



MAKE IN INDIA MITTELSTAND!

“INTRODUCTION OF MAKE IN INDIA MITTELSTAND PROGRAMME”



Make In India Business Support Programme for German Mittelstand and Family Owned Enterprises

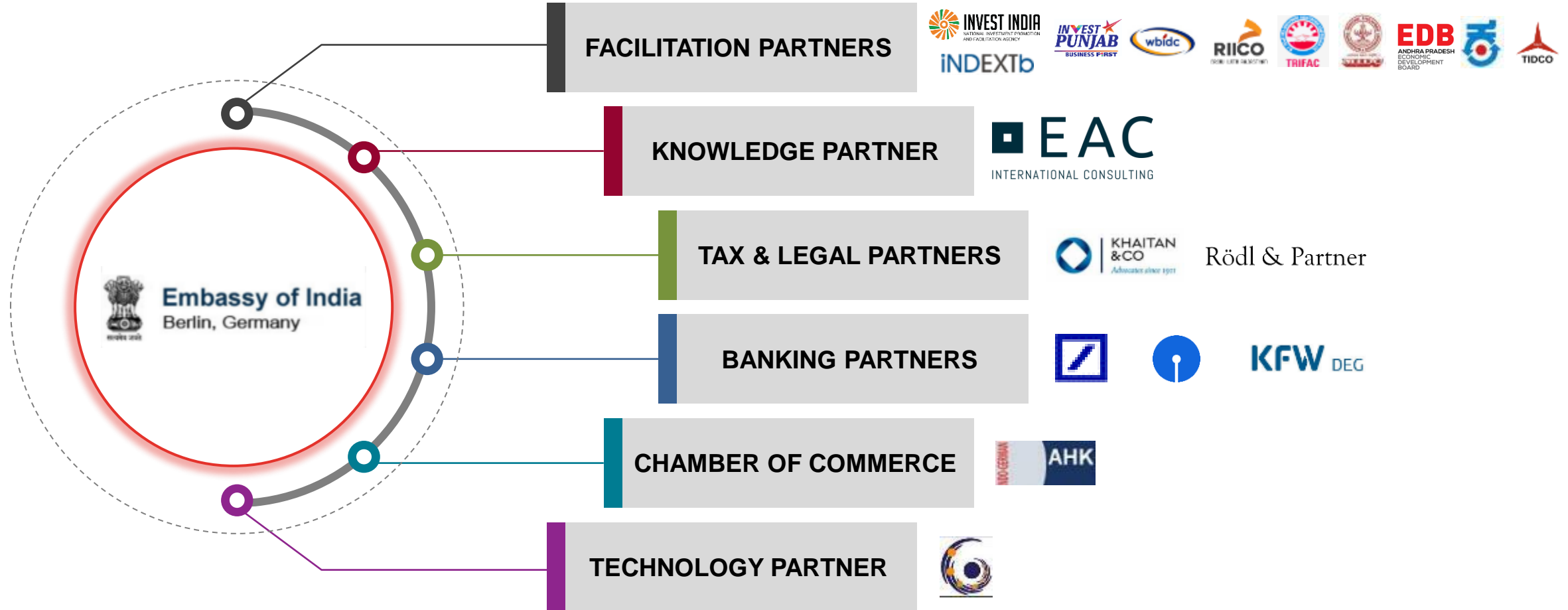
An Initiative of **Embassy of India Berlin** and driven by
Government of India's national programme, **MAKE IN INDIA**



