

EBTC – Your Gateway to the Indian Cleantech Market

24 April 2015, Ljubljana Mr. Joel Fernandes (Regional Director, EBTC)



European Business and Technology Centre

Agenda



- About EBTC
- Why India?
- Cleantech companies present in India
- Opportunities & Trends
- Finding Projects in India
- Success Stories
- How to create your own success story



The European Business and Technology Centre

Your gateway to the Indian cleantech market

htc **European Business and Technology Centre**



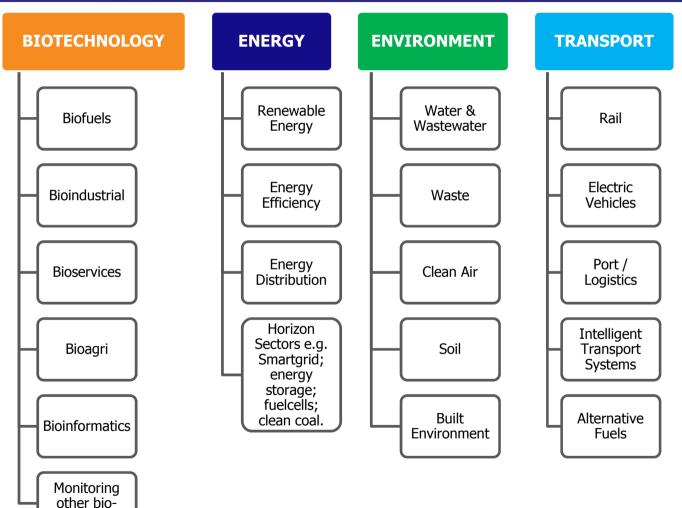
EBTCIndia in European Business and Technology Centre (EBTC)

www.ebtc.eu | info@ebtc.eu

EBTC Sectors







Promoting European clean technologies in India & tackling climate change

related tech

EBTC Services



www.ebtc.eu/etec

Technology Incubation at ETEC

Consult the EBTC Sector Experts

Hire an EBTC Technology Manager

www.ebtc.eu/technology-transfer

Market Exploration Trip

www.ebtc.eu/incubation

Business Incubation at EBTC

Pitch at the EBTC Investors Circle

Setup a Pilot Project

www.ebtc.eu/ipr

EXPLORE

Showcase your technology Understand the Indian market Find projects and partners in India

ADAPT

Meet relavant partners and stakeholders Demonstrate and test your technology



Establish your business in India Connect with Global Investors

PROTECT

Protect your Intellectual Properties

Get support from EBTC IPR Helpdesk









EBTC Key facts 2008-2014*



151 Indian project briefs

requiring EU technology solutions.

28 cooperation agreements

have been facilitated between European and Indian companies.

8149 contacts in the EBTC database

for communication and promotion of activities.

2398 contacts on social media

via LinkedIn, Twitter, Facebook and Youtube.

39 partners

based in EU and India.

70% of the technology incubation

and 60% of the business incubation space is occupied.

*Up to November 11th 2014

39 publications

in the Knowledge Centre.

Over 1200 enquiries

have been received, and over 210 Enterprise Europe Network India enquiries.

21 webinars

with 1013 registrations.

4370 YouTube views.

228 events attended in Europe

reaching more than 31448 contacts from companies and Science & Technology entities. (Data up to March 2014)

During the six month period from October 2013 - March 2014 alone:

- 149 follow-up and support services were provided to EU SMEs and researchers. These include enquiries, proposals, projects, cooperation agreements, B2B meetings and tailor made services.
- EBTC attended and actively participated in 70 events in India, and organised 28 events which saw 1678 participants.
- 13 policy related actions have been facilitated.



Why India?





Why India?



The India advantage:

- **Largest democracy** with a free market economy in the world.
- **Demand:** India's population counts 1.24 billion spread over 29 states.
- Demography: India has an unrivalled youth demographic: 65% of its population is 35 or under, and half the country's population is under 25 years of age.
- **Ease in doing business:** English is the preferred language for doing business.
- New Government focused on economic development
- Middle Class: Projected to rise to 475 million by 2030.
- **Stable:** Rating by Standards & Poor

Opportunities & Challenges:

- Big challenge in providing access to adequate, affordable and clean sources of energy to a large section of the rural population (0,83 billion):
 - 85% of the rural population dependent on traditional biomass for cooking requirements (census 2011).
 - 55.3% of the rural households had no access to electricity (Census 2011).
- A rising economic powerhouse: India is expected to continue along the growth trajectory, with consistent growth rates of between 4-7%.
- Cleantech opportunities of €100B by 2020, creating 10.5M 'green jobs'.
- Projected renewable energy share by 2020 is 32% and 62% by 2030.

New Government in India





- New pro-Business Government at the Centre
- Focus on liberalisation, improve governance, empowering bureaucrats
- "red carpet, not red tape" for business community
- Technology Centres to promote technology, innovation, entrepreneurship
- International trade Single Window clearances for facilitating trade
- "Make in India" program creating a manufacturing driven economy, attracting FDI
 - Industrial Corridors, Industrial Clusters, Smart Cities, Nurturing Innovation, Skill Development

Renewable Energy Country Attractive Index (RECAI) scores and rankings at September 2014



