



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**



MIIM PARTNER NETWORK – ONE STOP SHOP FOR MARKET ENTRY SERVICES

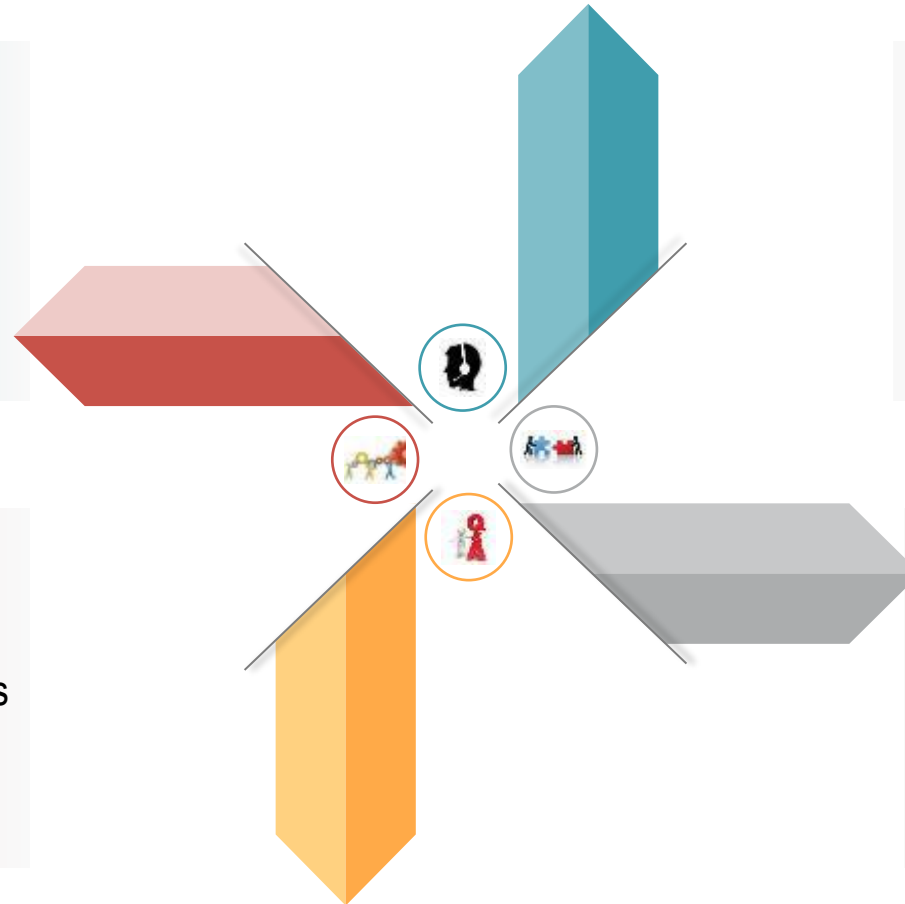


HOTLINE/ E-MAIL ACCOUNT

- **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

SECTORAL REPORTS AND NEWSLETTERS



Sectoral knowledge papers, sector focus MIIM newsletters

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...

142 Members

onboarded with consolidated turnover of ~73 bln EUR

...WITH INDIA INVESTMENT PLANS...

1.2 bln EUR

declared investments

67 Manufacturing plants

23 Expansions

22 Subsidiaries

...FOR PROVIDING FACILITATION SUPPORT...

