

EMBASSY OF INDIA
BERLIN

MIIM

MAKE IN INDIA MITTELSTAND!

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

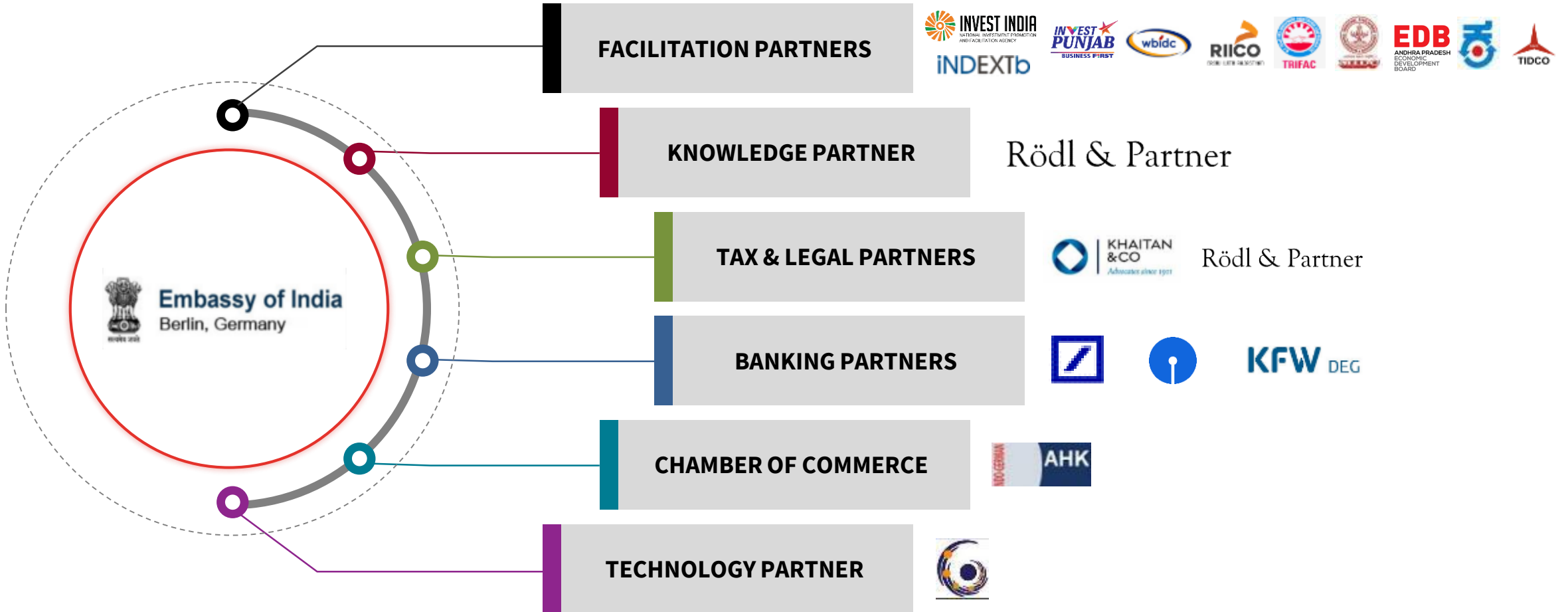
OCTOBER 2022



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



MIIM PARTNER NETWORK – ONE STOP SHOP FOR MARKET ENTRY SERVICES

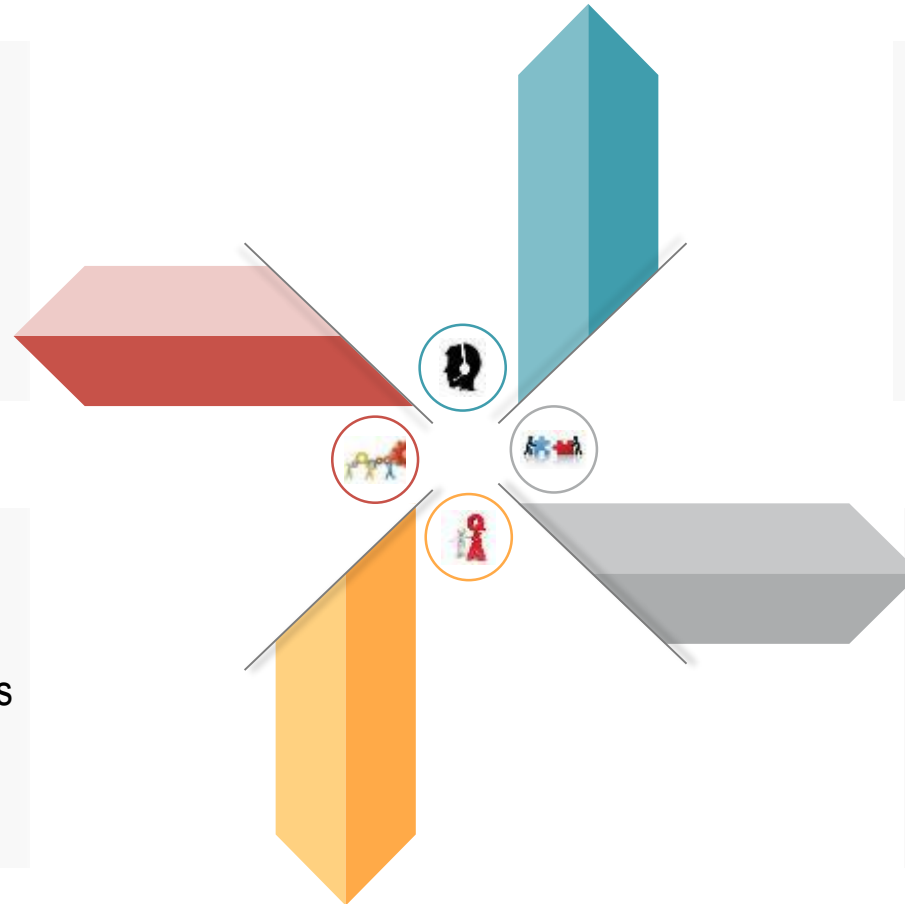


HOTLINE/ E-MAIL ACCOUNT

- **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.)