				Technology-specific indices rankings							
Rank	Previous ranking	Country	RECAI score	Onshore wind	Offshore wind	Solar PV	Solar CSP	Biomass	Geothermal	Hydro	Marine
1	(2)	China	75.1	1	2	1	4	1	12	1	19
2	(1)	US	73.8	2	3	2	1	3	1	3	9
3	(3)	Germany	67.0	3	4	5	26	8	9	10	27
4	(4)	Japan	64.4	10	9	3	27*	2	3	4	12
5	(5)	Canada	60.3	4	11	7	24	12	19	5	4
6	(7)	India	60.2	8	19	4	3	15	13	7	11
7	(6)	UK	59.2	7	1	11	27*	5	18	26	1
8	(8)	France	58.5	12	8	8	17	10	15	16	5
9	(10)	Brazil	57.0	6	26	14	9	4	32	2	24
10	(9)	Australia	56.7	16	17	6	6	22	11	18	10

- India's jump to sixth place reflects its new Government's more strategic, long-term vision for its renewable energy sector, with ambitions increasingly measured in billions of dollars and gigawatts of capacity.
- The recent launch of a major grid upgrade program and reinstatement of tax incentives for wind projects are also expected to boost investment and deployment.

Source: Ernst & Young RECAI Report 2014

Changing International Perception LEADERS SPEAK

European Business and Technology Centre

"We cannot remain a global industry leader without a strong presence in India"

> *Karl Slym Head, GM India*

"India today is not an emerging economy. It has fully emerged, and it is in full bloom"

> *Olli Pekka Kallasvuo President & CEO, Nokia*

"Much of the world is flat or declining. Only India is growing."

Daniel J Magoon Director, Lockheed Martin

"There are enormous opportunities to be tapped in India... The market here is good for both top line growth and profitability..."

> *Andrew Moss Group Chief Executive, Aviva Plc*

"Compared to China, India has a much stronger and self-sufficient skill base... India is truly the powerhouse of the future."

> Michael Maedel President, JWT Worldwide

"India has taken its place in the world economy. A lot of them (Indian companies) can be global companies. You already have them in cars and autos, in electronics and systems."

> *Jamie Dimon Chairman & CEO, JP Morgan*

> > Source: World Economic Forum

Key Facts: EU – India Relations





European companies have invested €155 billion in India during the last ten years making it the largest inbound investor group in India.

EU Country	Greenfield (€ Billion)	Brownfield (€ Billion)	Total (€ Billion)	% of total
UK	29.2	25	54	35.5
Germany	17	9.4	26	17.4
France	13	2.3	16.4	10.9
Switzerland	5.4	4	9.6	6.18
Italy	3.9	1.2	5.1	3.3
Denmark	1.4	0.3	1.7	1.13
The Netherlands	3.9	2.2	6.1	3.94
Sweden	3.8	1.1	5.1	3.2
Belgium	1.3	1.3	2.6	1.7

Source: Europe – India Chamber of Commerce (2003 – 2013)

Cleantech companies present in India





European Cleantech Companies present in India

European Business and Technology Centre



Source: Finland-India Business Guide 2014

Promoting European clean technologies in India & tackling climate change

www.ebtc.eu | 14

Opportunities & Trends



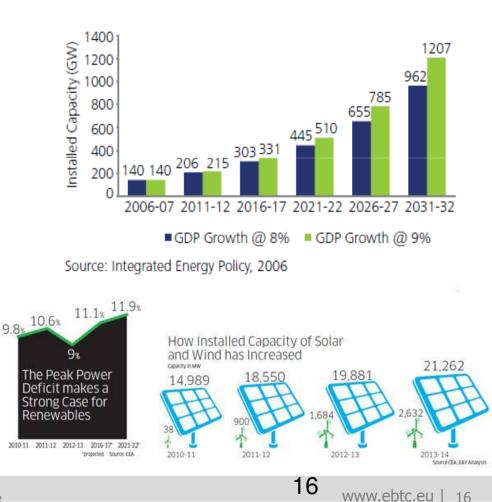


India's burgeoning energy demand

European Business and Technology Centre

- One of the key challenges facing the developing India is how to meet its growing energy needs and sustain economic growth without contributing to climate change
- Energy security has emerged as an important policy issue led to the quest for alternative sources of energy that could reduce dependence on petroleum as well as sustainable growth and economy
- National Action Plan on Climate Change mandates increased clean energy share in the electricity mix to 15 per cent by the year 2020.

Figure 1 : Installed Generation Capacity – Projections till 2032



Energy opportunities



Solar

- Current installed capacity above 2.6 GW, to add 100GW (national) by 2020.
- Enabling policy environment to achieve grid parity, long term prospect for solar

Wind

- Fifth largest installed wind power capacity in the world 20+GW out of 50GW potential.
- Estimated offshore wind power potential of 15GW, opportunity for R&D+commercialisation
- To add 60 GW (national) by 2020.

Energy Efficiency

- Target to reduce energy intensity of GDP by 20-25% by 2020 through a National Mission
- 23% efficiency improvement potential in the industrial and agricultural sectors

Off grid distributed energy

- IEA estimates 300+M Indians lack access to modern energy
- IFC estimates India offers largest market potential in Asia with 75M off grid households
- Opportunity for remote, off-grid, distributed energy models predominantly offered by SMEs on Solar PV, microhydro, small wind turbines and biomass gasifiers
- WRI: aggregate potential market €1.45B annually; €1.4B for decentralized renewable energy services and €50M for energy products

Horizon sectors

- Massive smart grid investment plans, 130M Smart Meters by 2021, total smart grid market €1.5B by 2015
- India Energy Storage Alliance market assessment of 15-20GW by 2020 in India
- Geological survey of India: 10GW of geothermal power potential to be harnessed.