Embassy of India
Berlin, Germany



MIIM PARTNER NETWORK – ONE STOP SHOP FOR MARKET ENTRY SERVICES

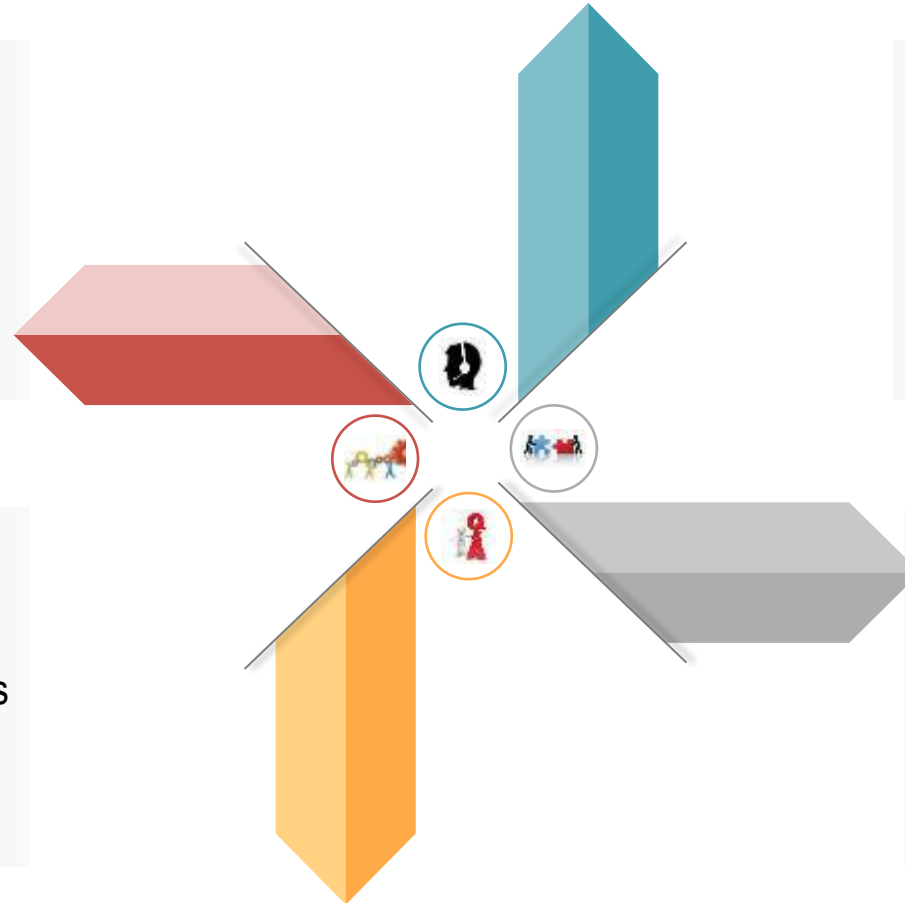


HOTLINE/ E-MAIL ACCOUNT

- **Hotline:** +49-30- 25795514
- **Fax:** +49-30-25795520
- **Email:** miim@indianembassy.de

WORKSHOPS/ WEBINARS

- **Regular workshops and webinars:** Open and free to all enrolled companies
- Topics of interest to all, key notes by experts
- **On request individualized workshops** will be provided



DEDICATED WORKSHOPS/ PROJECTS

customized workshops/ projects are offered for specific requirements of companies

Customized workshops are **designed and executed by respective MIIM program partners**

EXCHANGE PLATFORM

Exhibition

Discussion and experience sharing

Network event

MIIM – ENROLMENT PROCESS

1. QUESTIONNAIRE



- **Provision of MIIM questionnaire to interested companies for disclosure on:**
 - ▶ General information, business description, Infrastructure and network (global footprint)
 - ▶ India presence, market understanding and investment plans
 - ▶ Expectations from MIIM

2. MEETING/ CALL



- **Conduction of personal meeting/call with representative of interested company to**
 - ▶ Understand Indian plans, challenges/bottlenecks and detailed company expectation on MIIM support
 - ▶ Onboarding decision to be taken based on concrete investment plan for India and timing of the same

3. ONBOARDING



- In case of positive onboarding decision, **official onboarding letter to be submitted to company via MIIM email/hotline**
- **Support of MIIM partners** to be started after official onboarding
- **Continuous investment facilitation support** by MIIM team through hotline

Key Support Topics



Transparency on Tax and legal topics (custom duty, procedures, incorporation etc.)



