

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



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**



WHY GERMAN MITTELSTAND?

3.6 million small and medium-sized businesses

240,000 approx. are active in manufacturing sector

#89.6% of all industrial companies belong to the "German Mittelstand", and have fewer than 250 employees

MIIM – AN OFFSHOOT OF MAKE IN INDIA PROGRAMME

UK 

Access India Programme (AIP)
September 2017

SWITZERLAND 

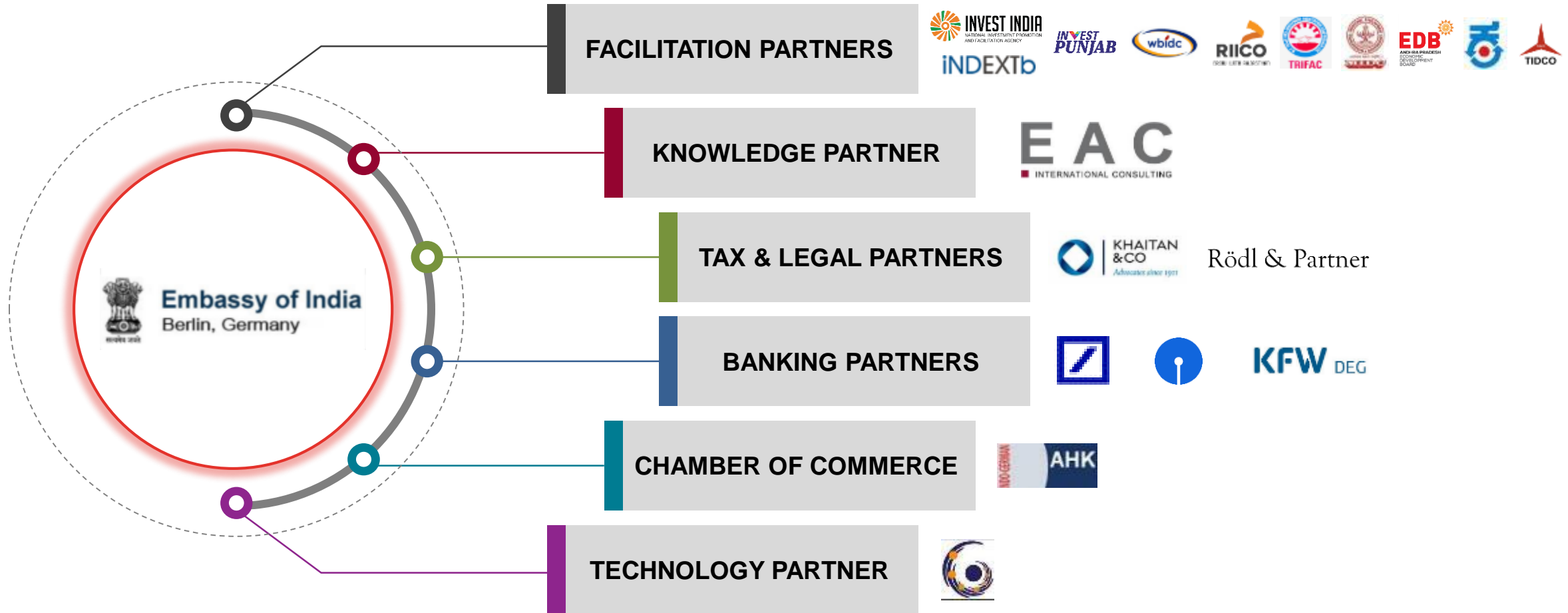
**Momentum in India:
Swiss SME's Program (MISSP)**
November 2017