Specific Energy project opportunities



Project Ref Sub-sector		Opportunity sought	If you offer technology/services in	
0163E_ENER_B	Solar	 Licensing Manufacturing Research and Development 	 Manufacturing of power conditioning devices Solar inverters 	
0174E_ENER_B	Solar EPC	 Joint venture 	 Turnkey Engineering, procurement and Contracting (EPC) 	
0149S_ENER_B	Wind and Energy efficiency	 Licensing 	 Forecasting and smart solutions to improve wind turbine performance Integrated demand side monitoring and management systems for households 	
0150S_ENER_B	Concentrating PhotoVoltaic (CPV)	Technical CooperationLicensingManufacturing	 Thermal management solutions Dual axis sun trackers Efficient concentrators Battery storage Inverters 	

Environment Opportunities



Water and Wastewater

- Agricultural uses around 80% of fresh water and wastes up to four-fifths of the irrigation water.
- About 80% of water supplied in urban areas becomes wastewater. Large cities (>100,000)
 treat about 29.2% of their wastewater (Smaller cities treat 3.7%!)

Waste

- 188,500 tonnes of municipal solid waste is generated in urban India daily (2012).
- If waste is not disposed properly then over1,400 km2 of land would be required by 2047 for its disposal.

Clean Air

- India has 27 cities in the Top 100 cities with the worst air quality (PM10) in the world (WHO, 2011).
- Pollution and other environmental degradation costs India €50B a year – nearly 6% of GDP (World Bank).

Built Environment

- Built space in India is estimated to increase
 5-fold from 20B sqft in 2005 to over 100B sqft in 2030.
- Green building footprint in India is over 1.63B sqft
 second to the USA.

Biofuels

- About 32% of the total primary energy use and more than 70% of the country's population depends upon biomass.
- The industry despite promise is still nascent as it is embroiled in food versus-fuel tradeoffs -Therefore, it is produced mostly from the nonedible oil cultivated on wastelands and second generation biofuels.

Specific Environment project opportunities



Project Ref Sub-sector		Opportunity sought	If you offer technology/services in
0173E_ENVI_B 0169E_ENVI_B <i>Water</i>		 Licensing Joint venture Turnkey projects 	Advanced desalination technologies through Reverse osmosis process Thermal desalination process
0176E_ENVI_B	Waste water	LicensingJoint venture	Zero liquid discharge technologies for Industrial effluent treatment systems Municipal sewage treatment
0168E_ENVI_B	Waste to Energy	 Licensing Joint venture Turnkey projects 	Proven technologies at city level commercial scale application Biomethanation Controlled combustion
0157W_ENVI_B	Sustainable construction, Green Buildings	 Joint venture Turnkey projects 	 Sustainably designing an affordable housing township project through, Solar PV integration Solid waste / Waste water management Green / Sustainable construction technologies

Transport opportunities



Road

- Infusion of €4.45 Billion in National Highway Authority of India (NHAI) and State Roads.¹
- For the current financial year, a target of National Highway construction of 8500 km to be achieved.¹

Rail

- By 2030, 7,400 km of metros and subways need to be constructed – 20 times the capacity added in the past decade².
- Diamond Quadrilateral project of high speed trains to connect all major metros; high speed train proposed on Mumbai-Ahmedabad route; and dedicated freight corridor proposed on Eastern and Western corridors.¹

Electric Vehicles

- EV sales account for less than 0.027% of the total cars sold in 2010; ~ 1,500 EV passenger cars on road.
- Electric buses increasingly being proposed in JNNURM; Mysore, Bangalore and Mangalore.

 National Council of Electric Mobility formed in Aug 2012; €3.5B plan to increase EV/Hybrids.

Ports/Logistics

- Poor infrastructure; Shortage of cold chain facilities; inter-state barriers.
- National Maritime Development Program (NMDP) on-going at an investment of €8B.
- €1.37 Billion allocated for Outer Harbour Project in Tuticorin for phase I.¹
- Ganga project 'Jal Marg Vikas' to be developed from Allahabad and Haldia (1620 kms), to enable commercial navigation of 1500 tonne vessels.

Intelligent Transport Systems

- Opportunities in National Highway Develop-ment Programme (NHDP) in electronic toll collection (ETC), traffic monitoring.
- €1.6M allocated to ITS and Parking in the 12th Five Year Plan.
- Actual ITS project value in 2011-12 €180M⁴.
- Citywide ITS Master Plan in HYD of €130M⁵.

Ref: 1. Budget Highlights 2. Mckinsey 3. GIZ 4. Metro Infrasys 5.NewIndExpress.com

Specific Transport project opportunities



Project Ref Sub-sector		Opportunity sought	If you offer technology/services in	
0153N_TRAN_B <i>Automotive plastic moulding</i>		 Technical cooperation Joint venture Manufacturing 	 Well experienced Automotive interior and exterior Design and Modelling Prototypes, Moulding, Injection Moulding, Plastic & Polymers, Long fibre moulding 	
0172E_TRAN_B	Intelligent Transport Systems	 Licensing Research and Development 	 Testing and deployment Technology supplier and integrator Semiconductor manufacturer 	
0154N_ENVI_B Intelligent Transport System		 Licensing Joint venture Manufacturing 	System Integrators and Automatic Number Plate Recognition (ANPR) system providers for • Transportation • Security & Surveillance • Access Control • Tolling, Parking Management • Traffic Enforcement	

Biotechnology Opportunities



BioPharma

- The biopharmaceutical sector is the largest component (about 60%) of the Indian biotechnology.
- The Indian biopharma segment is creating immense opportunities for global biologics, including development and manufacturing.

