



European Business &  
Technology Centre

Enabling Europe-India  
Collaborations

Launch of the  
PROPEA/Czech Business  
Support Project in India

Thursday, 25<sup>th</sup> June 2020, 10am  
to 12 noon CET (1:30 – 3:30 PM  
IST)



Embassy of the Czech Republic  
in New Delhi

# Launch of the PROPEA/Czech Business Support in India

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**Thursday, 25<sup>th</sup> June 2020, 10am to 12 noon CET (1:30 – 3:30 PM IST)**

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European Business &  
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# AGENDA



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Time (AM)	Description
<b>9.50-10.00</b>	<b><i>Login to the session</i></b>
10.00-10.15	<b>Welcome Address</b> by H.E. Milan Hovorka, Ambassador of the Czech Republic to India
10.15-10.30	<b>Introduction to the PROPEA/Czech Business Support</b> , Mr. Milan Touš, Head of Commercial & Economic Section, Embassy of the Czech Republic in New Delhi
10.30-10.45	<b>Industry perspective on opportunities and challenges for Czech companies in India</b> , Mr. Libor Musil, Chairman of the Board, LIKO-S representing the Czech Industrial Cluster
10.45-10.55	<b>PROPEA Project Implementation</b> by the European Business and Technology Centre by Ms. Hana Onderkova, Head IP/PROPEA Coordinator, EBTC
10.55-11.15	<b>Overview of opportunities in India post COVID19</b> , Mr. Joel Fernandes, Project Lead – Europe, European Business and Technology Centre
11.15-11.40	<b>Implementation of the PROPEA</b> project by Ms. Judith Weinberger Singh and Mr. Ranjithkumar Jambulingam, Projects Team, European Business and Technology Centre
11.40-12.00	<b>Discussion and Concluding Remarks</b>



## Welcome Address

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**H.E. Milan Hovorka, Ambassador of the Czech Republic  
to India**



# Introduction to the PROPEA/Czech Business Support

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**Mr. Milan Touš, Head of Commercial & Economic Section, Embassy of the Czech Republic in New Delhi**



## Hlavní body

1. PROPEA - geneze
2. Principy a postup
3. Nabízené služby



## PROPEA - geneze

### Indie

1. Vyhlášení výzvy – podzim 2019
2. Výběr realizátora – European Business & Technology Centre (EBTC)
3. 10 pilotních zemí v roce 2020 – realizace v Japonsku, Mongolsku, Maroku, Číně, Indii, Mexiku, Peru, Bosně a Hercegovině, Spojeném království a ve Vietnamu
4. PROPEA = Czech Business Support
5. Pokračování v roce 2021



## PROPEA – Czech Business Support – principy a postup

### Posílení přítomnosti českých firem v Indii

1. Etablování se na trhu
2. Komunikace s realizátorem a s velvyslanectvím
3. Schválení návrhu služeb
4. Výkaz činností
5. Fakturace
6. Proplacení příspěvku
7. Návaznost na projekty Českého podnikatelského inkubátoru a Českého průmyslového klastru





# Nabízené služby



**zpracování obchodního  
plánu pro vstup na trh  
nebo investici**



**zpracování právní,  
daňové, finanční a  
legislativní analýzy**



**uvvedení produktů na trh  
(pomoc při jednání s  
finančními institucemi,  
podpora při zřizování účtu  
a zajištění financování,  
založení firmy apod.)**



**zajištění licencí,  
certifikací, registrací  
produktů a ochranných  
známek**



**vytváření a koordinace  
dodavatelských a  
partnerských sítí**



**zajištění a ověření  
dokumentace pro  
import/export a logistiku**



**podpora při spouštění  
výroby/zahájení činnosti  
v případě firem z oboru  
služeb**



**zajištění propagačních,  
marketingových a PR  
služeb**



**využití technického  
zázemí**



# Industry perspective on opportunities and challenges for Czech companies in India

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**Mr. Libor Musil, Chairman of the Board, LIKO-S representing the Czech Industrial Cluster**

