

EUROPE-INDIA SPORTS CLUSTER

European Business and Technology Center (EBTC) has curated the Europe-India Sports Cluster with select companies from both regions who have innovative technologies, solutions and expertise. The cluster provides a unique platform to drive thought leadership and co-create project opportunities.

The aim of the Cluster is to form a group of similar-minded and forward-looking organisations who, with support from EBTC, collectively can identify, co-create and bid for projects in India.



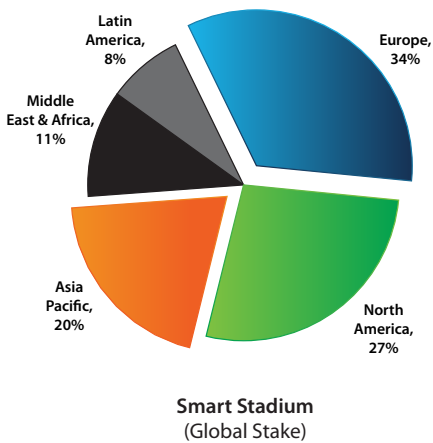


The rapid rise of Indian sports & Europe's leadership in the sector make the regions natural partners. As the 'Sleeping Giant' is awakened and India becomes a sporting nation, Indian companies will strive for European excellence. For Europe, India presents the largest youthful market to tap into.

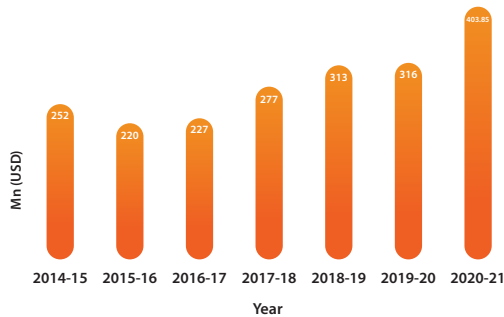
INTRODUCTION

Sports is one of the fastest growing sectors within the Indian economy. The industry, currently valued at an estimated over USD 783 million, has seen a fast-paced expansion from just 2 leagues in 2014 to over 15 leagues now as other sports find their feet in a cricket frenzied country. While there has been a rapid increase in both public and private sector investments, sports contribute 0.1% to the Indian economy, compared to 0.5% globally, with it going up to 5% in some European economies. This coupled with India's young population, rising internet penetration and increasing disposable income presents a huge potential for European organizations. As India looks to improve its performance at the global arena, it is crucial to create world-class infrastructure & coaching support for athletes to thrive.

EUROPE: WORLD LEADERS IN SMART STADIUMS



CENTRAL GOVERNMENT SPORTS BUDGET



Source - www.unionbudget.gov.in

EBTC SPORTS CLUSTER

Europe-India collaborations play a crucial role in such development. By managing clusters of stakeholders in a variety of sectors, European Business & Technology Center (EBTC) spearheads the implementation of innovative and sustainable development, through a demand-driven & partnership approach facilitated by a combination of industry specialists in both the regions, aided by advocacy of its vast body of knowledge.

In this context, the Europe-India Sports Cluster has been conceived by EBTC, to facilitate sustainable & financially feasible models in India through European expertise and knowledge transfer. At the same time, the Indian market, although often confusing or complex to foreign companies, presents a venerable opportunity to them.

The cluster already has partners with proven track record. It will allow Indian & European companies to come together through a united front and create demand-driven projects, leverage partner networks and bid for projects with the collective expertise of all members. EBTC will play a lead role in advisory and advocacy to drive the same. It will enable the creation of a body of knowledge to achieve cluster mandates via its body of knowledge:



