

# European Business & Research Delegation to India Opportunities for EU – India Cleantech cooperation in Business and Research

11 – 13 May 2011, New Delhi, India





## European Business and Research Delegation to India

New Delhi, 11 – 13 May 2011

in the fringes of the 'Global Technology Partnership Forum'

11 May 2011

09:00 – 09:45 hrs	<p><b>Delegate Briefing Session</b> This introductory session will provide a programme overview, highlight important logistical details, and present delegates to the staff of the EBTC and the Confederation of Indian Industry (CII) who will give assistance during the 3-day mission.</p>
<b>Inaugural Session</b>	
10:00 – 10:05 hrs	<p><b>Welcome Address</b> Chandrajit Banerji, Director General, Confederation of Indian Industry (CII)</p>
10:05 – 10:15 hrs	<p><b>Opening Remarks</b> Poul V. Jensen, Director, European Business and Technology Centre (EBTC)</p>
10:15 – 10:25 hrs	<p><b>Special Address</b> H.E. Danièle Smadja, Ambassador and Head of the Delegation of the European Union to India</p>
10:25 – 10:35 hrs	<p><b>Special Address</b> Jamshyd N Godrej, Past President CII; Chairman, CII Climate Change Council &amp; Internal Finance Committee and Chairman &amp; Managing Director, Godrej &amp; Boyce Manufacturing Company Limited</p>
10:35 – 10:50 hrs	<p><b>Special Address</b> Günther H. Oettinger, EU Commissioner for Energy (invited)</p>
10:50 – 11:05 hrs	<p><b>Inaugural Address by Chief Guest</b> Pawan Kumar Bansal, Hon'ble Minister for Ministry of Science &amp; Technology, Earth Sciences and Parliamentary Affairs, Government of India</p>
11:05 – 11:10 hrs	<p><b>Concluding Remarks</b> Vikram Kirloskar, Chairman-CII National Committee on Technology and Innovation; Vice Chairman, Toyota Kirloskar Motor Pvt. Ltd.</p>



### Inauguration of the 'European Cleantech Pavilion'

11:10 – 11:30 hrs	The 'European Cleantech Pavilion' in the exhibition area will showcase on 120m <sup>2</sup> EU's excellence in renewable energy, water and waste water technologies. Delegates will have the opportunity to exhibit, network and promote their innovative product and technology solutions whilst helping increase their visibility. Approx. 600 high-level representatives from Indian Industry are expected to visit the exhibition area throughout the event.
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### Plenary Session

11:30 – 13:00 hrs	For economies planning for future robust growth in an extremely competitive business environment, access to markets outside their own immediate regions of influence is crucial. However, this is easier said than done. Whilst market barriers are not as challenging as they were a decade ago, various other issues continue to hinder access to markets. 'Innovative Economies' are thus looking at 'Emerging Economies' for collaborative technology development. Technology owners from the competitive markets of the developed West aspire to enter emerging consumer markets such as India, while India is looking to access their technology and adapt it successfully to suit its own environment. Against this background, the plenary session will focus on the following topics:
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***What are the aspirations for technology-based industry and academia to enter into emerging markets like India? What are the barriers? How can we overcome them? Are international markets ready to cope with the Indian demand?***

13:00 – 14:00 hrs	Networking lunch
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### Sector-specific Interactive Sessions

14:00 – 17:30 hrs	These sector-focused, interactive sessions will provide the opportunity to get informed about the spectrum of available technologies in India for solving the societal challenges mainly in the areas of Renewable Energy, Municipal and Industrial Waste Management, and Water Treatment for industrial and municipal water use. Main objective will be to highlight specific opportunities for EU technologies in the aforementioned focus sectors, and share the latest technologies and best practices of European companies in these fields. Delegates will receive in-depth insights into the Indian Government's policies and priorities in the relevant subsectors, and have the opportunity to discuss with relevant State Government representatives and municipal bodies about specific project opportunities.
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14:00 – 15:00 hrs	<b>Opportunities for EU Renewable Energy solutions</b>
15:10 – 16:10 hrs	<b>Opportunities for EU companies in Municipal and Industrial Waste Management</b>
16:20 – 17:20 hrs	<b>Opportunities for EU technologies in Water Management</b>



### Evening Networking Reception

<b>19:00 – 21:30 hrs</b>	At the end of Day One, the evening networking reception will give delegates the chance to meet and mingle with India's top industry players, exchange views with government officials, leaders of India's top public-sector undertakings, meet potential business partners, and cement newly made contacts from the day's proceedings, in a relaxed and informal setting.
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### 12 May 2011

#### Know-how for New Market Entrants – Information Session for Delegates

<b>10:00 – 13:00 hrs</b>	<p>This information session is intended to give delegates the knowledge, practical information and hands-on advice to capitalize on the lucrative opportunities which the Indian market presents. This will include:</p> <ul style="list-style-type: none"> <li>• Analysis of potential market entry options &amp; pitfalls to avoid</li> <li>• Case Study – key factors of success for EU companies in India</li> <li>• Detailed information on Protection of Intellectual Property Rights (IPR)</li> <li>• Information session on 'Doing Business in India'</li> </ul>
<b>13:00 – 14:00 hrs</b>	Networking lunch

#### Business Partnering Session – Individual B2B meetings with Indian Counterparts

<b>14:30 – 18:30 hrs</b>	Conduct one-on-one meetings with pre-screened, high-level representatives and decision makers from Indian Industry. Meetings will be organized in cooperation with the Confederation of Indian Industry (CII). Each delegate will have approx. 4-6 individual meetings with pre-screened Indian counterparts. The final B2B schedule will be prepared in accordance with each delegate's mission objectives to ensure maximum benefit.
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### 13 May 2011

#### Company/ Site visits

<b>10:00 – 15:00 hrs</b>	Delegates will divide into smaller groups for visits to selected industry sites, which will offer further insights and context into the relevant sectors.
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European Business and Technology Centre



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