Programme leader of EU-Excellence in India (leading green MNC's)

STAKEHOLDER ENGAGEMENT FOR PROJECTS

Strategically consolidating and managing stakeholders for successful collaborations and projects



**Smart Cities
Programme**



**Sustainable
Transport Cluster**



**Waste
Management**



**India EU Water
Partnership**



**Implementation
Partner: European
Patent Office**



**Europe India IP
Forum**



**Innovations &
Partnerships/
Mandates in Europe**



**Business Support to
the EU-India Policy
Dialogues & CECP**

SELECT REFERENCES



Water Management
Implementation of
business component
of the India EU Water
Partnership: market
entry/ access



*E-Mobility /
Renewable Energy*
Market access
through pilot project
support (Sustainable
Transport Cluster)



*Wastewater
Treatment*
Market entry and
partnering strategy /
partner search



Multi-modal logistics
Public partner
engagement through
cluster model
(Railway & Logistics)



Air Pollution
Market entry / access
support through
technology advocacy;
partner search



*Circular economy:
Plastics recycling*
Market entry and
partnering strategy
Asia (>10 countries)



European Union
Business-related
project
implementation in key
sectors incl. waste /
renewable energy



*Biggest multilateral
financial institution &
large provider of
climate finance*
Strategic stakeholder
engagement India



*Internationalisation of
SMEs*
Lead consortium
partner EEN India:
market entry support



*IP awareness and
Industry / Gov
relations*
Cooperation Partner
of the EPO in India



*Europe-India
cooperation*
Knowledge sharing
and market entry
support



*European
Commission Initiative*
SME delegation and
focused matchmaking
support; market entry



BUSINESS SUPPORT TO THE EU-INDIA POLICY DIALOGUES PROJECT



A project funded by the European Union



BUSINESS SUPPORT TO THE EU-INDIA POLICY DIALOGUES

- The Business Support to the EU-India Policy Dialogues supports the implementation of the new EU strategy on India, which was adopted in December 2018. The project strives to **increase business involvement** in strategic areas of bilateral cooperation in order to reinforce the already strong partnership between the European Union and India.
- These key areas are derived from on-going policy dialogues between the EU and India, such as **Environment, Energy, Climate, ICT and Urbanisation** and hold relevant, real-time opportunities for EU businesses interested in the Indian market.

www.euindiabusinesssupport.eu

PROJECT PARTNERS



Capital Goods Sector Engineering New India's Future!

USD 1.4 Bn

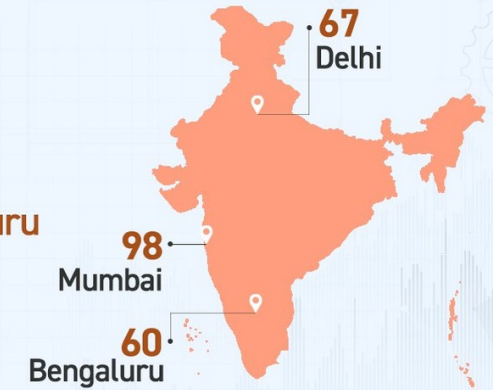
Size of machine tools segment

5.2%
CAGR



Global Innovation Index 2020

Delhi, Mumbai and Bengaluru among the top 100 science & technology clusters in the world!



A BIG LEAP IN EASE OF DOING BUSINESS RANKINGS

**INDIA MOVES UP
14 SPOTS IN A YEAR!**



We have selected **100 Smart Cities**...These cities have prepared projects worth ~USD 30 Bn. And projects worth ~USD 20 Bn have been completed or are nearing completion.



Indian Electric Equipment Industry Mission Plan 2012-2022

USD 75 Bn

Size of transmission & distribution equipment segment

USD 25 Bn

Size of generation equipment segment

New India

A Flourishing Startup Ecosystem

3rd largest
Startup ecosystem globally

27
Active tech unicorns

9,300
Tech startups



Source: 5 Years of Digital Bharat, MeitY



New India: Epicenter of Global FinTech Industry

USD 1 Tn*
Value of digital payments
market by 2023

*expected



NEW INDIA Modernising the Farm-to-Market Value Chain



37
Mega food parks
approved

~5,000*
Job creation
at each park

*Projected | Source: PIB

#DidYouKnow

New India classifies the
renewable energy industry
under '**white category**' for
easier environment clearances



From Bricks to Clicks: • e-Commerce Transforming Retail in New India



*Projected

Floating Solar PV Panel

A 300 GW Opportunity
for New India

Development plan of
10 GW by 2021 sanctioned



India

Home to 1,140+
R&D centres
of MNCs



#DidYouKnow

New India is the
2nd largest exporter
of ICT services!

