

GLOBAL EUROPE:

EU FUNDED
PROJECTS SUPPORTING BUSINESSES TO
LOOK BEYOND THE EU AND
INTERNATIONALIZE



GLOBAL EUROPE: EU funded projects supporting businesses to look beyond the EU and internationalize, 23 June 2020

AGENDA

1. About Business Support to EU-India Policy Dialogues
2. India – Snapshot
3. Areas of opportunity for EU businesses
4. Support extended to EU businesses through the project
5. Upcoming project activities



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



India - Snapshot

GDP
\$2.7T (US\$) – 2019
\$5T (US\$) 2025
TOP INVESTMENT DESTINATION
3rd LARGEST ECONOMY IN TERMS OF GDP (PPP)

POPULATION
1.5Bn 2025
29 Years 2025
CONSUMPTION
3rd LARGEST CONSUMER ECONOMY BY 2025

STARTUP INDIA
2nd LARGEST STARTUP ECOSYSTEM
26 UNICORNS
EASE OF DOING BUSINESS
63rd AMONG 190 NATIONS



AREAS OF OPPORTUNITY FOR EU COMPANIES

Clean Energy and Climate Partnership



EU India ICT Standardisation Collaboration



Resource Efficiency Initiative



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.



UPCOMING PROJECT ACTIVITIES

Activity Name	Date
Global EU webinar by Eurochambres in Warsaw	23 June 2020
Global EU webinar by Eurochambres in Zagreb	24 June 2020
EU-Excellence in Europe Virtual Roundtable in Brussels	20 September 2020
IFAT Munich	7-11 September 2020
ECO Summit, Berlin	September 2020
Wind Energy Hamburg 2020	22-25 September 2020
3 rd Global RE-Invest in New Delhi	14-17 October 2020
European Business Summit 2020 in Brussels	16-17 November 2020
Cleantech Forum Europe in Luxembourg	7-9 December 2020



THANK YOU



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