



BUSINESS SUPPORT TO THE EU-INDIA POLICY DIALOGUES



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Support for EU Business in India

The Business Support to the EU-India Policy Dialogues project is a direct outcome of the new EU strategy on India. 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 entering the Indian market.

Launched in February 2019, the project is led by GFA Consulting Group GmbH (Hamburg, Germany) in consortium with EBTC – European Business and Technology Centre (New Delhi, India), implementation partner India and EUROCHAMBRES (Brussels, Belgium), implementation partner Europe.

Policy Dialogues

India, now being the 5th largest economy in the world when ranked by nominal GDP, represents an important opportunity for EU companies and in particular EU SMEs. Currently, EU is India's largest trading partner and India is the EU's 9th largest trading partner. The EU is also the largest investor in India. India is poised to be a force to be reckoned with and there is a growing demand in India for EU technical know-how and solutions to solve India's infrastructure needs.

The EU and India are working in close collaboration to strengthen ongoing policy dialogues in key areas, such as, environment, energy, climate, ICT and Urbanisation. Relevant EU-India projects viz; Clean Energy and Climate Partnership, India-EU Water Partnership, Resource Efficiency Initiative, India-EU Urban Partnership, and the EU-India ICT Standardisation project have been set up that allow for technology transfer, multilateral exchange of expertise, as well as concrete business opportunities for EU businesses .



Poul V. Jensen

Team leader

The Project 'Business Support to the EU-India Policy Dialogues' lies squarely in the Business-Policy nexus, making policy makers benefit from businesses and vice versa. The Project can support hands on in making EU-India collaborations work, identify and address the multitude of challenges, and make business and policy efforts go hand in hand to the benefit of both EU and India.

Joel Fernandes

Key Expert

India is undergoing a series of transformational shifts occurring at an exponential speed. By 2050, India is expected to be the world's largest economy and will soon become a force to be reckoned with. Amid this metamorphosis, India presents an image of optimism and promise. It is therefore an opportune time for EU businesses to assist India leapfrog into an advanced stage of development, through the concrete opportunities which exist within the current policy dialogues.





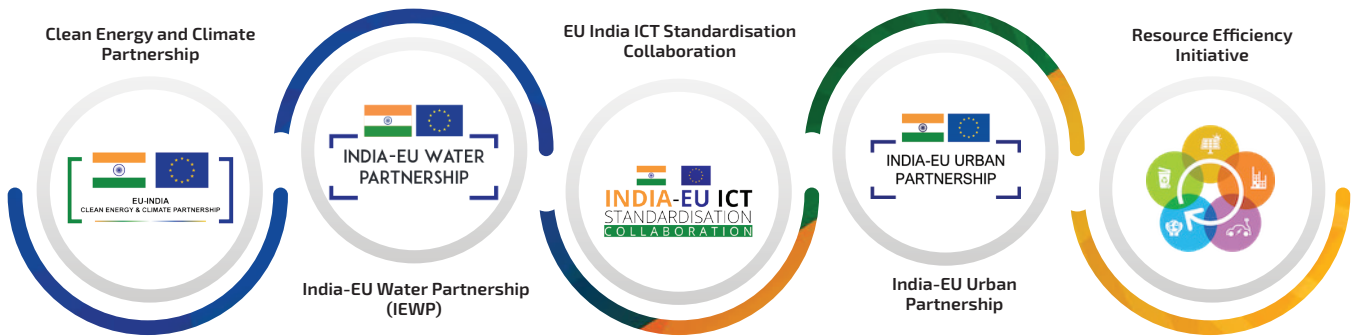
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Projects

Current EU-India Projects



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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Consortium Lead



Implementation Partner-India



Implementation Partner-Europe

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If you want to be updated on the EU-INDIA market and policies in key sectors, activities, events, or business opportunities that might be of interest for you.
Write to admin@euindiabusinesssupport.eu

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