BioServices

- The second largest sector of the biotechnology industry, with about 33% market share.
- The country offers a suitable population for clinical trials; diverse gene pools, covering a large number of diseases.

BioAgri

- Bio-Agriculture is the third largest sector representing about 14%. Apart from genetically modified (GM) crops, bio-fertilizers, bio-fuels and biopesticides are the main growth contributors.
- Bio-agriculture is an emerging scientific area which is useful for breeding nutritious, high-yielding and resource efficient crops.

BioIndustrial

- Largely export-driven, with more companies are capitalising on opportunities abroad.
- Biotech companies in this space are gradually shifting their focus towards the manufacture of enzymes that aid the production of biofuels, biomass and algal research.

BioInformatics

- India currently has the potential to leverage its strengths in IT, biology and chemistry by utilising the multidisciplinary aspects of systems biology and bioinformatics.
- Bioinformatics is the smallest of the biotech industry segments constituting barely 2% of the overall industry revenue.

Specific Biotech project opportunities



Project Ref Sub-sector		Opportunity sought	If you offer technology/services in	
0161N_BIOT_R <i>Agribiotech</i>		 Joint Research and Development 	Joint research project with respect to Biofertilizers under the agrisector Testing and deployment • Technology supplier and integrator • Semiconductor manufacturer	
0160N_BIOT_B	Environmental biotech	 Joint Research and Development 	 Joint research project with expertise in Lake restoration Algae biomass generation for biofuel/ bioenergy applications Carbon credits 	
0134S_BIOT_B	Nano biotechnology and Agribiotech	 Joint Research and Development Technical cooperation 	 Seed coating formulation using nano forms of micronutrient 	

Busworld India 2015 | 28 – 30 April 2015, Mumbai

 The Busworld Academy has three main objectives, mainly to acquire, bundle and share bus and coach related knowledge about all aspects of the industry, including technological developments to enhance sustainable mobility, legislation, markets and more specialised topics, such as coach tourism. These topics can be categorised in three main fields: Safety, Sustainability and Comfort. <u>http://india.busworld.org/</u>

Smart Cities India | 20 – 22 May 2015, New Delhi

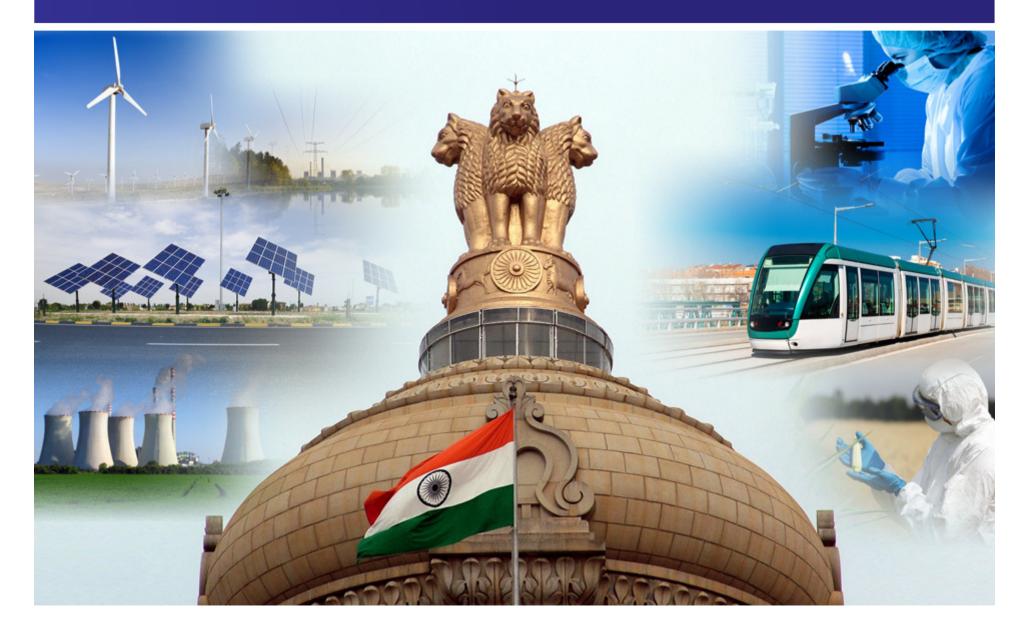
 Showcases emerging opportunities in developing smart cities. The event supports the views of recently announced 100 smart cities <u>http://indiansmartcities.in/</u> development plan by the Government of India, to transform satellite towns and existing cities. The conference offers exchange of information and presentations on smart governance, smart IT and communications, smart energy, smart environment, smart transportation, smart buildings, etc.
 <u>www.smartcitiesindia.com</u>

Renewable Energy India Expo | 23 – 25 September 2015, New Delhi

 The expo aims to further upscale and mainstream the applications of renewable energy resources, showcase innovations, and enrich the deliberation through international exhibition and conference platform.