GERMANY 

Make in India Mittelstand (MIIM)
September 2015



MIIM PARTNER NETWORK – ONE STOP SHOP FOR MARKET ENTRY SERVICES

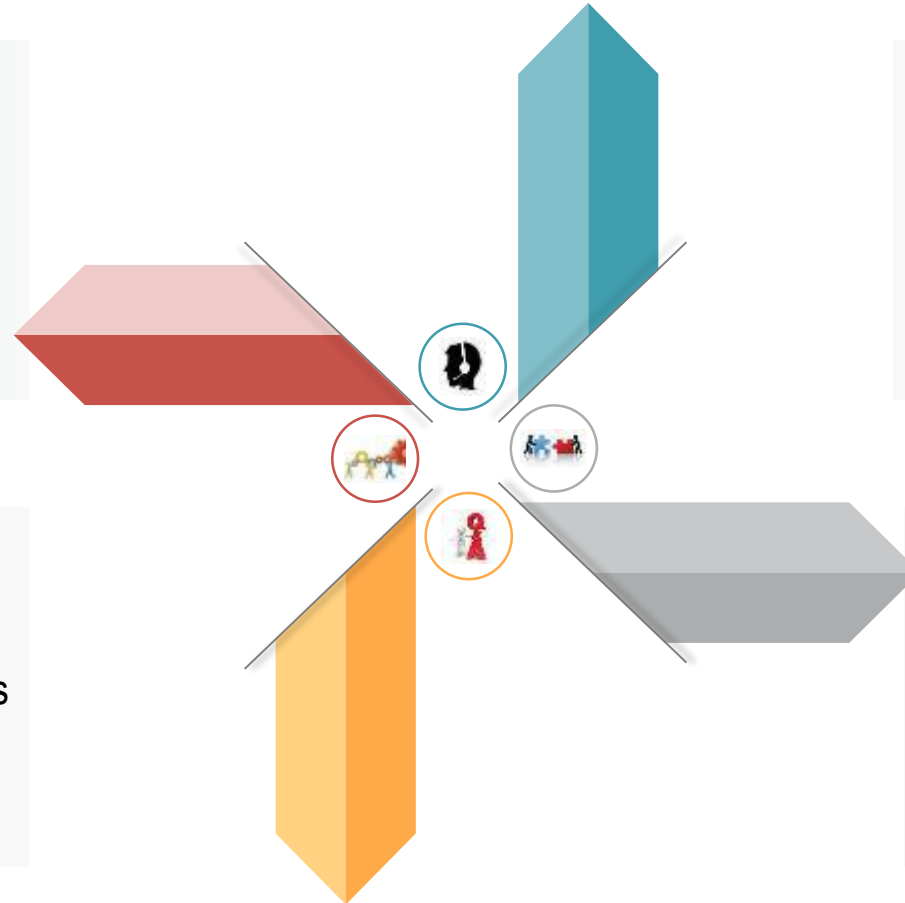


HOTLINE/ E-MAIL ACCOUNT

- **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

Key Activities

WORKSHOPS



Free common workshops on market entry related topics are conducted by subject matter experts and MIIM partner

WEBINARS



Bi-monthly free online webinars

EXCHANGE PLATFORMS



Exhibition to connect all stakeholders including MIIM companies and partners, participants from Indian central and state authorities - conducted once in a year

DELEGATION VISITS



MIIM partners such as IGCC, Messe to organize MIIM delegation visits to India (preferably sector specific)

SECTORAL REPORTS



Yearly update and circulation of sectoral knowledge papers

MEMBER SECTION LOG-IN AT MIIM WEBSITE



MIIM members would have access to all workshop presentations and webinar recordings

4 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...

135 Members

onboarded with consolidated turnover of ~72 bln EUR

...WITH INDIA INVESTMENT PLANS...

1.2 bln EUR

declared investments

65 Manufacturing plants

21 Expansions

20 Subsidiaries

...FOR PROVIDING FACILITATION SUPPORT...