Source: NASSCOM



India offers you Democracy,
Demography, Demand as well
as Diversity. Such is our diversity
that you get multiple markets
within one market.



New India Heralding a Clean Energy Revolution

By 2030:

- **33-35%** Reduction in emission intensity
- **40%** Share of non-fossil fuels in energy mix



New India: A Global Auto Manufacturing Destination



~USD 24.2 Bn

FDI received by the automobile industry
(April 2000-March 2020)*



*Cumulative figure | Source: DPIIT



USD 35.3 Bn

India's manufactured food products and beverages exports in 2018-19



New India - An emerging food processing hub

Largest Milk, vegetables & fruits producer



#DidYouKnow

India exported ~**USD 6.8 Bn** worth of marine products in 2018-19, making it the top exported commodity!



#DidYouKnow

India's food services sector is projected to reach **USD 79.4 Bn** by 2022-23!



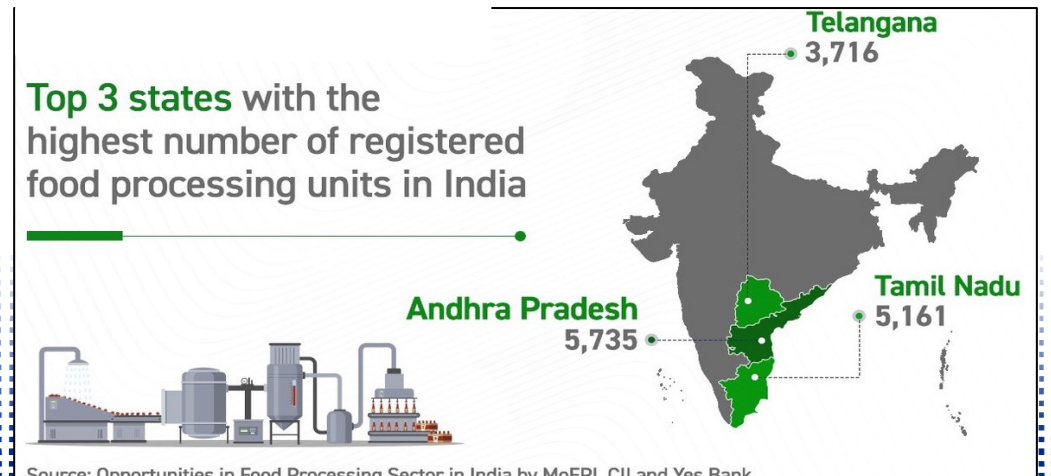
#DidYouKnow

New India's food processing exports rose by **7%** between 2017-18 and 2018-19!

Source: Annual Report 2017-18 by Agricultural and Processed Food Products Export Development Authority (APEDA)



Top 3 states with the highest number of registered food processing units in India





BUSINESS SUPPORT
TO THE EU-INDIA POLICY DIALOGUES



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ARE YOU READY FOR INDIA?



KEY STATISTICS



POPULATION BY 2025
- MEDIAN AGE
29 YEARS

(SOURCE: UNITED NATIONS)



**THE EU IS A PRIMARY TRADE AND
INVESTMENT PARTNER OF INDIA.**
BILATERAL TRADE IN GOODS
AND SERVICES AMOUNTS TO
€107 BILLION IN 2020

(SOURCE: EUROPEAN COMMISSION)



**IN 2019, 6,000 EUROPEAN COMPANIES
WERE PRESENT IN INDIA, PROVIDING
DIRECTLY 1.7 MILLION JOBS AND
INDIRECTLY 5 MILLION JOBS IN A
BROAD RANGE OF SECTORS**