Find project opportunities in India





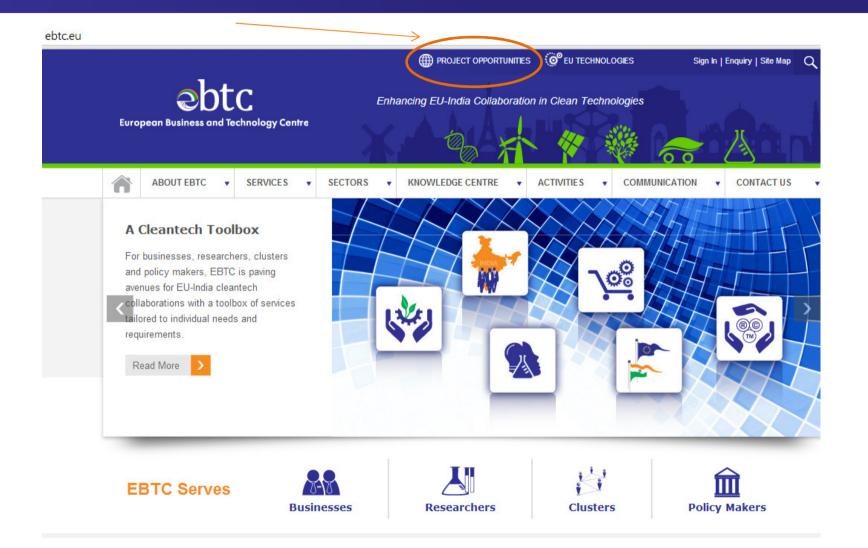
146 Projects Opportunities in India and counting

European Business and Technology Centre



Visit www.ebtc.eu to find project opportunities

European Business and Technology Centre



View project opportunities by your sector of interest



www.ebtc.eu/index.php/services/find-a-project-partner/project-opportunities-in-india/energy-project-opportunities

Services Overview

Energy Project Opportunities

- Understand the Indian Market
- Find a Project & Partner
- Project opportunities in India
- Biotechnology Project Opportunities
- Energy Project Opportunities
- Environment Project Opportunities
- Transport Project Opportunities
- Enterprise Europe Network -India
- Request IPR Support
- Establish Your Organisation
- Dring Vous Desseret To Market
- Bring Your Research To Market
- Make Your Pilots Happen

- Click on the Project Reference to view the detailed project brief.
- If you are interested in any of the opportunities below, write to projects@ebtc.eu quoting the Project Reference.

	Project Reference	Sub-Sector	Requirement
	0011W_ENER_B	Biomass to Energy	 EU Technologies for liquefaction of producer gas from gasifiers of 1 ton/hr to 10 ton/hr of biomass processing capacity. EU technologies for Biomass (cellulostic) to Liquid Fuels. EU Partners for marketing, installation and after-sales-service of their gasifiers in Europe (they are presently working in several European countries in this area).
-	0012W_ENER_B	Smart Grid Distributed Generation	 Smart Grid hardware design and manufacturing Demand Response models and implementation systems Distributed renewable energy system for projects in India (small scale solar, biomass, wind).
-	0013N_ENER_B	Solar (Power Conditioning Units)	EU technology sourcing of String Inverters* (2-100 kW) for solar power plants (Power Conditioning Unit for grid interface)

View details of project opportunities





EBTC Opportunity Description

| PROJECT BRIEF |

Project Ref: 01135_BIOT_B

Date	Sector	Field	Location	
09.05.2012	Biotechnology Business and Research		Bangalore	
Project Requirement	Technical Cooperation, Joint research project, License agreement, Financial agreement			

Promoter Type	Private Ltd
Project Description	Provide solutions in Rapid Microbiology Methods, Nano liter dispensing solutions, Microbiology Automation, Biotechnology instrumentation, Bio Banking, sample management solutions, Real time data monitoring systems & calibration and Validation solutions.
Requirement from the EU Entity	Technical Cooperation, Joint research project, License agreement, Financial agreement
About the Promoter* Area(s) of Expertise	The company has been offering state of the art life science equipment, encompassing biotechnology, microbiology, sterility and calibration tools, for the pharmaceutical, research, food and agro and academic markets for over 10 years. Over the years, the promoters have established itself as a reliable partner who offers complete services that ensure our customers equipment lifecycle is managed efficiently to enable them to maximize their productivity. The company has been able to deliver our promise of partnership, reliability, responsibility and understanding, by investing in technology, factory trained engineers and progressive knowledge management.
Contact	Email: bengaluru@ebtc.eu; Tel: +91 80 4090 9670; Fax: +91 80 4090 9669

Interested in a project?

Note the project reference number

E-mail projects@ebtc.eu

* Details about the promoter will be provided at a nominal charge

Enterprise Europe Network India

European Business and Technology Centre



Business Support on Your Doorstep



- Enterprise Europe Network is Europe's largest database of cutting-edge technologies:
 - More than 23,000 profiles.
 - 600 member organisations.
- EBTC is EEN's coordinator in India:
 - In collaboration with the Confederation of Indian Industry (CII) / Global Innovation & Technology Alliance (GITA), and Federation of Indian Export Organisations (FIEO).

Opportunities:

- Increasing collaboration.
- Sourcing technology.
- Enabling business ventures.
- Contact: <u>mumbai@ebtc.eu</u>

Success Stories





Ciel & Terre (France) explores India with EBTC





A Floating Solar Platform

- The technology: Ciel et Terre's innovative floating solar platform -Hydrelio© -allows standard PV panels to be installed on large bodies of water such as drinking water reservoirs, quarry lakes, irrigation canals or remediation and tailing ponds.
- **EBTC role's:** partner research and identification, matchmaking, relationship facilitation, market exploration and facilitation in demonstrations.
- Broad objective: Share and promote technologies and solutions thereby implementing support programs for water quality improvement and conserving water bodies on an exclusive basis at selected locations across the country.
- Local organisations:
 - South India: Enzen Water Solutions and Tech Sub.
 - East and North-East India: Klystron Electronics.
- Update: Hydrelio© is currently on display at the Enzen Global Solutions Pvt. Ltd. Office in Bengaluru.