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

MIIM – 6 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...

159 Members

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

...WITH INDIA INVESTMENT PLANS...

1,506 mn EUR

declared investments
68 Manufacturing plants
29 Expansions
27 Subsidiaries

...FOR PROVIDING FACILITATION SUPPORT...

~370 Queries

handled via hotline
112 Workshops customized / common
54 Webinars
5 Exchange Platforms

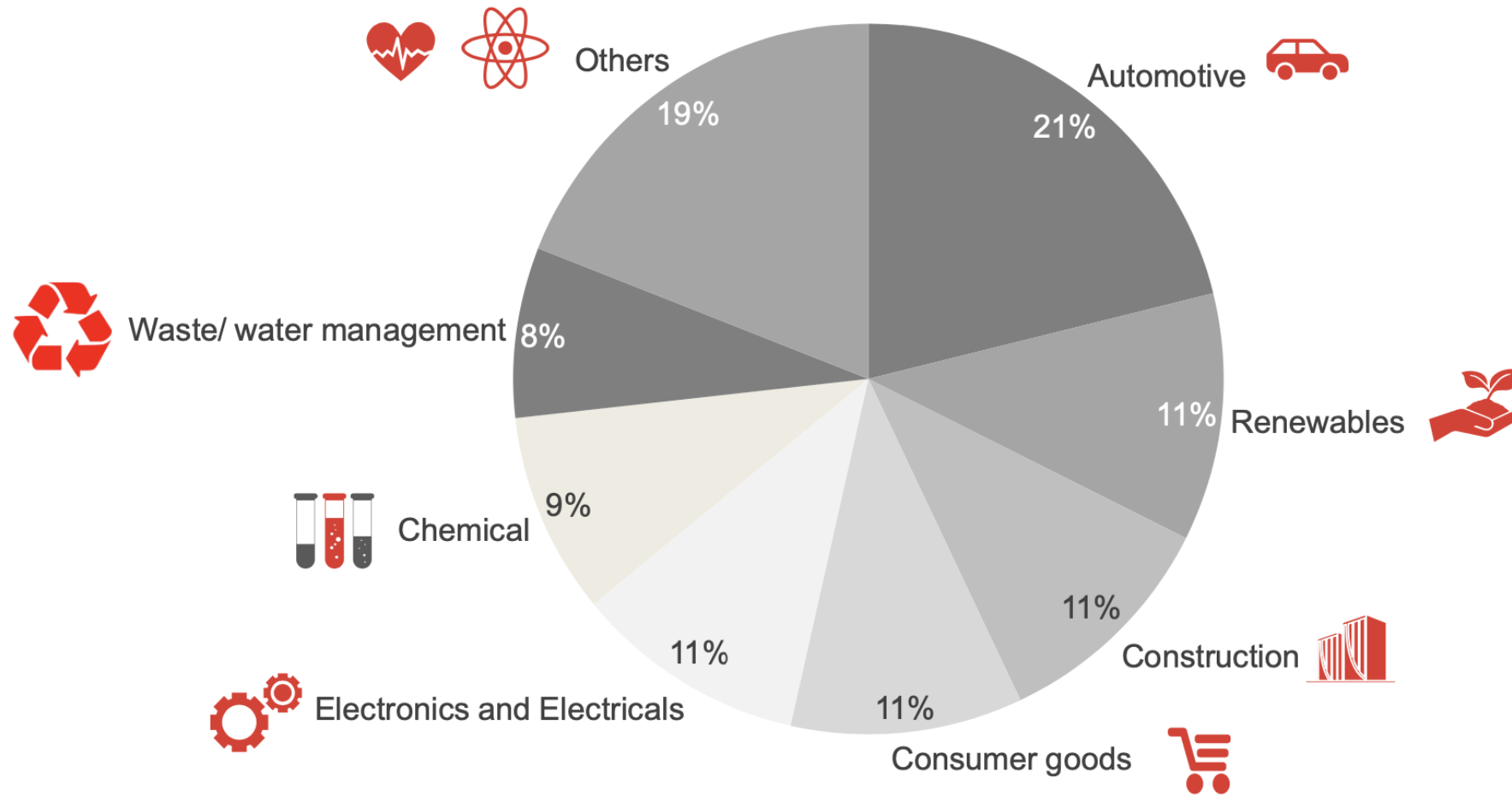
...TO ACHIEVE MAKE IN INDIA OBJECTIVES

447 mn EUR Implemented

20 manufacturing plants; 7 expansion; 6 subsidiary set up
578 mn EUR In-Progress
14 manufacturing plants; 3 expansions; 1 subsidiary set up



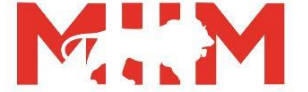
MIIM 152 MEMBERS – INDUSTRY WISE



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



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Rödl & Partner

THANK YOU FOR YOUR ATTENTION!

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