Growing Your Business in India: the Scale of the Opportunity and the Importance of a Supported Landing

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European Business & Technology Centre, Bangalore, India
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INDIA

Cambridge Cleantech & EBTC

Agenda

- The India Advantage
- CSF for doing business in India
- EBTC Offer, Services & Activities
- EBTC Initiatives
- Major Events
The India Advantage

Opportunities in India

India versus Bharat

India: a ‘Megamarket with Microconsumers’

Promoting European clean technologies in India & tackling climate change

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Critical Success Factors

- India is a complex market: class, caste, regions, rural, urban differentiations
- India is good at resource maximization
- Indian businesses have a way of making things differently and with minimal resources.
- It is the Indian way, to utilize in an optimal way, save, invest, maximise and capitalize vis-à-vis the over-spending, over-consumption way leading to debt crisis situations!

Courtesy: IFC/EBTC

Critical Success Factors

Scale

- Indian Geography spans 3.29 mln sq km
- Population divide: 29% Urban, 71% rural
- Railways – 1,115,999 km
- Roadways – 3,316,452 km
- Households – 240 mln

Strong implications for businesses: implementing technologies and managing supply chains

Sources: www.ibef.org, E&Y

Opportunity India Event

21 November 2012
Critical Success Factors

Workforce

- Median age - 25.3 years.
- 64% of the population is the age group of 15 – 64 years.
- Around 400 universities, over 20,000 colleges and 7,000 technical institutions with 13 mln students.
- Approximately, 13 mln people enter workforce every year.

Demographic Dividend or Demographic Burden?

Sources: www.ibef.org, E&Y

Critical Success Factors

- Well-developed and sophisticated financial market
- Can channel financial resources to good use
- Financing of cleantech projects – a big opportunity for debt and equity sources
- Presence of many cleantech oriented equity funds
- Debt financing of cleantech in India still in nascent stage.
- Capacity building being carried out by IFIs such as ADB and World Bank
Critical Success Factors

- India needs to improve infrastructure and conducive business environment. The actions in these are evident as:
  - India has set ambitious targets for more than US$ 1 trillion to be invested in infrastructure over the Twelfth Five-Year period (2012-2017)
  - The Right to information Act is in place to address corruption issues
- The growing importance of including climate change concerns in economic activities: The National Climate Change Action Plan – *Journey to a Low Carbon Economy*

Sources: www.ibef.org, E&Y

Journey to a Low Carbon Economy

- National Climate Change Action Plan
- 8 National Missions – 4 ‘cleantech’ related
  - National Solar Mission
  - National Mission for Energy Efficiency
  - National Mission for Sustainable Habitat
  - National Water Mission
- EBTC – Promoting Clean Technology from EU to India under the Umbrella of Climate Change
  - Business Platform
  - Research Platform

EBTC will play an Important role in India’s Journey
About EBTC

The European Business and Technology Centre (EBTC) supports EU cleantech companies and researchers on their market entry to India and offers hands-on support in the early stages of expansion.

With pan-India presence, offering complete end-to-end solutions to EU clean technology companies who want to enter and be successful in the Indian market.

Tapping into a high growth market, in key sectors all offering enormous scope for closer EU-India collaboration – be it in business, science or technology.

Your partner for India

About EBTC – Brief overview

4 locations across India
- New Delhi (HQ), Mumbai, Bengaluru, and Kolkata

4 focus Sectors with Specialists and teams
- Biotech, Energy, Environment and Transport

4 steps from Visibility to Incubation
- Promoting Europe in India and India in Europe
- Providing Information and Intelligence
- Supporting the market entry process from scratch
- Providing full service incubation support for businesses and R&D

High growth market, dynamic sectors
About EBTC – Focus Sectors

EBTC’s efforts focus on 4 key sectors – Biotech, Energy, Environment and Transport

Biotechnology
- Biotech solutions to climate change
- Red, white and green biotech
- Bioinformatics

Energy
- Solar photo voltaic and solar thermal
- Wind
- Biomass / Bio energy
- Hydro power
- Clean coal
- Energy efficiency

Environment
- Water and waste water
- Solid waste
- Clean air
- Green building
- Green chemistry

Transport
- Intelligent Transport System (ITS)
- Low carbon transport solutions
- Fuel cells
- Hybrid technologies