RAFAKO (Poland) & Hari Machines Ltd. (Kolkata)

European Business and Technology Centre



GeneratingSteam Hari Machines ties up with Rafako SA of Poland, largest European boiler maker

Hari Machines Ltd. is now facili-tated to offer CFBC Boiler tech-nology from 60 tph to 450 tph with 164 bar pressure and 560 Deg C under Design engineering & Technology from RAFAKO S.A., Poland (largest boiler manufacturing company in Europe) suitable for combustion of washery rejects, dolochar, F-grade coal with high ash contents and biomass. In 2011, RAFAKO SA celebrates its 62 years of continuous success as the design, manufacturing development and manufac-ture of industrial and power-generation bollers and environment protection plant. RAFAKO was started in 1949 and CFBC Boiler aiming to capture the marhas substantially grown each year to be-come the largest and most successful come the largest and most successful manufacturers and leader of a range of bollers fired with coal, oil, gas or a com-bination of these fuels as woll as other with source and leader of a range of bination of these fuels as woll as other with source as woll as other these fuels as woll as other these fue bollers linet will coal of gas a coal bination of these fuels, as well as other washery rejects from Coal Washery, bollers, including CFBC Bollers, HRSG dolchar from Sponge DRI & biomas bollers, licituding CFR9, Bollers, Intess⁴ and stoker fired bollers, FC Bollers for the Boller show the world sub and supercritical steam parameters. RAFAKO also offers waste thermal multiple fue usage to ensure ener-treatment plants and biomass combus

dress the market potential with the on-



ket of core Industries segment of Iron &

tion boilers. Aside from the above, hart presentees This cooperation will help HML to ad-tress the market potential with the on-ing global Thermal Engineering con-



steam generation requirement for cus tomers with the State-of-art manufac turing facility, support of global relevant echnology and being located logistical v best to raw material sources and Industries in Eastern Region. The man ufacturing set-up of Hari Machines is fully equipped with Membrane Panel Welding Machine (PEMA MAKE). Serpentine Tube Bending, CNC Cutting & Boring machines for stress relieving for Plate bending machines, radiogra-phy enclosures, shot blasting facility etc.



The deal:

RAFAKO offers design and manufacturing of a wide range of boilers, supplying industrial and power boilers, as well as environmental systems, and more.

RAFAKO (Poland) & Hari Machines Ltd. (Kolkata, India) tied up to

provide circulating fluidised bed boilers. RAFAKO was not only interested in

adapting and delivering their products to the Indian market, but also in

modernization, up-grading and optimisation of their products. As at

September 2012, Hari machines is guoting CFBC boilers, based on the

RAFAKO technology, to numerous clients. They are projecting an immediate

market of EUR 10-12mln. The capacity of the boiler is up to 120 MW.

Hari Machines Ltd. has been catering to the needs of various core sector industries for the last four decades by manufacturing, exporting and supplying world class heavy industrial machinery and equipment. The company has interests in heavy engineering and manufacturing, mineral processing solutions, boilers for power & process Plants.

EBTC's role:

Technical and business development expertise. Business development(initiating phone calls, setting up meetings with prospective clients, communicating client requirements, clarifying client doubts) , project sourcing, partner identification as per the EU client requirement and matchmaking. End-to-end services provided along with complete hand-holding.

Aqua-Q AB (Sweden) & Sulekha Consultants Pvt. Ltd. (Kolkata)







The deal:

Aqua-Q AB (Sweden) and Sulekha Consultants Pvt. Ltd (Kolkata, India) have tied up to provide a myriad of solutions to address issues related to challenges for water, and to explore any business opportunity that has the scope to be applied by Aqua-Q AB in India.

Both the parties have agreed to plan and launch a pilot demonstration project with Aqua-Q's real-time monitoring and sampling system in the early 2013 which will be decided involving the state of West Bengal.

Company background:

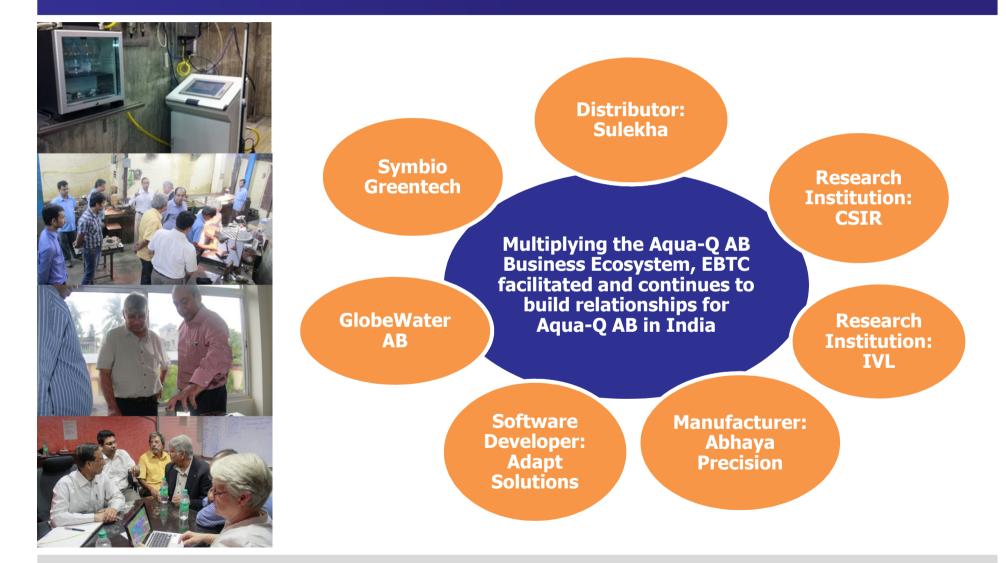
- Aqua-Q AB is a Swedish cleantech SME providing innovative solutions for safe and clean water. The company develops and markets real time on-line monitoring and sampling systems for drinking and recycled water, and services including consulting and water analysis.
- **Sulekha Consultants Pvt. Ltd.** Is a group company of Sulekha engaged in different consultancy and marketing activities.