Land Allotment and Location Analysis



Business visa, MIIM recommendation letters



Liaisoning with government authorities/ Industry stakeholders



Emerging Market-Entry Financing



Market Assessment, Technical Feasibility, and Strategy Formulation



Human Resource Identification and Recruitment



Co-operation models execution – JVs/acquisitions

6 YEARS OF MIIM – HIGHLIGHTS

“MIIM has been successfully achieving its overall objective of supporting the national programme – Make in India since Sep 2015”



IDENTIFIED GERMAN MITTELSTAND...

151 Members

onboarded with consolidated turnover of ~88 bln EUR

...WITH INDIA INVESTMENT PLANS...

1,462 mio EUR

declared investments

68 Manufacturing plants

29 Expansions

27 Subsidiaries

...FOR PROVIDING FACILITATION SUPPORT...

~380 Queries

handled via hotline

111 Workshops

customized/ common

51 Webinars

5 Exchange platforms

...TO ACHIEVE MAKE IN INDIA OBJECTIVES

447 mio EUR Implemented

20 manufacturing plants; 7 expansion; 6 subsidiary set up

578 mio EUR In-Progress

14 manufacturing plants; 3 expansions; 1 subsidiary set up



MIIM HAS CONDUCTED OVERALL 111 WORKSHOPS SINCE SEPTEMBER 2015

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Customised Workshops

Individual workshop conducted to provide transparency on company specific opportunities in India

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Knowledge Transfer Workshop

- Localization
- B2B consumer dynamics
- JV and M&A
- India as export hub
- Cross border tax challenges
- Financing options
- HR management and intercultural gaps
- Transfer pricing
- Direct and Indirect Taxes

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Sectoral Workshops

- Railways (VDB)
- Food and beverage (BVE)
- Medical device (BVmed)
- Renewable energy
- Defence (ThyssenKrupp Marine Systems)
- Speciality chemical (LANXESS)

#7

Marketing Workshops

Workshops at events and exhibitions: Deutsche Messe and Messe Munich

WEBINAR WAS INTRODUCED IN JUNE 2016 - SINCE THEN 51 WEBINARS HAVE BEEN CONDUCTED

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Tax and Legal Topics

- *Good & service tax*
- *Transfer pricing*
- *Direct and indirect taxes*
- *Labour law*
- *Key consideration for foreign subsidiaries*
- *Company incorporation*
- *Joint venture*

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Market Entry Topics

- *Finding right location*
- *Supply chain challenges*
- *Financing options*
- *Ease of doing business*
- *Human resource*
- *Government incentives*

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Webinar by Indian State Governments