(PILOT)
PROJECTS

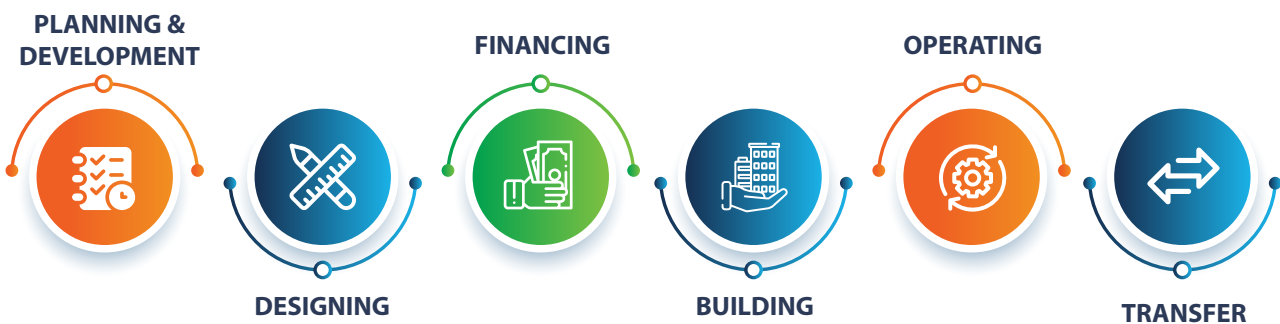


ADVOCACY



THOUGHT
LEADERSHIP

EBTC will jointly facilitate end-to-end solutions on sports infrastructure to lift the standards in India including:



The cluster approach has worked very well for the Johan Crujff_ArenA in India. As India is quite different to other markets where we are active in, it has helped tremendously to be part of a greater good, rather than trying to getting projects off ground by ourselves. This has, among others, resulted in a very substantial project in which we are part of a team that is developing a DFBOT stadium for one of the prominent cricket organizations in India

Sander Van Stiphout, Director JCA and Cluster Member



India is poised for a leap in sport infrastructure. ECOFIRST - Tata Consulting Engineers along with Sports cluster of EBTC bring an excellent value for all stakeholders to accomplish the vision of sustainable, technically excellent and innovative solutions at par with global benchmarks. I am happy to see a recognition for sustainable Sports Infrastructure in India and EBTC initiative for the same

Chittranjan Kaushik, COO Ecofirst and Cluster Member





INFRASTRUCTURE DEVELOPMENT

Provide end-to-end infrastructure solutions minimizing environmental impact & carbon footprint



CONSULTING & SHARING OF BEST PRACTICES

Collectively develop business plans for sustainable projects, maximum facility utilization & professional infrastructure management

CLUSTER OBJECTIVES

MANAGEMENT & OPERATIONAL EXCELLENCE

Establish best global practices for sports infrastructure to host national & international events and ensure optimal utilization

COACHING & TRAINING

Co-create programs for trainers with European excellence, customized to Indian requirements to establish community ambassadors, focusing on sustainability & social matters



CLUSTER BENEFITS

SERVICE	VALUE CREATED BY EBTC	OUTCOME
Shared Value	Co-create projects & opportunities based on stakeholder contributions	Minimize project costs & enable viability of (pilot) projects
Mitigate Strategic Risk	Develop, support & monitor projects by a professional EBTC team in a controlled & guided business environment from conceptualization to implementation	Reduce risk associated with core initiatives, from a strategic as well as financial point of view
Project Identification	Identify opportunities & share inputs for the conceptualization & development of cluster activities & formulate work plans	Facilitate meetings & events and disseminate information on cluster activities to create awareness
Integrated Cluster Approach	Unique approach carried out through interactive models to manage expectations & deliver quality products/services	Delivering holistic exposure, beneficial for their growth and development of members
Advocacy of Critical Points of Interventions	Support the Cluster Members with critical points of interventions & policy initiatives	Involve decision makers from government bodies and other stakeholders on (pilot) project opportunities
Workshops	Organize capacity building workshops, stakeholder consultations and networking sessions	Promote the cluster and its members & create actionable plans
Sustainability	Joint value propositions for the cluster members to support sustainability objectives	Introduce innovative approaches and frameworks on market development



With sustainability and innovation at our core, EBTC's efforts are aimed towards fostering environments for healthy and liveable nations in both India and Europe. Through substantial collaborations we shall accelerate the implementation of impactful initiatives including that of smart and financially viable sports infrastructure

Poul V Jensen, Managing Director EBTC



THE CLUSTER TEAM

Varun Sehgal
Chief Operating Officer



Vincent van Noord
Director Europe, Cluster Lead



Ravi Chehel
Cluster Head



Srinjoy Mukhopadhyay
Cluster Manager



EUROPEAN BUSINESS AND TECHNOLOGY CENTRE

EBTC is your trusted partner in the Europe-India business corridor. It builds actionable intelligence backed by its body of knowledge & innovative solution with an entrepreneurial team that understands what partners on both sides require to build a greener & more sustainable future.

EBTC enables demand driven Europe-India collaborations through 5 pillars: projects that lasting impact, real value positioning, engaging promising talent, collaborating with like-minded partners, its commitment to good governance, ethics and social/ environmental initiatives.

Contact Us: projects@ebtc.eu