~380 Queries

handled via hotline

107 Workshops

customized/ common

34 Webinars

5 Exchange platforms

...TO ACHIEVE MAKE IN INDIA OBJECTIVES

423 mio EUR Implemented

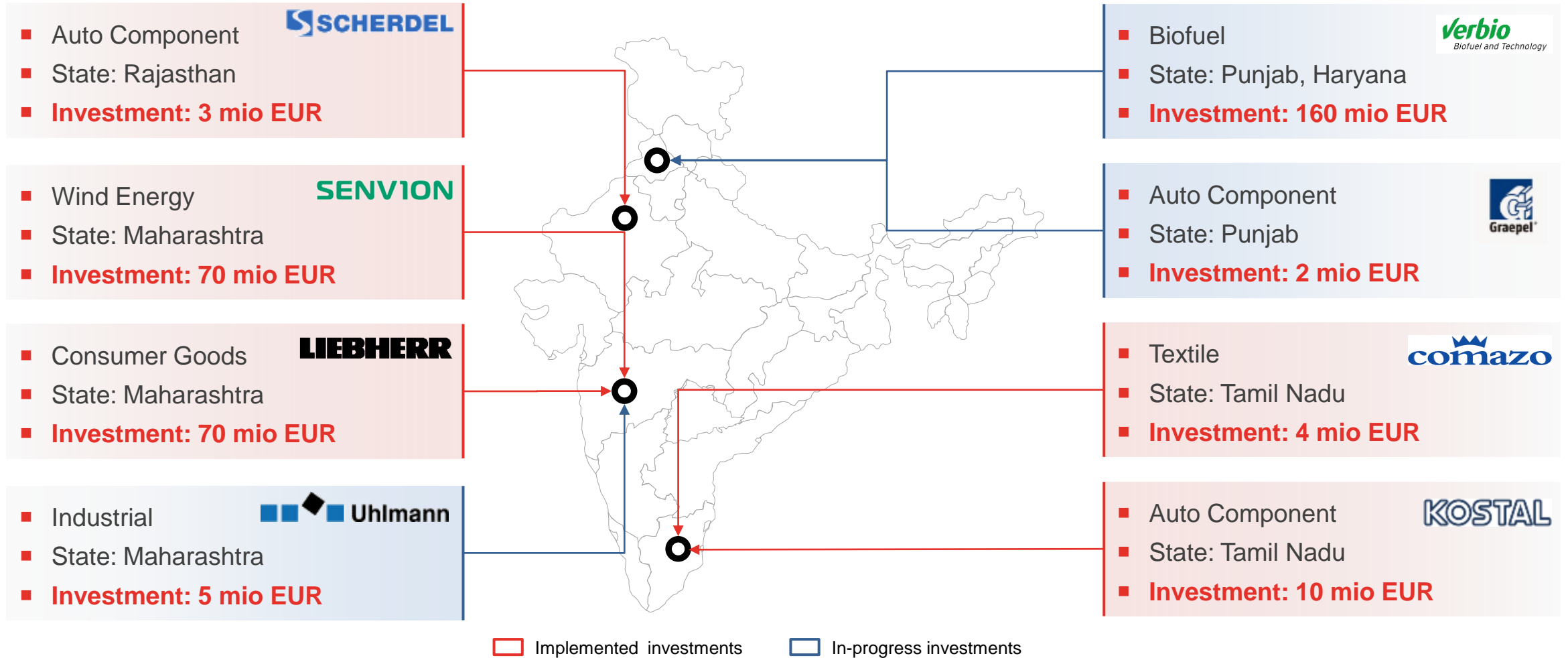
18 manufacturing plants; 4 expansion; 5 subsidiary set up

483 mio EUR In-Progress

13 manufacturing plants; 4 expansions; 1 subsidiary set up



5 YEARS OF MIIM – MAJOR INVESTMENTS

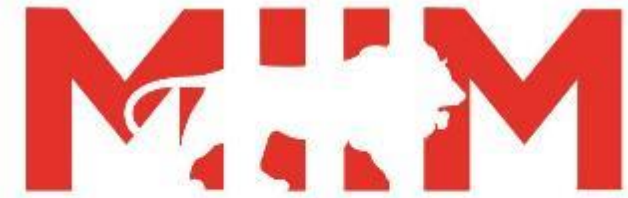


MIIM EVENTS 2020 – SCHEDULED

DATE/ MONTH	EVENT	TOPIC	CONDUCTED BY	VENUE
27 th August 2020	Webinar	India's M&A Attractiveness Post COVID-19	EAC, Bundesverband Mergers & Acquisitions e.V and Khaitan & Co	Online
CW 38, Sept. 2020	Webinar	Topic: Opportunities in Indian State	Maharashtra	Online
CW 40, Sept. 2020	Webinar	Sector: Wind Energy	EAC/ German Wind Energy Association (BWE)	Online



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



MAKE IN INDIA MITTELSTAND!

MIIM PROJECT TEAM:

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