

EMBASSY OF INDIA
BERLIN

MIIM

MAKE IN INDIA MITTELSTAND!

**“INTRODUCTION OF MAKE IN INDIA
MITTELSTAND PROGRAMME”**

Rödl & Partner



Initiated by **Embassy of India Berlin** in **September 2015** and driven by Government of India's National Programme, **MAKE IN INDIA**

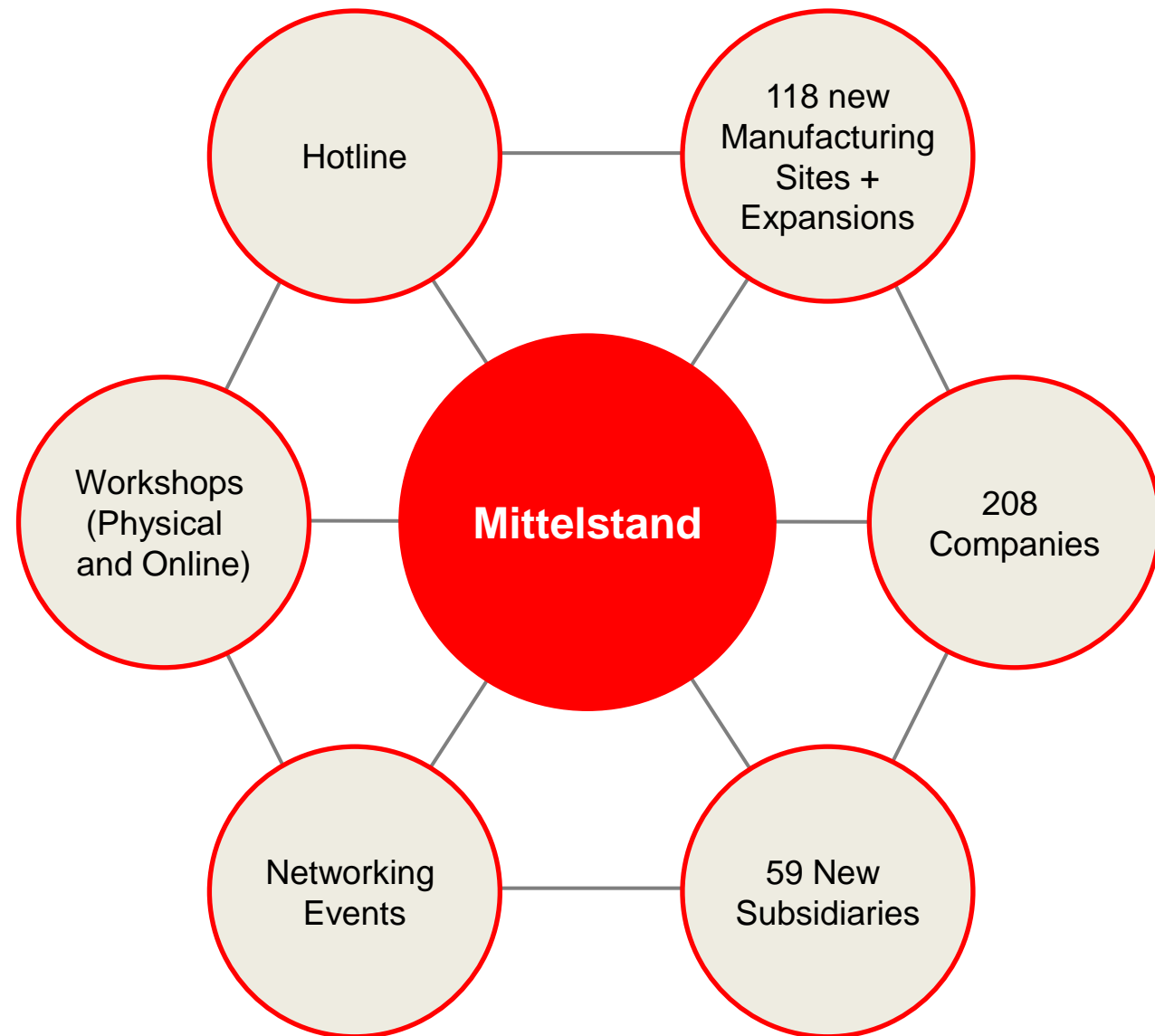


MIIM INTRODUCTION

„Handholding“

Networking

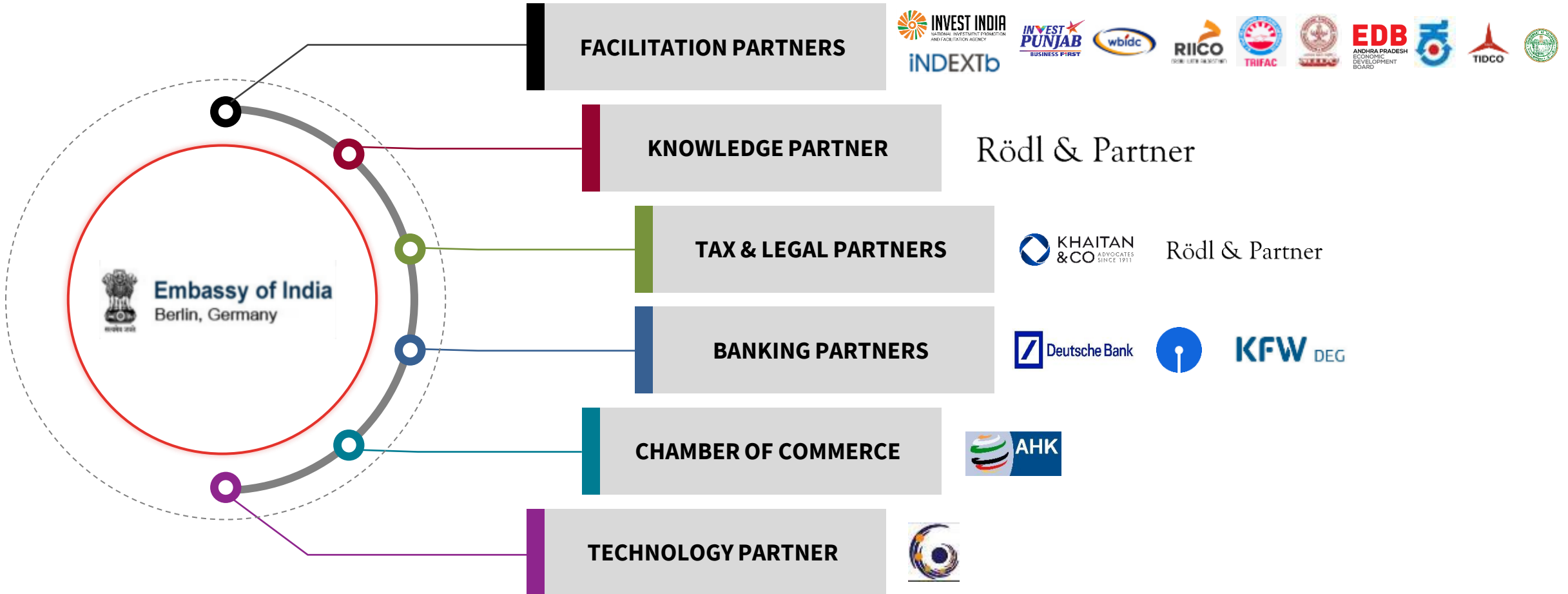
Managed by Embassy of
India Berlin



Rödl & Partner



