



# Addressing barriers to Trade and Investment EU - India

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# EU and India Strategic Partners

	EU	India	
Population (million)	500	1100	
GDP (€ Trillion)	12	1	
EU Exports to India (in € billion)			India Exports to EU (in € billion)
Goods	27	25	Goods
Services	8	7	Services
Direct Investment	3	0.5	Direct Investment



# EU – India : Trade Barriers

- **Traditional barriers**

- Tariffs

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- **Less traditional barriers**

- Intellectual property

- Public tenders access

- Regulatory environment, “ease of doing business”,  
bureaucracy

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# India

## From 20<sup>th</sup> century

- Closed market / restricted foreign investment
- Minor player with under developed economy
- Strong public enterprise sector
- Limited middle class

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## To 21<sup>st</sup> century

- Open economy supported by liberal political environment
- Major player with fast growing economy
- Vibrant private sector with validated business models
- Very vibrant middle class

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# The Indian Pharmaceutical Industry

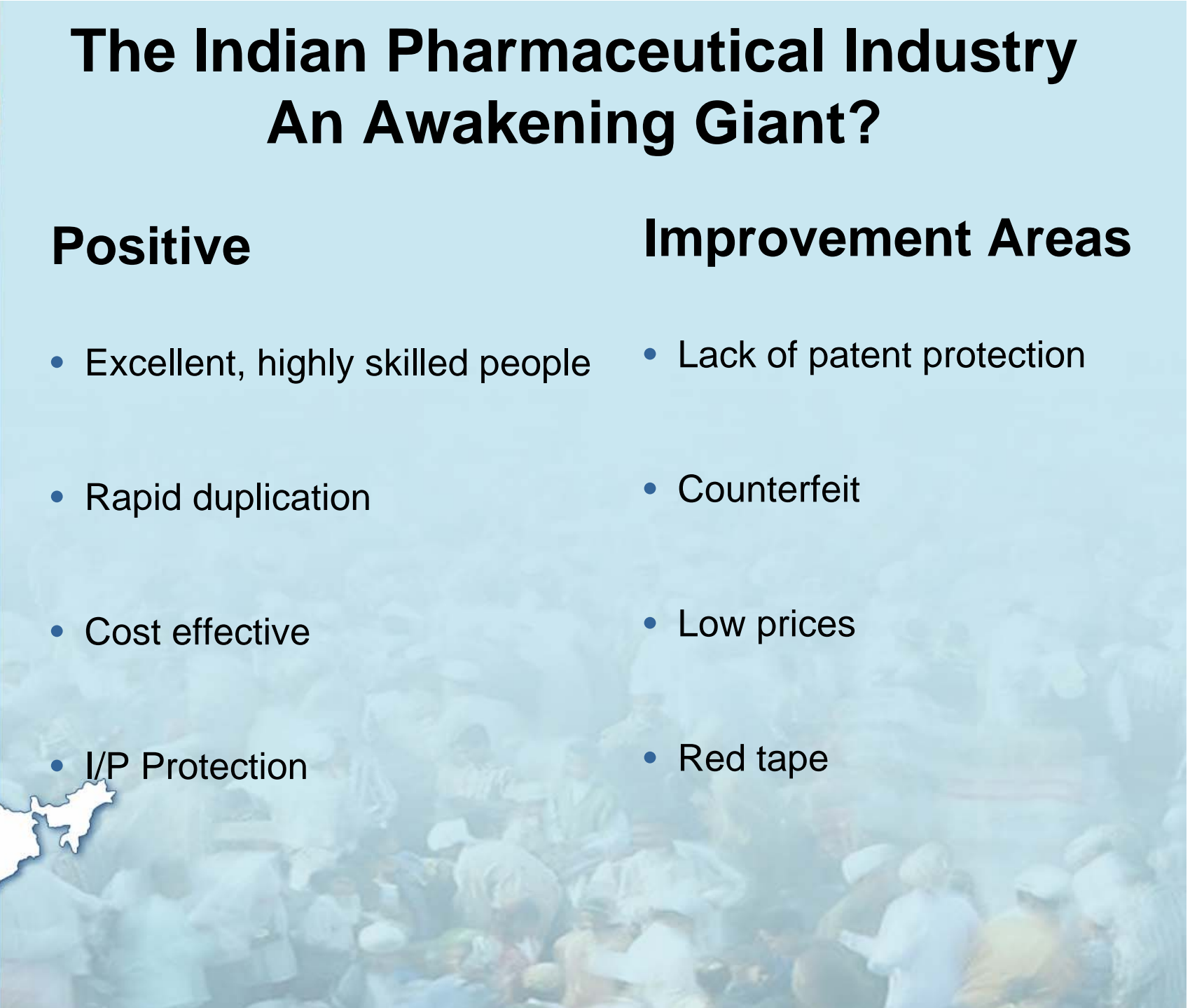
## An Awakening Giant?

### Positive

- Excellent, highly skilled people
- Rapid duplication
- Cost effective
- I/P Protection

### Improvement Areas

- Lack of patent protection
- Counterfeit
- Low prices
- Red tape





# India's Potential Role as a Pharma Player

## From

- A low priced generic market
- An exporter of generic products
- Large presence of counterfeit products

## To

- A market that rewards innovation
- A major factor in an integrated R&D / production global effort (partnership)
- A safe and effective supply chain



# Positive Outcomes of Free Trade

- Economic welfare
- Job creation
- Increasing Health Standards through Improved Access to Life Saving / Life Enhancing Products and Services

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