# FROM GARAGE AMONG THE ELITE



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**255**  
EMPLOYEES

**980 mil.**  
TURNOVER

**370 mil.**  
EXPORT



**Equa bank**



2012

2014

2015

NEJLEPŠÍ EVROPSKÝ DODAVATEL

RODINNÁ FIRMA ROKU

ZDRAVÁ KANCELÁŘ ROKU



**Forbes**

#DomyJakoStromy

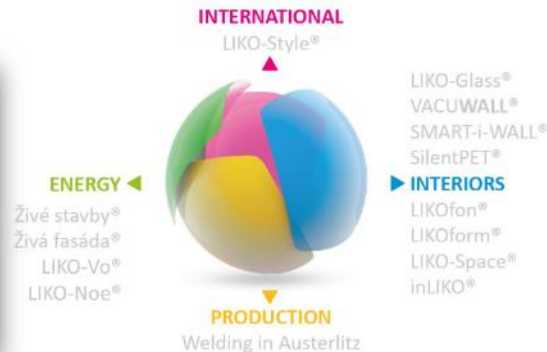




# COMPANY DIVISIONS



#DomyJakoStromy



# COMPANY VISION





# ORIGINS: LIKO-S IS HEADING TO INDIA

2012  
YEAR



BANGALORE







# OUR INDIAN BEGINNINGS



## .....MEANWHILE.....

1. We have invested 25 mil. CZK
2. 2018 LIKO-S India Ltd. was founded



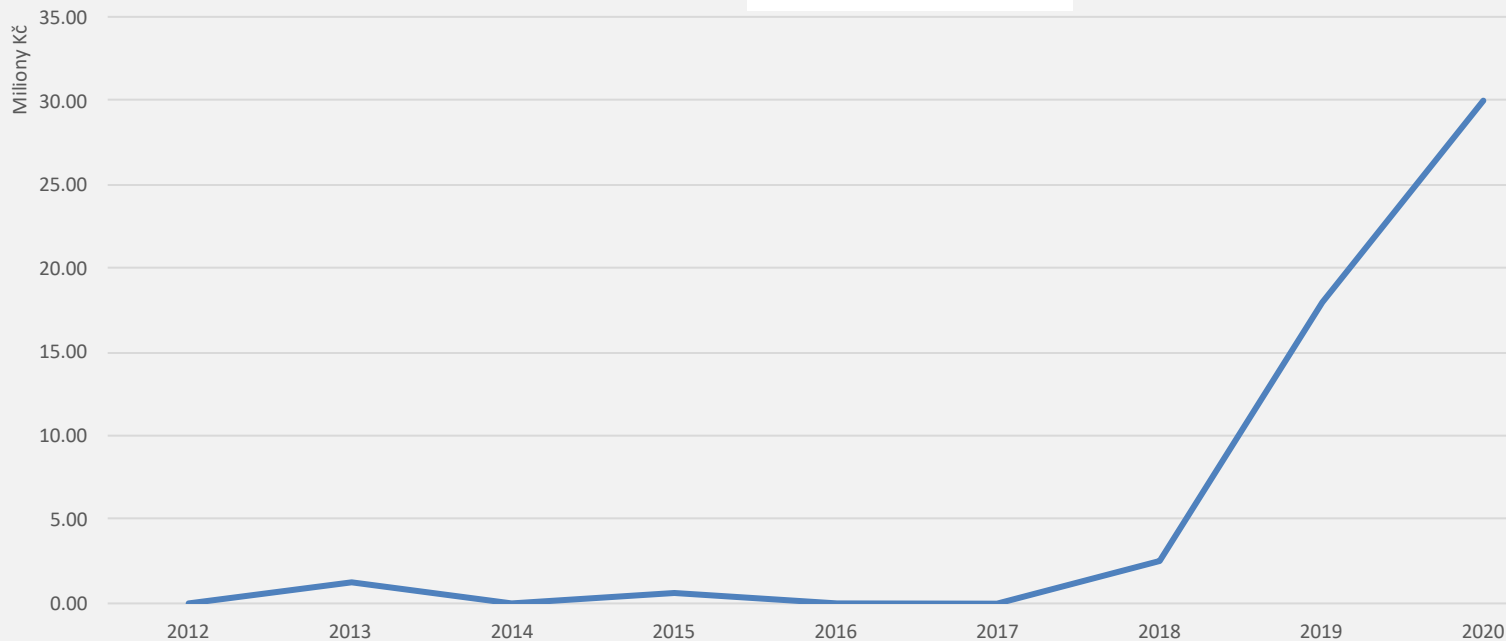
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# TURNOVER DEVELOPMENT