Great opportunities for collaboration

EBTC – Structure

Building a solid EU-India Collaboration Framework
EBTC – The Offer

In collaboration with European partners

- Connecting Indian project, business and R&D opportunities to European Business & Research
- Opportunity to consider India for business, research, applied research, commercialization, investment, market capitalization and growth
- Sectoral expertise – with 4 sector specialists with teams available
- EBTC activities and initiatives that programmatically and strategically are designed to create an environment where EU entities can just enter, plug into, play and accrue results.
- EBTC has developed 100-odd Indian business and research opportunities that are waiting to be tapped by EU entities.
- There are models in place, such as Technology Management Interface, for seamless transition of technologies from the EU to India

Presence near you and in India creates well suited market channel

EBTC Initiatives
EBTC Project Opportunities

<table>
<thead>
<tr>
<th>Business</th>
<th>Nos.</th>
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<tbody>
<tr>
<td>Environment</td>
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<td>Air</td>
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<tr>
<td>Water &amp; Wastewater</td>
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<tr>
<td>Green Buildings/Energy Efficiency</td>
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<tr>
<td>Waste Management</td>
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<tr>
<td>Total</td>
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<tr>
<td>Energy</td>
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<tr>
<td>Biomass/Fuel cells/Energy Storage</td>
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<tr>
<td>Solar/ Wind/ Wave</td>
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<tr>
<td>Distributed Generation/Smart grids</td>
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<tr>
<td>Total</td>
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<tr>
<td>Biotechnology</td>
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<tr>
<td>Agriculture</td>
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<tr>
<td>Bioinformatics</td>
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<td>Biopharma</td>
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<tr>
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<td>Energy</td>
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<tr>
<td>Biotechnology</td>
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<tr>
<td>Total</td>
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Opportunity India Event
21 November 2012
EBTC Initiatives
New Collaboration platforms

Enterprise Europe Network
- “Arm-to-India” for EEN members and the extension of the network
- In collaboration with CII/ FIEO
- Operational by Jan/ Feb 2013
- Searchable database – your value

EBTC’s New approach – demand driven
- Identifying potential projects in India seeking technologies – technology scouting
  - Continuous effort, adding Project Briefs
  - EBTC website based search of Project Briefs
- Technology Management Interface (TMI)
  - An EBTC partnership, creating interface to pragmatically bridge gap in bringing tech to India

EBTC Initiatives
Technology Transfer and Deployment

Demand-Supply maturity matching essential for successful collaborations

www.cambridgecleantech.org.uk
Promoting European clean technologies in India & tackling climate change

EBTC Initiatives
IPR Helpdesk

<table>
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<tr>
<th>IPR Helpdesk: Intellectual Property (IP) service profile</th>
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<tbody>
<tr>
<td><strong>Informational Services</strong></td>
</tr>
<tr>
<td>Information on Indian IPR acts, rules, &amp; regulations</td>
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<tr>
<td>Aggregate IP concerns of European companies</td>
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<tr>
<td>Webinars, presentation &amp; case studies for IPR</td>
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<tr>
<td>Template agreement for IPR</td>
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| **IP Filing Services**                                |
| Filing Indian patent office for European SMEs         |
| Support IP prosecution with Indian patent office      |
| Reduce risk for licensing, technology transfer, and other IP matters |
| IP registration coordination with Indian patent office |

| **IP Services**                                       |
| Patent searches prior art, patentability, PTOS validity searches |
| Patent prosecution support in India for European SMEs |
| Identification of Indian partners for technology transfer |

| **Technology Landscape**                              |
| Prepare landscape for clean tech technologies - India scenario |
| Identify opportunity of technology collaboration       |

| **Licensor/Licencie Searches**                        |
| Commercialisation studies                             |
| License searches using product and patent databases   |
| Portal for mapping buyers and sellers                 |

| **IP Due Diligence**                                  |
| IP due diligence report & facilitation preparation    |
| Freedom-To-Operate (FTO) searches                    |
| IP competitive landscape (India) on specific technology |

For more information, send an email to an@ebtc.eu or visit www.ebtc.eu/pri

Comprehensive IPR services provided

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EBTC Initiatives
Capacity Building

EU Technology Presentations

1. Tamil Nadu Energy Development Agency (TEDA)
2. Karnataka State Pollution Control Board (KSPCB)
3. Karnataka Renewable Energy Development Ltd. (KREDL)

Workshops – Practical Solarpark Development

- In collaboration with partner Steinbeis India
- 2 workshops in KA and TN completed
- Potential accreditation by TUV Rheinland