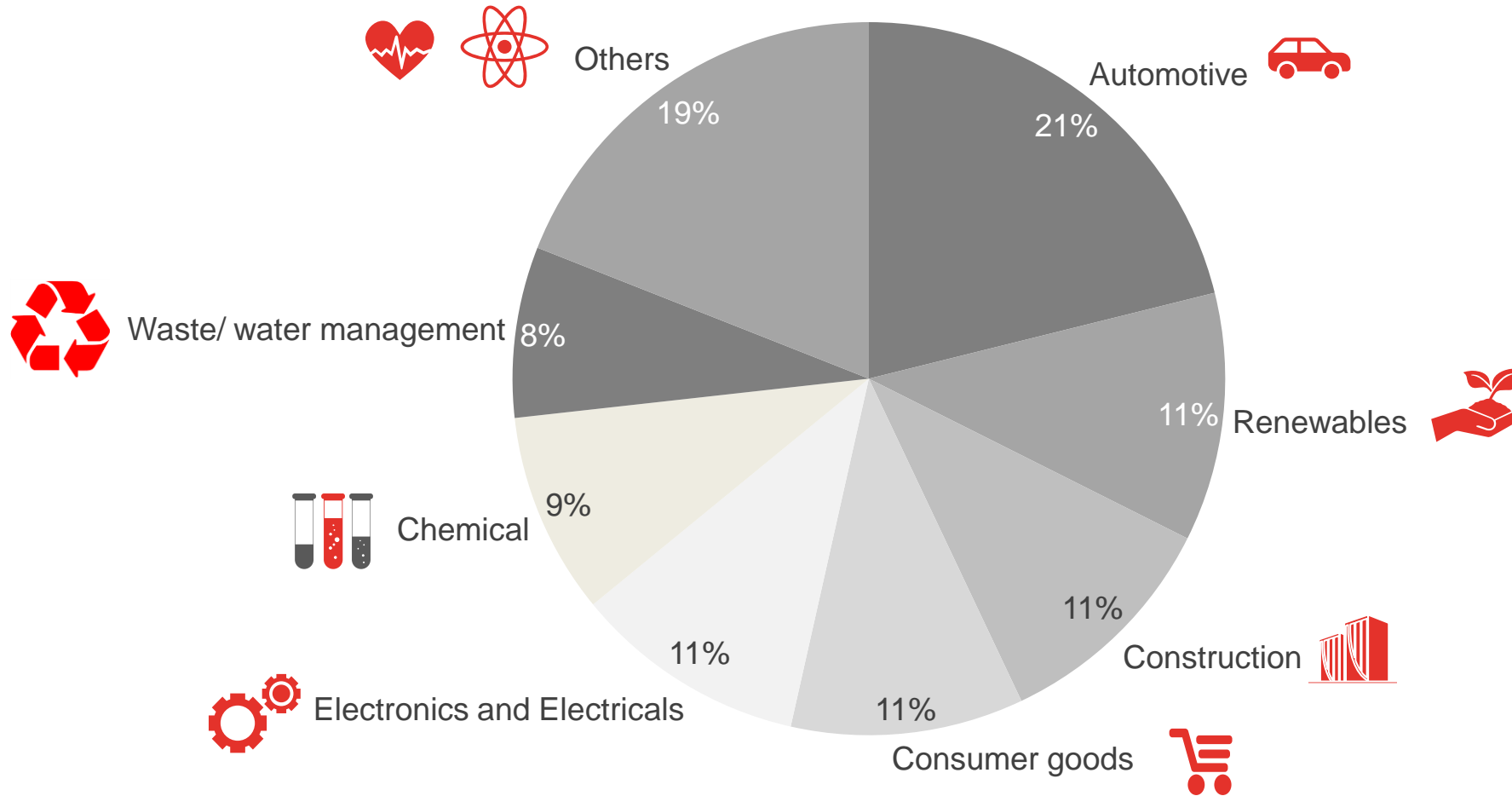
- *Andhra Pradesh, Gujarat, Punjab, Maharashtra and Rajasthan conducted webinar to provide transparency on opportunities and incentives in state*

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Sector Focused Webinar

- *Renewable Energy: Solar, Wind*
- *Automobile and EVs*
- *Medical Device*
- *Electronics*
- *Waste Management, Waste to Energy*
- *Automation*
- *Personal Hygiene*