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# TODAY





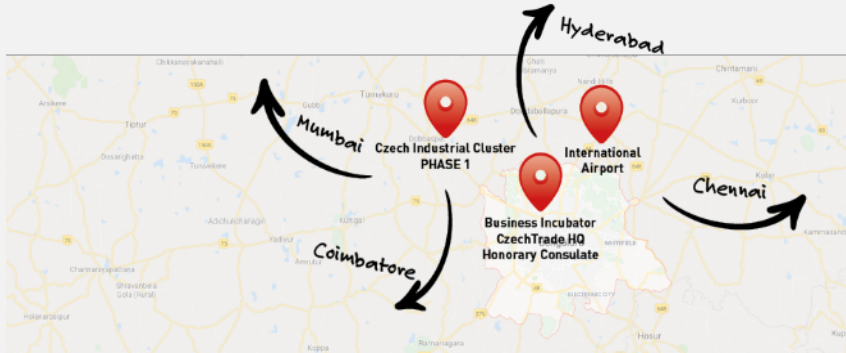
## THOUGHT OF THE DAY 25.06.2020

***"Insanity: doing the same thing over and over again and expecting different results."***





# WHERE IS OUR HEADQUARTERS



1. Airport > CIC / 68 kilometers
2. Airport > Offices / 34 kilometers
3. CIC > Offices / 45 kilometers





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# CIC OPENING

1. Started by CzechTrade & AMSP in March 2017
2. Honorary consulate of the Czech Republic
3. LIKO-S India branch
4. To give exporters a helping hand in starting their business in India



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České republiky







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# CIC BANGALORE



Ministerstvo zahraničních věcí  
České republiky





# CZECH INDUSTRIAL CLUSTER BANGALORE

**FROM 1.9.2020**

1. FREE OFFICE SPACE
2. CONTROLLED BY CzechTRADE
3. LAWYER and ACCOUNTING SERVICES
4. PAID BY MPO
5. RESIDENCE OF CzechTRADE HONORARY CONSULATE
6. FOR 5-6 COMPANIES



# THIS WAS OUR IDEA ...



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## CONTINUATION:



**CZECH INDUSTRIAL CLUSTER**

**PHASE 1**







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# CZECH INDUSTRIAL CLUSTER **PHASE 1**





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**CONSTRUCTED AREA: 52,500 ft<sup>2</sup>**  
**Price: 20Rs/ ft<sup>2</sup>/month**  
**~350.000Kč/měsíc**

**CZECH INDUSTRIAL CLUSTER**

**PHASE 1**





# ADVANTAGES OF CIC

1. Sharing of technical and manual capacities
2. Sharing of handling equipment
3. Legal & accounting services
4. Security service
5. Reception services
6. Incubator
7. Promoting common interests

## Targeted State Support







## Bangalore, India



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MINISTERSTVO  
PRŮMYSLU A OBCHODU



AMSP ČR

# WELCOME TO THE CZECH INDUSTRIAL CLUSTER



**Bangalore, India**    **[www.czechindustrialcluster.com](http://www.czechindustrialcluster.com)**



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# PROPEA Project Implementation by the European Business and Technology Centre

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**Ms. Hana Onderková, Head IP/PROPEA Coordinator, European Business  
and Technology Centre**



# Overview of opportunities in India post COVID19

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**Mr. Joel Fernandes, Project Lead – Europe, European Business and Technology Centre**



## KEY POINTS

### Overview of opportunities in India post COVID19

1. About Business Support to EU-India Policy Dialogues
2. India Post-Covid19
3. Areas of opportunity for EU businesses
4. Support extended to EU businesses through the project





- The **Business Support to the EU-India Policy Dialogues** supports the implementation of the new EU strategy on India (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.
- Key areas: derived from on-going policy dialogues between the EU and India, such as **Environment, Energy, Climate, ICT and Urbanisation**
- Relevant, real-time **opportunities** for EU businesses interested in the Indian market.