~350 Queries

handled via hotline

100 Workshops

customized/ common

22 Webinars

...TO ACHIEVE MAKE IN INDIA OBJECTIVES

149 mio EUR Implemented

7 manufacturing plants;
1 expansion; 4 subsidiary set up

196 mio EUR In-Progress

7 manufacturing plants;
3 expansions; 2 subsidiary set up



MIIM HAS CONDUCTED OVERALL 100 WORKSHOPS DURING SEPT 2015 – OCT 2019

#67

Customised Workshops

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

#20

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

#7

Sectoral Workshops

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

#6

Marketing Workshops

Workshops at events and exhibitions: Deutsche Messe and Messe Munich

WEBINAR WAS INTRODUCED IN JUNE 2016 - SINCE THEN 22 WEBINARS HAVE BEEN CONDUCTED

#8

Tax and Legal Topics

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

#7

Market Entry Topics

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

#4

Webinar by Indian State Governments

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

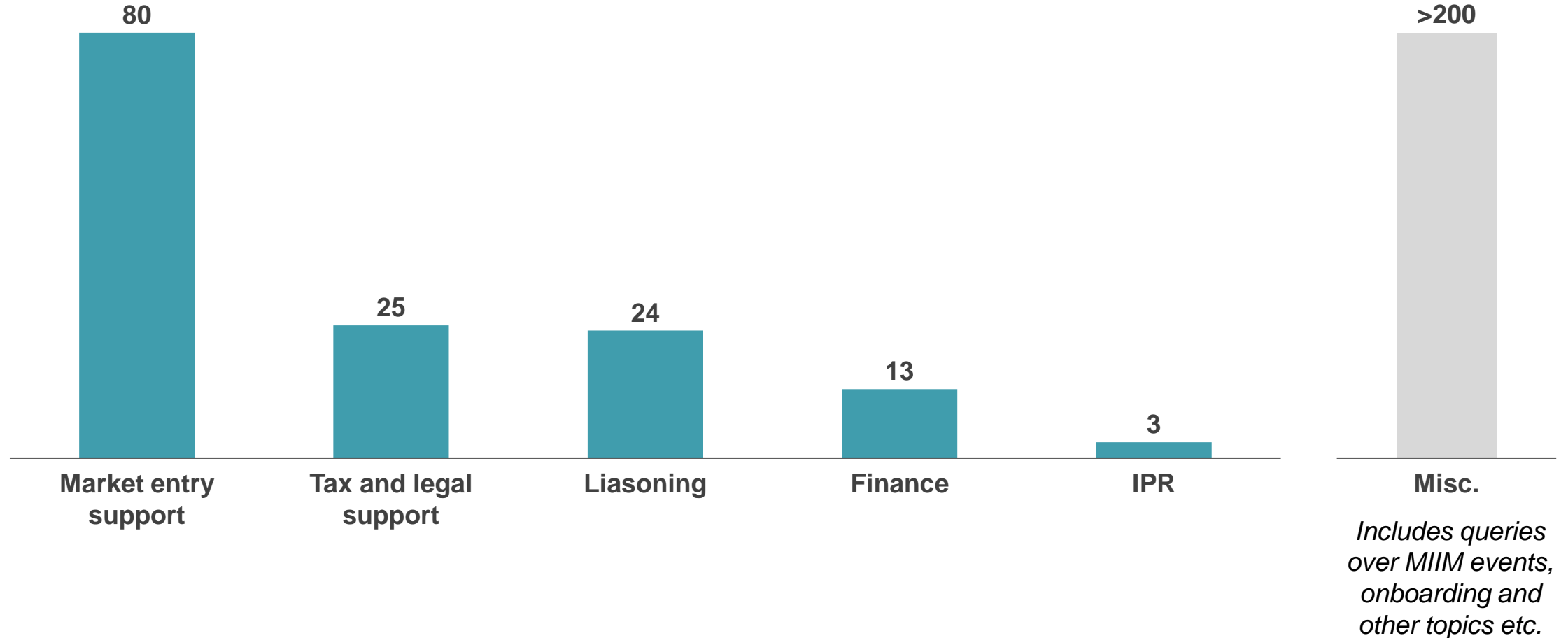
#3

Sector Focused Webinar

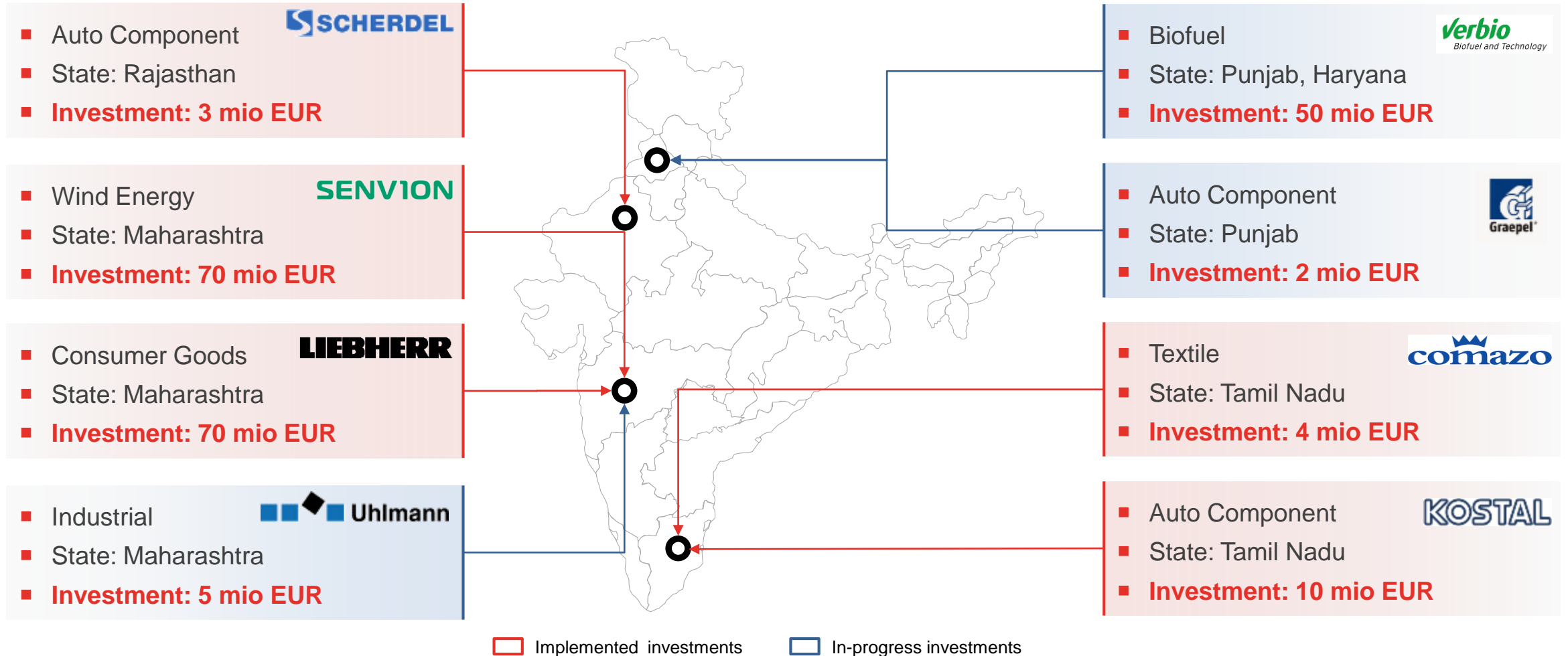
Indian Medical Device, E-mobility, Electronics, Renewable Energy