EBTC's Role:

 Business development(initiating phone calls, setting up meetings with prospective clients, communicating client requirements, clarifying client doubts,) project sourcing, partner identification as per the EU client requirement and matchmaking, possibility of incubation, and other services beyond facilitating, like IPR issues

A water quality monitoring device enabling the real-time detection of bacteria and parasites

European Business and Technology Centre



Promoting European clean technologies in India & tackling climate change

Enter the Indian Market & Create your own success story

European Business and Technology Centre



The European Technology Experience Centre (ETEC)

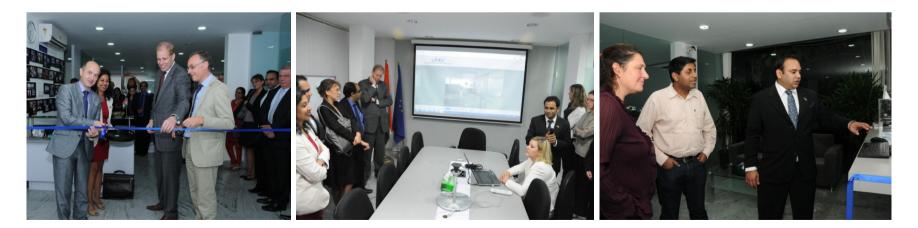




The only dedicated physical and virtual platform for European technologies in India:

- ETEC provides sustained visibility, presence and interaction with the relevant stakeholders in India.
- ETEC will allow companies to save time and money when conducting initial market research.

Navigate the virtual ETEC here: <u>http://www.ebtc.eu/etec</u>







Connecting verified European cleantech organisations to global investors www.ebtc.eu/investors-circle



The Challenge:

- <u>Increasing competition</u> in the EU cleantech markets require EU companies to <u>internationalise</u> to emerging economies like India.
- <u>Lack of finance</u> has proven to be a stumbling block for those companies on their way to the Indian market.
- Entrepreneurs / Technology innovators are often too heavily focused on the technology itself.

The Solution:

"EBTC Investors Circle"

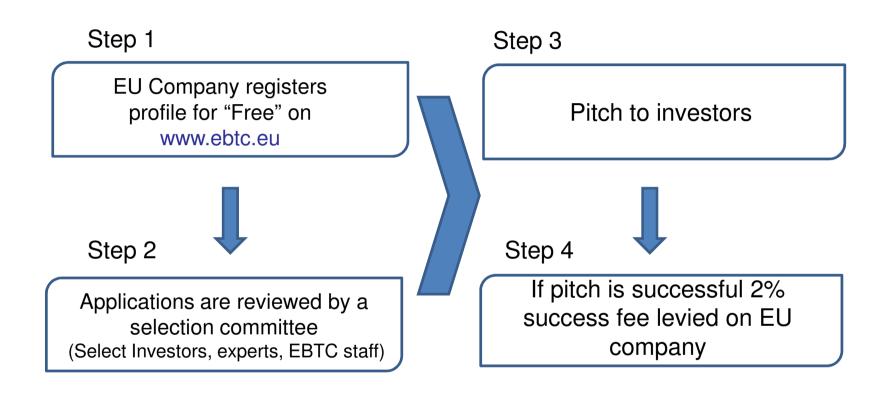
 \rightarrow a platform connecting verified European clean technologies, their owners and their collaborations to global investors.



The only Global, Multi-investor, Cleantech sector funding platform for EU SMEs in India







Disclaimer:

- EU company information is held securely and they have total control who can see it.
- Information is password protected and can be updated at any time.



Doing Business in India

Start

EBTC is a programme co-funded by the European Union and coordinated by OEUROCHAMBRES

www.ebtc.eu | www.competitiveness.in



Introducing 2 of a 4 part series of e-learning modules

Module 1: Cultural Perspective in India

Module 2: The Indian Business Environment









www.competitiveness.in

\odot

Module-1: Cultural Perspective in India

- Session 1.1 Introduction to Indian Culture: Part 1 (An Overview)
- Session 1.2 Introduction to Indian Culture: Part 2 (Cultural Perspective on Doing Business in India)
- Session 1.3 Introduction to Indian Culture: Part 3 (Working in India)
- Session 2.1 General Business Culture in India: Part 1
- Session 2.2 General Business Culture in India: Part 2
- Session 3.1 The Culture of Family Business: Part 1
- Session 3.2 The Culture of Family Business: Part 2







www.competitiveness.in

\odot

Module-2: The Indian Business Environment

- Session 1.1 India's Economic Profile: Part 1
- Session 1.2 India's Economic Profile: Part 2
- Session 2.1 Framework of Doing Business: Part 1
- Session 2.2 Framework of Doing Business: Part 2
- Session 3.1 Market Overview of the Key Sectors: Part 1 (Agriculture)
- Session 3.2 Market Overview of the Key Sectors: Part 2 (Industry)
- Session 3.3 Market Overview of the Key Sectors: Part 3 (Services)