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#### PROJECT PARTNERS



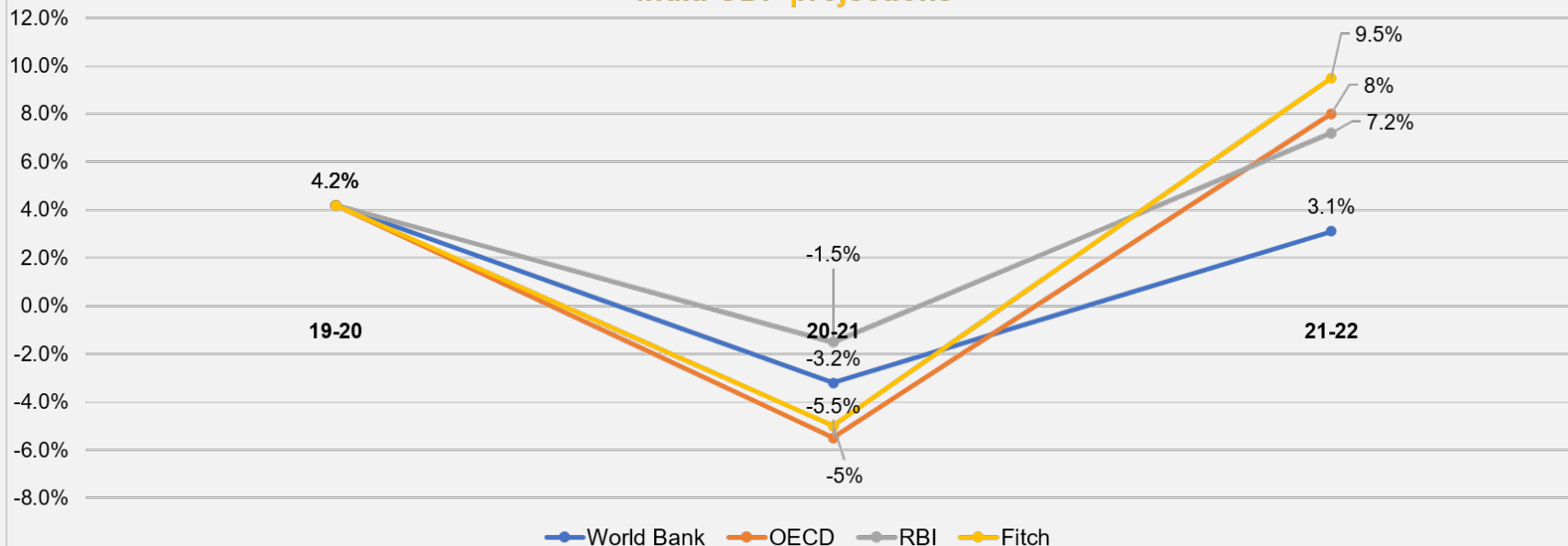
[www.euindiabusinesssupport.eu](http://www.euindiabusinesssupport.eu)