QUERY HANDLING – INVESTMENT FACILITATION SUPPORT CASES

MIIM has provided hands-on investment facilitation support in *total 145 cases* mainly for market entry, tax and legal, liasoning and finance topics while has also answered >200 miscellaneous queries



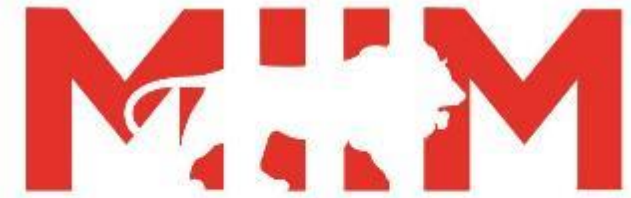
3 YEARS OF MIIM – MAJOR INVESTMENTS



DATE/ MONTH	EVENT	TOPIC	CONDUCTED BY	VENUE
✓ 29 th January	Workshop	Production and Sales Network Development in India	Roedl & Partner, IGCC, IHK Bielefeld and EAC	IHK Bielefeld
✓ 20 th of February	Webinar	MIIM Webinar Series: Ease of Doing Business	EAC	Online
✓ 5 th of March	Webinar	Opportunities in Punjab state for German Mittelstand companies	Invest Punjab	Online
✓ 12 th March	Workshop	India Economy Workshop	EAC, Roedl & Partner, DB, DEG	Stuttgart
✓ 5 th April	Webinar	Doing business in India – Solutions by Deutsche Bank India"	Deutsche Bank	Online
✓ 4 th May	Webinar	HR Practices, Trends and Laws in India	EAC	Online
✓ 5h June	Workshop	Investments in India: Current Trends in Financing, Cash and Risk Management	Deutsche Bank	Dusseldorf
✓ 11 th June	Delegation Visit from India	Roadshow organised by Indian State of Himachal Pradesh	Consulate General of India Frankfurt	Frankfurt
✓ 3 rd July	Webinar	Golden Rules for forming JVs and how to make and keep your Indian JV successful	Khaitan & Co	Online
✓ 6 th August	Webinar	Opportunities in Indian Renewable Industry	Invest India	Online
✓ 15 th October	Webinar	Government Policies Promoting Champion Sectors- E-mobility and ESDM	EAC, Invest India	Online
✓ 13th November	Workshop	Indian Electronics Market Attractiveness, Focus – E-mobility, and India Market Entry Success Factors	EOI, EAC	productronica, Messe Munich
✓	Events conducted in 2019			



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MIIM PROJECT TEAM:

Mrs. Paramita Tripathi | Head MIIM Project Team | Deputy Chief of Mission | Embassy of India, Berlin

Mr. Rajesh Gawande | MIIM Project Team | First Secretary | Embassy of India, Berlin

MIIM Hotline:

Email: miim@indianembassy.de

Phone: +49-30-25795514 Fax: +49-30-25795520

MIIM online:

 www.makeinindiamittelstand.com

 <https://www.facebook.com/miimgermany>

 <https://twitter.com/miimgermany>