MIIM PARTNER NETWORK – ONE STOP SHOP FOR MARKET ENTRY SERVICES

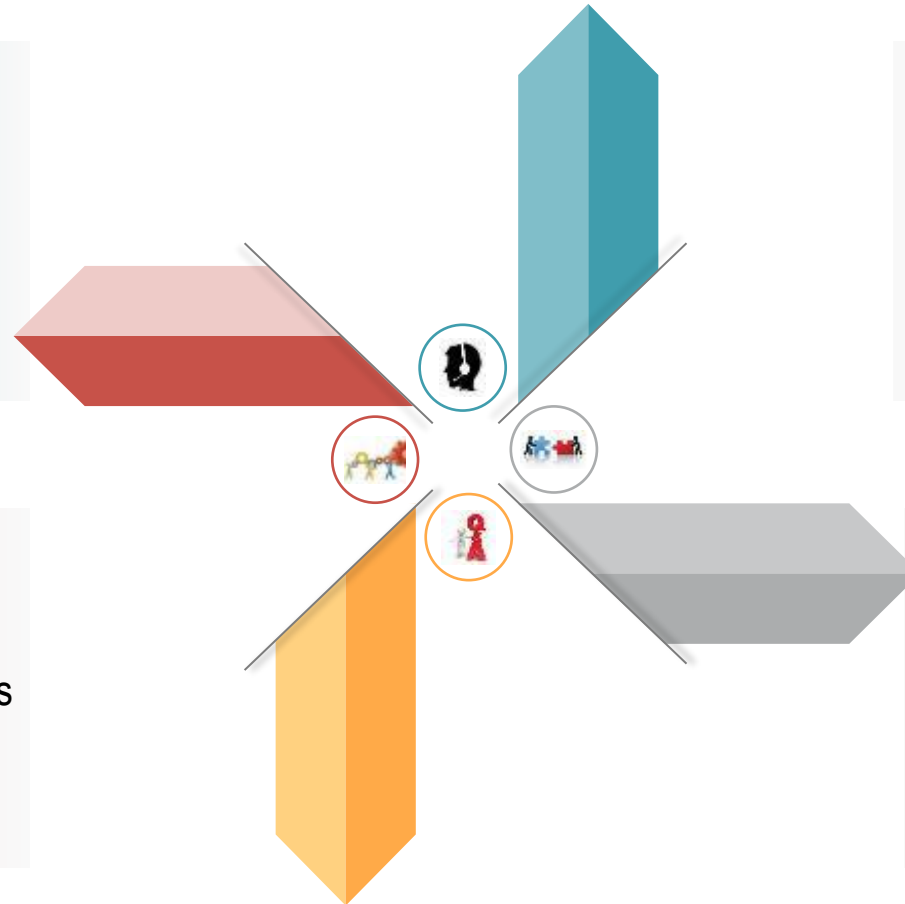


HOTLINE/ E-MAIL ACCOUNT

- **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

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.)



Business visa, MIIM recommendation letters



Emerging Market-Entry Financing



Human Resource Identification and Recruitment



Land Allotment and Location Analysis



Liaisoning with government authorities/ Industry stakeholders



Market Assessment, Technical Feasibility, and Strategy Formulation



Co-operation models execution – JVs/acquisitions

MIIM – 8+ YEARS OF HIGHLIGHTS

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



IDENTIFIED GERMAN MITTELSTAND...

208 Members

Onboarded with **consolidated turnover of ~88 bn EUR**

...WITH INDIA INVESTMENT PLANS...

1,745 mn EUR

declared investments

71 Manufacturing plants

47 Expansions

59 Subsidiaries

...FOR PROVIDING FACILITATION SUPPORT...

