



Embassy of India
Berlin, Germany



PRESS RELEASE

Make in India Mittelstand! (MIIM) Initiative Launched

MIIM Facilitates Investment and Market Entry for German Mittelstand and Family Owned Enterprises

Make in India is a major new programme by the Government of India. It is designed to facilitate investment, foster innovation, enhance skill development, protect intellectual property and build best-in-class manufacturing infrastructure. It aims at fully leveraging India's manufacturing potential by making the country even more attractive for business. There has never been a better time to MAKE IN INDIA!

2. During India's participation as Partner Country at the Hannover Messe 2015, the MAKE IN INDIA programme was presented to the German industry. Following the significant interest shown by German companies, especially the Mittelstand, the Indian Embassy in Berlin with the support of the relevant Ministries of the Government of India is now implementing a strategic, first of its kind Market Entry Support Programme: "Make in India Mittelstand!"(MIIM). MIIM is designed to assist German Mittelstand companies in entering the Indian market.

3. In order to offer smooth market entry for investors, the MIIM programme offers a wide range of business support services under a single platform. Services include strategy consulting, M&A advice, operational market entry support, tax & legal support, financial services, project financing, location services, technology collaboration, facilitation of approvals from central & state agencies and access to government agencies.

4. MIIM is a highly innovative, integrated platform for market entry services which corresponds to the complex requirements of first time investors. It is truly unique in combining services rendered by Government, not-for-profit and private entities. It is a one-stop source for companies requiring market entry support services with the additional benefits of special workshops, networking, information exchange etc. MIIM Programme has a built-in network or Programme Partners to support the participating companies with their services. Best-in-class partners have been selected after extensive due diligence and each of them brings a unique value into the MIIM Programme. MIIM Programme Partners include the MIIM Knowledge Partner (EAC-Euro Asia Consulting) for strategic, M&A, operational market entry support; MIIM Facilitation Partners (Invest India, Governments of Gujarat, Karnataka, Maharashtra, Madhya Pradesh, Rajasthan and Tamil Nadu); MIIM Tax & Legal Partners (Khaitan & Co. and Rodl & Partner) for legal & tax support; MIIM Technology Partner (Global Innovation & Technology Alliance - GITA) for technology collaboration services; and MIIM Incubator Partner (German Centre Delhi.Gurgaon) for location support, MIIM Banking Partners (State Bank of India, LBBW and DEG) for financial services support and MIIM Partner Chamber (Indo-German Chamber of Commerce-IGCC).

5. MIIM is another milestone in improving the 'Ease of Doing Business' in India. MIIM is designed to attract more German companies to India since it will make the market entry of Mittelstand companies a smooth process. MIIM is geared to address the divergent requirements of manufacturing, technology and service sector companies. Initially, 30 high-potential Mittelstand companies that are at an advanced stage of Market Entry with a clear intent for localisation will be selected for immediate support under the programme. Technology companies interested in partnering with Indian companies/institutions for technology tie ups will also be supported under the programme. Over the medium term, other companies shall also be considered for support.

6. The MIIM Programme is being launched on 10th September 2015 through a Kick-Off Event at the Embassy of India, Berlin.

10th September 2015
Berlin