Replicable across sectors and regions

www.cambridgecleantech.org.uk
National Innovation Council of India launched

EBTC Cluster Helpdesk – EU-India Cluster focus

EU Cluster Collaboration Platform

Short Term
- Increase mutual awareness on cluster policies development methods and management practices
- Facilitating in Europe and in India access to and contact with the respective research, innovation and industrial environments

Long Term
- Provide Market entry Services, Technology Transfer
- Formation of Consortium for R&D, New Product development in the Indian conditions
- Facilitate financial Closure
- EBTC Project: EU-India Collaboration for Transport Cluster Development
  - EU Partner: Ceipiemon, Italy
  - Indian partner: Govt of Karnataka

Guiding European Businesses to India

Step 1
Market Insight
- Guidance on doing business in India
- Information on regulatory framework
- Information on market access barriers
- Intellectual Property Rights (IPR)- Help desk
- Focused market reports

Step 2
Market Access Roadmap
- Screening of projects in India at national or state level
- Identification of potential business partners
- Design of market entry strategy
- Customised market intelligence

Step 3
Market Strategy Implementation
- Proactive incubation services to acclimatise with minimum risk and costs
- Hands-on-support in bidding for projects
- Assistance in finalising pilot projects
- Liaising with government and financial institutions

EBTC services: taking European companies from the point of considering the Indian market to implementing their projects
EBTC Services – details

1 Market Insight
- Guidance on Doing Business in India
- Preliminary sector market reports and snapshots
- Information on market access barriers
- IPR Helpdesk

2 Market exploration trip
Let our Experts plan a customized trip for you to meet relevant people at all levels and let you return with clarity on India’s market.
- Research & preparation phase
- Customized itinerary for most efficient site visits and partner meetings
- Constant guidance and support by an EBTC employee

EBTC Services
Service details

3 Project/Partner Identification
Our Sector Specialsts will guide you in finding the perfect partners for your venture.
- Mapping of potential partners
- Matchmaking sessions and follow up
- Project and technology matching

4 Market Entry Strategy
Your own individual strategy for approaching the Indian market.
- Mapping of market conditions
- Informing on legal, technical and other relevant conditions
- Defining modus operandi
- Support in government, legal and other necessary procedures

5 Tender Support
Let our specialised teams connect you to relevant decision makers.
- Consortium development
- Support in bidding process and Government office navigation
**EBTC Events 2012**

- High-level Workshop on Public Procurement for best practices from Europe, New Delhi, Date TBA.
- IPR Sessions at EBTC Events, Pan India, May-Dec 2012
- Urban Mobility Session at Asia Competitiveness Forum, New Delhi, 27 April, 2012
- Water, Waste-treatment and Green Building Mission, Kolkata, 6-7 June 2012
- Seminar on utilisation of mini-grids, off grid energy solutions, New Delhi, December 2012
- EBTC Smart Grid Event, Ahmedabad, 29 November 2012
- Biotechnology Business & Research Delegation, Bengaluru, 5-9 November 2012
- Energy Business & Research Delegation to Renewable Energy World Conference and Expo, New Delhi, 7-9 November 2012
- Environment Business & Research Delegation, 3-5 December, 2012
- Transport Business & Research Delegation to the Urban Mobility Conference cum Exhibition, New Delhi, 5-8 December 2012
- Workshop and Roundtables joining energy and climate change issues with sustainable transport strategies, New Delhi, 5-8 December 2012
- Final workshop on IPR issues in 2012, Location TBD, January 2013

**EBTC Services**

**Service details**

**Funding & Financing**
- Have our networks work for you and support finding eligible funding possibilities
- Identify EU funding options & opportunities
- Identify 3rd party funding

**Incubation Service**
- Engage in a first step to establishing yourself in India as a fast and cost efficient manner – in Delhi, Mumbai, Bengaluru and Kolkata
- Anchor access to office infrastructure at one EBTC office
- Flex access to office infrastructure at other EBTC location (FlexDesk)
- Including usage of board rooms, meeting rooms and office facilities
- Including usage of office amenities (copy, fax)
- Including access to EBTC teams, knowledge, networks and experience

**Event Hosting**
- Full-service support of delegations at the EBTC premises
- Workshops, seminars, roundtables, business meetings and receptions, incl. catering
- Other services upon request!

Promoting European clean technologies in India & tackling climate change

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