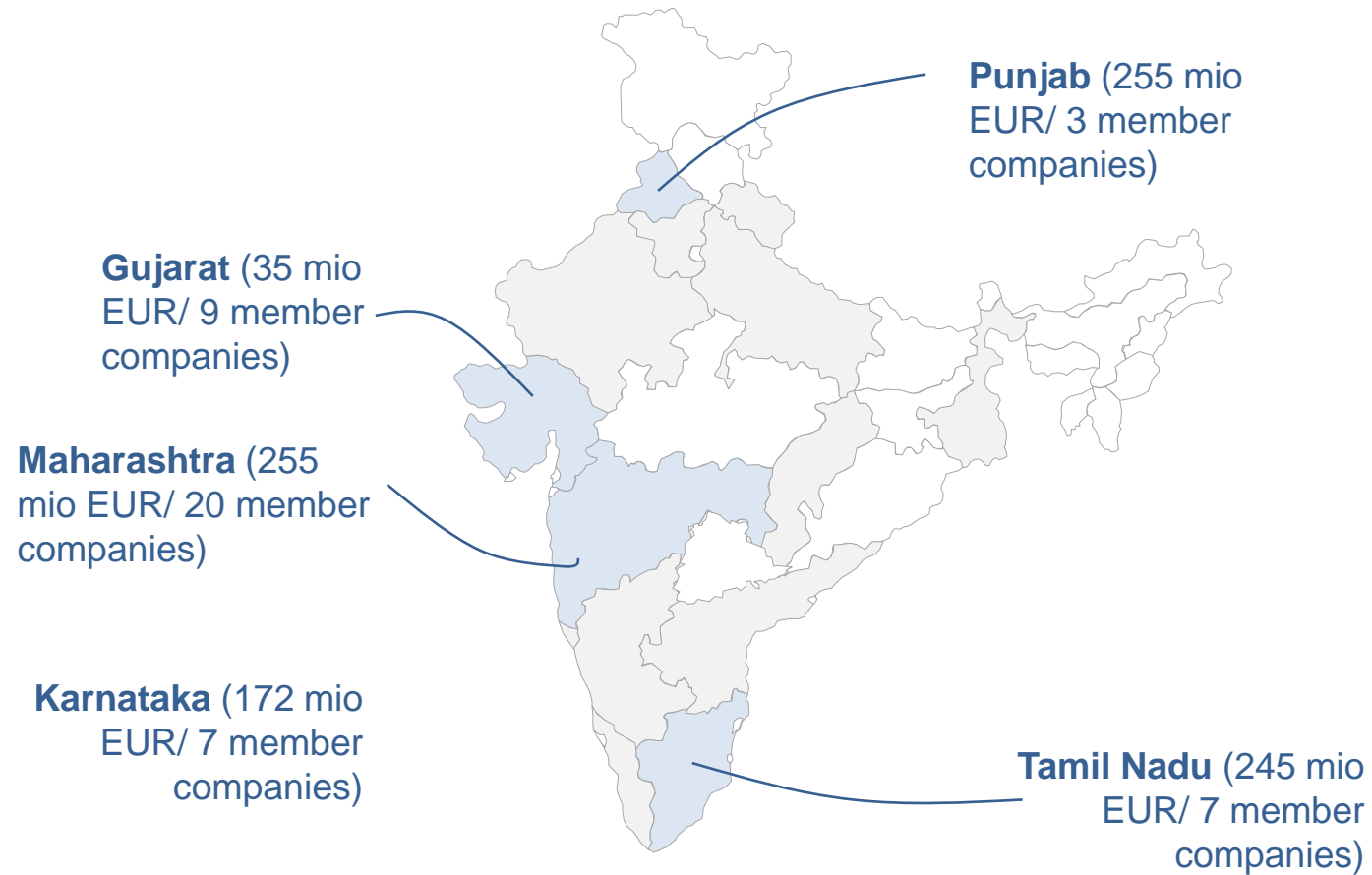
MIIM 151 MEMBERS – INDUSTRY WISE



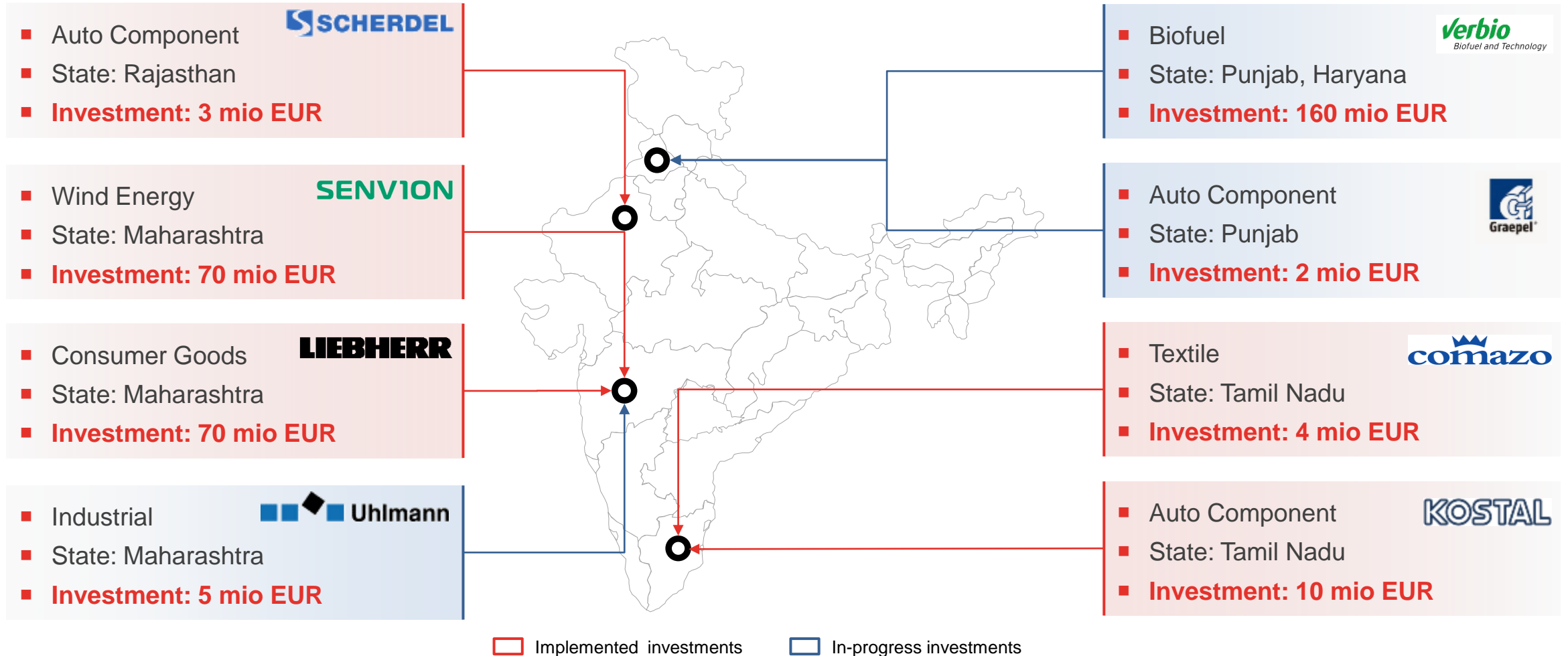
Other sector includes space, advanced technologies, pharma, textile, oil & gas etc

MIIM DECLARED INVESTMENT OF 1,462 MIO EUR – KEY INDIAN STATES

INVESTMENT DESTINATION – INDIA STATES

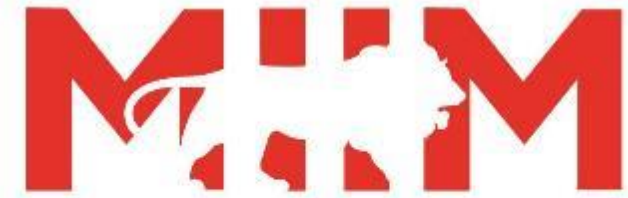


6 YEARS OF MIIM – MAJOR INVESTMENTS





**MAKE IN INDIA BUSINESS SUPPORT
PROGRAMME FOR GERMAN MITTELSTAND AND
FAMILY OWNED ENTERPRISES**



MAKE IN INDIA MITTELSTAND!

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