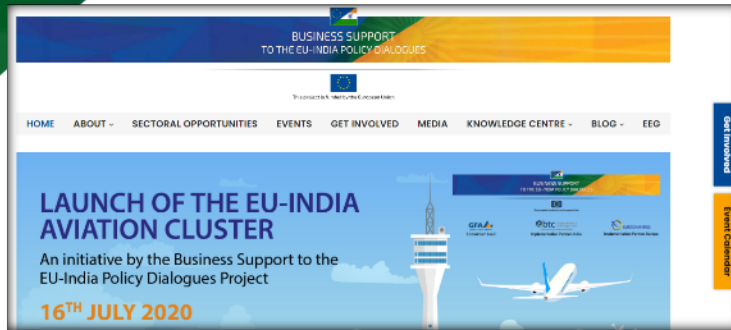
(SOURCE: EUROPEAN COMMISSION)

Support extended to EU businesses through the project

- **European Excellence in India:** is a taskforce of EU business champions in India that are committed to set climate and sustainability targets across their operations and value chains. The objective is to create real value-addition for leading EU businesses in India, through concrete support activities, co-operation models, and facilitate access to projects and other opportunities in high-potential market segments.
- **India Readiness Tool Kit:** is a self-assessment tool that helps EU businesses evaluate themselves in advance before entering India, so that they have a higher probability of success in India right from the start. EU businesses are encouraged to take the survey prior to investing in India. There is also a knowledge hub and an IP diagnostic tool within this platform.
- **European Technology Engagement Cell (ETEC):** is a platform linked with the India EU Water Partnership (IEWP). Water companies from Europe can register via ETEC to showcase their expertise and technologies / solutions to a focused and relevant audience in India.
- **European Finance Group (EFG):** is a working group which helps strengthen and integrate the European level business cooperation framework in India with access to development and sustainable financing.
- **European Economic Group (EEG):** is positioned as a single European business voice in India with industry representation through the respective heads of the bilateral chambers, associations and the embassies. It helps consolidate the strategic areas of policy interventions and insights which are critical for enhancing the business collaborations between Europe and India.



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BSPD Website

www.euindiabusinesssupport.eu

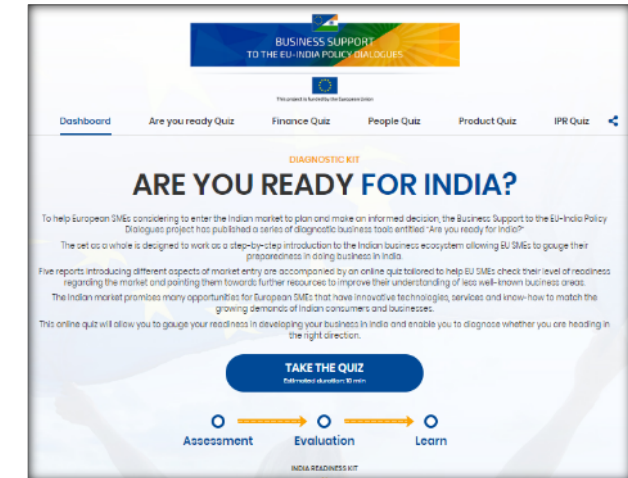


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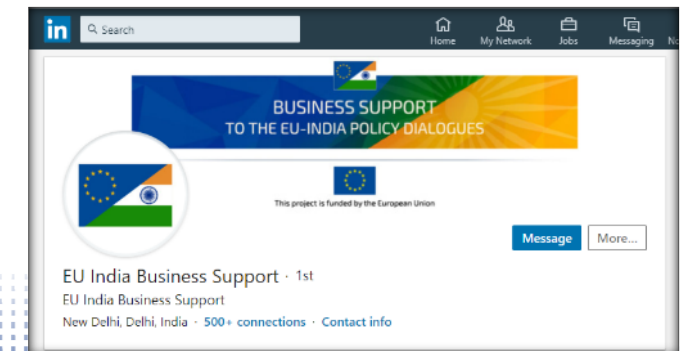


BSPD BROCHURE



INDIA READINESS KIT

www.euindiabusinesssupport.eu/IndiaReadtnessKit/



LINKEDIN PAGE



THANK YOU



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