Indian Business Environment

Framework of Doing Business: Part 2

The Indian Business Environment

Outline	Thumb	Search	
Slide Title		Duration	۱
The Indian B	Business En	00:09	*
Agenda		00:16	
Funding of b	ousinesses	00:16	
Funding of b	ousinesses:	00:36	
Funding of b	ousinesses:	00:56	
Funding of b	ousinesses:	00:29	
Funding of b	ousinesses:	00:29	
Repatriation	of capital	00:47	
Consultancy	services	00:10	
Key econom	ic laws and	00:37	
Key laws		00:56	
Protection o	f Intellec	01:11	
Labor laws		00:36	
Other Key La	aws	01:03	
Legal Proces	is Outsourc	06:13	•
16 Minutes 45 Seconds Remaining			

EBTC is a programme co-founded by the Europion Union in and coordianated by O EUROCHAMBERS

www.ebtc.eu | www.competitiveness.in

00:00 / 00:09

< =

Slide 1 / 18 | Stopped

ŝ.



The Indian Business Environment

	Outline	Thumb	Search	
SI	ide Title		Duratio	on
Þ	The Indian B	Business En	00:09	
	Agenda		00:16	l
N	Funding of b	ousinesses	00:16	I
N	Funding of b	ousinesses:	00:36	I
Þ	Funding of b	ousinesses:	00:56	
	Funding of b	ousinesses:	00:29	l
N	Funding of b	ousinesses:	00:29	I
N	Repatriation	of capital	00:47	l
Þ	Consultancy	services	00:10	I
N	Key econom	ic laws and	00:37	I
	Key laws		00:56	l
	Protection o	f Intellec	01:11	l
	Labor laws		00:36	
	Other Key La	aws	01:03	
	legal Proces	s Outsourc	06:13	

Agenda

- Funding of Businesses
- Repatriation of Capital
- Consultancy Services
- Key Economic Laws and Regulations
- Mergers and Acquisition



Doing Business in India

•



ebtc

European Business and Technology Centre www.ebtc.eu



SIFC INSTITUTE for COMPETITIVENESS

www.competitiveness.in

< =



Funding of businesses: Equity Share Capital

This is the conventional means of funding a local Indian subsidiary.

The amount of equity capital a company can issue is limited by the authorised capital specified in its Memorandum of Association.

A company can increase its authorised capital only if permitted by its Articles of Association.

Equity Share can be repatriated on liquidation or on transfer of shares.

Source: http://www.mgiworld.com/files/121-MGIDoingBusinessinIndia1.pdf



The Indian Business Environment

Outline	Thumb	Search
Slide Title		Duration
The Indian I	Business En	00:09 🔺
Agenda		00:16
Funding of businesses		00:16
Funding of I	00:36	
Funding of I	businesses:	00:56
Funding of l	businesses:	00:29
Funding of l	businesses:	00:29
Repatriation	n of capital	00:47
Consultancy	/ services	00:10
Key econom	nic laws and	00:37
Key laws		00:56
Protection of	of Intellec	01:11
Labor laws		00:36
Other Key L	aws	01:03
Legal Proces	ss Outsourc	06:13
	16 Minutes 04 Se	conds Remaining
	_	



Technology in the Agriculture Sector



Source: https://www.youtube.com/watch?v=A39WuaRL68g , (Channel: ForceIndia000)



The Indian Business Environment

Outline	Thumb	Search	
Slide Title		Duration	
Agriculture Sector		02:13	
Factsheet		02:41	
Market Overview – Khar		00:59	
Market Overview – Frui		00:27	
Market Overview – Agri		01:11	
Key Agricult	02:22		
Growth Drivers of Indi		01:32	
Industry Infrastructure		01:00	
Technology in the Agri		02:01	
Favourable Policies		00:23	
Favorable Policies		00:37	
Ministries and Acts In		00:37	
Other Initiatives Taken		00:36	
Opportunities		00:45	
Thank You!		00:01 🖵	

03 Minutes 49 Seconds Remaining



Doing Business in India

Start

EBTC is a programme co-funded by the European Union and coordinated by OEUROCHAMBRES

www.ebtc.eu | www.competitiveness.in

A few points to remember for EU organisations considering India



Ensure you have a strong value proposition:

 Identify needs and the (potential) demand for your product or service.

Set long-term goals:

 Results are unlikely to be seen in India overnight.

Invest in partnerships:

- Do not underestimate the value of local expertise, whether for insight, for pilots or long-term added value and mutual competence building!
- Adopt a relationship and technology management approach:
- Not a traditional sales approach.

Adapt:

Your technology, organisation, and individuals!



Connect with EBTC





Website: www.ebtc.eu

E-mail: info@ebtc.eu

Join the conversation:



- Facebook: /EBTC.EU
- You Tube YouTube: /EBTCIndia



Group: European Business and Technology Centre (EBTC)

Company page: *European Business and* <u>Technology Centre – An EU Program</u>

Thank you! fernandes@ebtc.eu

ebtc

European Business and Technology Centre

EBTC New Delhi (Head Office) DLTA Complex, South Block, 1st Floor 1, Africa Avenue, New Delhi 110 029, INDIA Tel: +91 11 3352 1500 Fax: +91 11 3352 1501 info@ebtc.eu www.ebtc.eu

New Delhi | Mumbai | Bengaluru | Kolkata | Brussels

EBTC is a programme co-funded by the European Union and coordinated by EUROCHAMBRES, the Association of European Chambers of Commerce and Industry

The contents of this document are the sole responsibility of the European Business and Technology Centre, and can under no circumstances be regarded as reflecting the position of the European Union.