# Post-CoVID19: macro-economic projections for India



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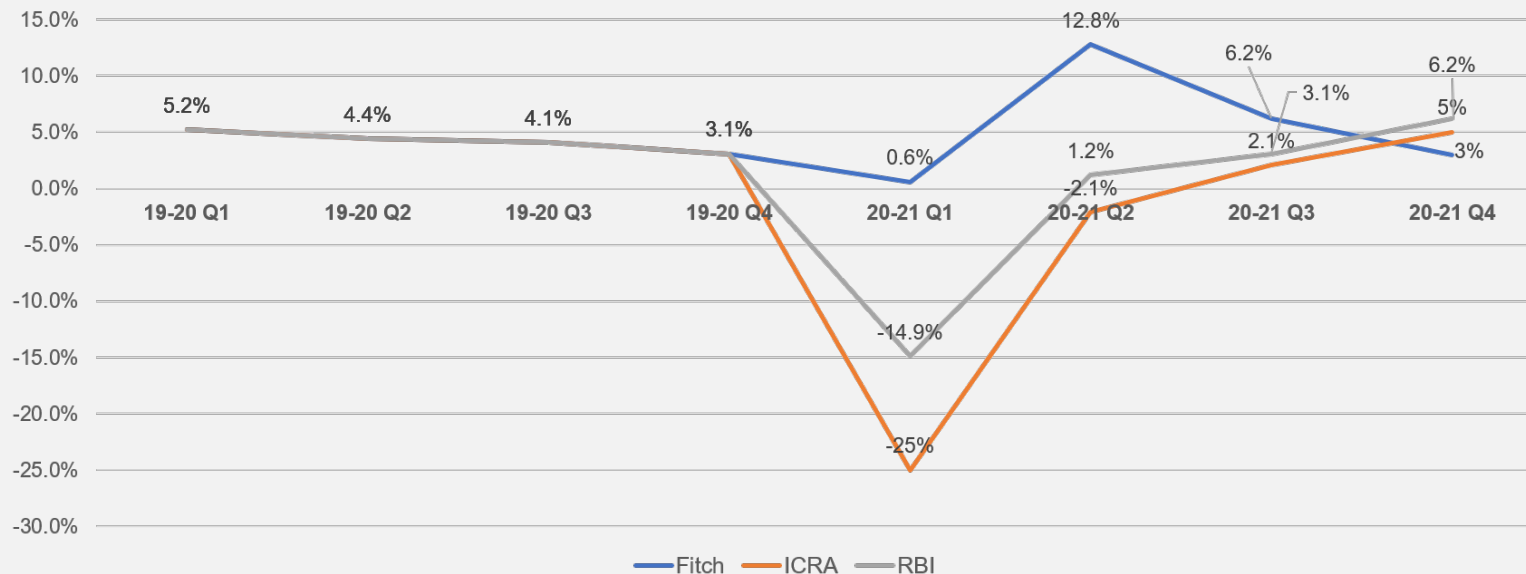
Growth pathways, post-Covid  
India GDP projections





# Post-CoVID19: How the Indian economy could emerge

The path to economic recovery  
India GDP projections (quarterly)



# AREAS OF OPPORTUNITY FOR EU COMPANIES



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## 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.



# EUROPEAN BUSINESS AND TECHNOLOGY CENTRE – COMPANY PROFILE & PROPEA MANDATE

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**Ms. Judith Weinberger Singh and Mr. Ranjithkumar Jambulingam,  
Projects Team, European Business and Technology Centre**

# EBTC - OVERVIEW



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## Company facts

- Established in Delhi in 2008 as an EU-funded Project; Not-for-profit company since 2016
- **Key expertise: Europe-India business partnerships (B2B) and demand-driven collaboration/ project frameworks in India**
- Europe-India IP Forum for focused startup and SME support
- Extensive partner network across India
- Small Indo-European Team across Europe and India

## Mandates

- Government mandates (EU and India) in key areas of sustainability:
- **Sustainable urbanisation** through technology interventions (Smart City Partnerships)
  - 'Clean India Mission' Partner
  - Implementation Partner: [Business Support to the EU-India Policy Dialogues Project](#)
  - Knowledge Partner: Clean Energy and Climate Partnership (EU- India)

## Approach

- **Demand-driven** facilitation of business support
- Customised frameworks for stakeholder engagements and **(pilot) projects**
- Sector-specific **cluster models** to leverage synergies within value chains for increased collaboration, e.g. water, multi-modal logistics, mobility



## BACKGROUND



2008

### ***EU Project***

- Facilitation of EU-India business and research collaborations to tackle climate change.

2017

### ***Demand-driven Strategic Initiatives***

- Project facilitation
- Cluster and pilot project
- Focused interventions (bilateral)

2020

### ***Multilateral cooperation***

- Public and donor projects
- Europe India IP Forum
- Cluster and strategic cooperation
- Private sector projects

2016

### ***Transition***

- Not-for-profit company; not member-based
- Continuation of the EBTC mandate

2019

### ***EU Mandates & Initiatives***

- Building on earlier initiatives
- Public projects
- European Economic Group (EEG)





# EUROPE INDIA COLLABORATION THROUGH

## PROJECTS

- Project Facilitation, Structuring, Management, Monitoring, & Evaluation
- Pilot Projects
- Clusters

## ADVISORY

- IP Forum
- Adaptation of Technology
- Market Access
- Sustainable Development Goals (SDG)
- Public Projects

## INVESTMENT

- Investment Facilitation
- Project Scouting for Investors and Funding Agencies



Developing **new approaches** to meet challenges linked to the **complexity of multifaceted stakeholder constellations** and interdisciplinary solutions across sectors and industries.