~ 400 Queries

handled via hotline

119 Workshops

customized / common

68 Webinars

7 Exchange Platforms

...TO ACHIEVE MAKE IN INDIA OBJECTIVES

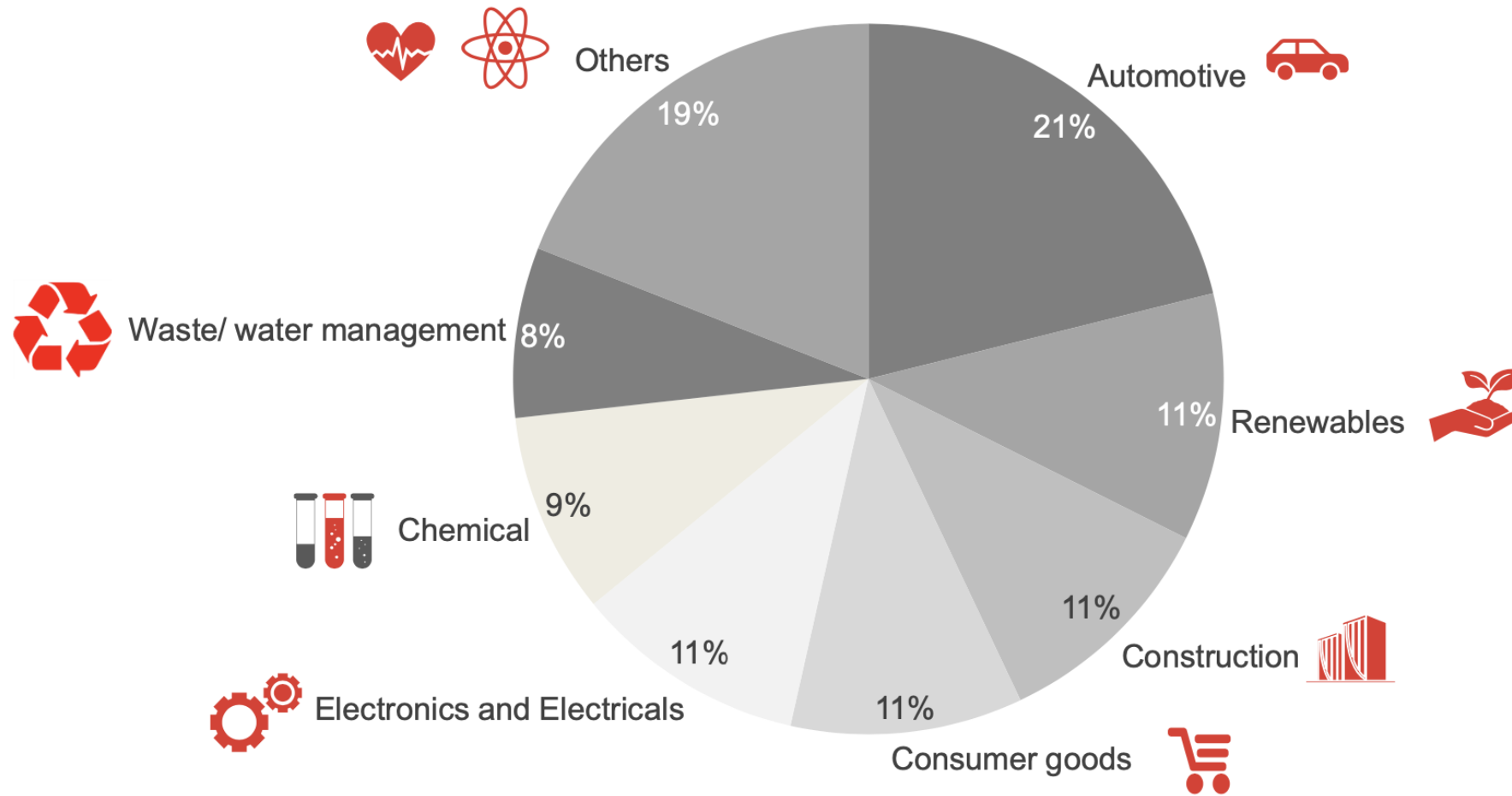
~ 448 mn EUR Implemented

20 manufacturing plants; 7 expansion; 8 subsidiary set up

~ 584 mn EUR In-Progress



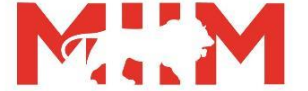
MIIM 208 MEMBERS – INDUSTRY WISE



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



EMBASSY OF INDIA
BERLIN



MAKE IN INDIA MITTELSTAND!

Rödl & Partner

THANK YOU FOR YOUR ATTENTION!

MIIM Hotline

Email: miim@indianembassy.de

Phone: +49-30-25795514

Fax: +49-30-25795520