## COMPANY PERSPECTIVE

### USPs

#### SET-UP & THE TEAM

### VALUE ADD FOR COMPANIES

- Small but efficient team in Europe (Belgium/ Germany) and India (Delhi/ Bangalore/ Goa)
- Different nationalities: Indo-European team
- Combining both strategic management advisory as well as on-the-ground support and facilitation capabilities

#### MARKET EXPERTISE

- Long-term experience in supporting European technology ventures in market entry, partner search, project structuring and technology upscaling projects
- Specific expertise in key sectors of EU-India policy dialogues
- In-depth knowledge of market dynamics and stakeholders in India

#### NETWORK & ACCESS

- Broad and well-established networks across sectors and states
- Complementarity of services: on-going EU projects and related support
- Network of empanelled partners and firms for high-quality / reasonable cost support (tax, legal, marketing, etc.)

# SELECT REFERENCES



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## Business Support



*Water Management*  
Implementation of  
business component of  
the India EU Water  
Partnership: market  
entry/ access



*E-Mobility / Renewable  
Energy*  
Market access through  
pilot project support  
(Sustainable Transport  
Cluster)



*Wastewater Treatment*  
  
Market entry and  
partnering strategy /  
partner search



*Multi-modal logistics*  
  
Public partner  
engagement through  
cluster model (Railway  
& Logistics)



*Air Pollution*  
  
Market entry / access  
support through  
technology advocacy;  
partner search



*Circular economy:  
Plastics recycling*  
  
Market entry and  
partnering strategy Asia  
(>10 countries)

## Government & Public Bodies



*European Union*  
Business-related project  
implementation in key  
sectors incl. waste /  
renewable energy



*Biggest multilateral  
financial institution &  
large provider of climate  
finance*  
Strategic stakeholder  
engagement India



*Internationalisation of  
SMEs*  
Lead consortium partner  
EEN India: market entry  
support



*IP awareness and  
Industry / Gov relations*  
Cooperation Partner of  
the EPO in India



*Europe-India  
cooperation*  
Knowledge sharing and  
market entry support



*European Commission  
Initiative*  
  
SME delegation and  
focused matchmaking  
support; market entry

# EBTC – Czech Republic, Collaborations



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1. Czech Chamber of Commerce was a partner of the EBTC Project.
2. SIAL 2019 – supported 2 Czech companies from the Food & Beverages Sector.
3. Organised an webinar: 'Internationalisation of European startups and the role of IP: India Perspective' in collaboration with Synetech.
4. Partner Network through Enterprise Europe Network (EEN).





# PROCESSES



Enquiries to be directed at  
EBTC: [onderkova@ebtc.eu](mailto:onderkova@ebtc.eu)  
and [projects@ebtc.eu](mailto:projects@ebtc.eu)

**Step 1:** Introductory call and requirement assessment

**Step 2:** Selection of services based on requirement

**Step 3: Service request** approval from the Embassy of Czech Embassy

**Step 4:** Implementation of the selected service by EBTC and submission of completion report

**Step 5:** Financial contribution from the company side



**Contact person:** Hana Onderková, EBTC



**E-mail:** [onderkova@ebtc.eu](mailto:onderkova@ebtc.eu) and [projects@ebtc.eu](mailto:projects@ebtc.eu)

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## Discussion and Concluding Remarks

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A stylized map of Europe is shown in the background, divided into several colored rectangular regions. The top-left region is dark grey. The top-middle region is orange. The top-right region is light grey. The middle-left region is dark blue. The middle-right region is a medium blue. The bottom-left region is a lighter blue. The bottom-middle region is white. The bottom-right region is green. The map outlines are in a light grey color.

**Děkuji Vám za pozornost**

**THANK YOU**