



European Business and Technology Centre



TRADE AND INVESTMENT PARTNERSHIP SUMMIT (TIPS) 2014

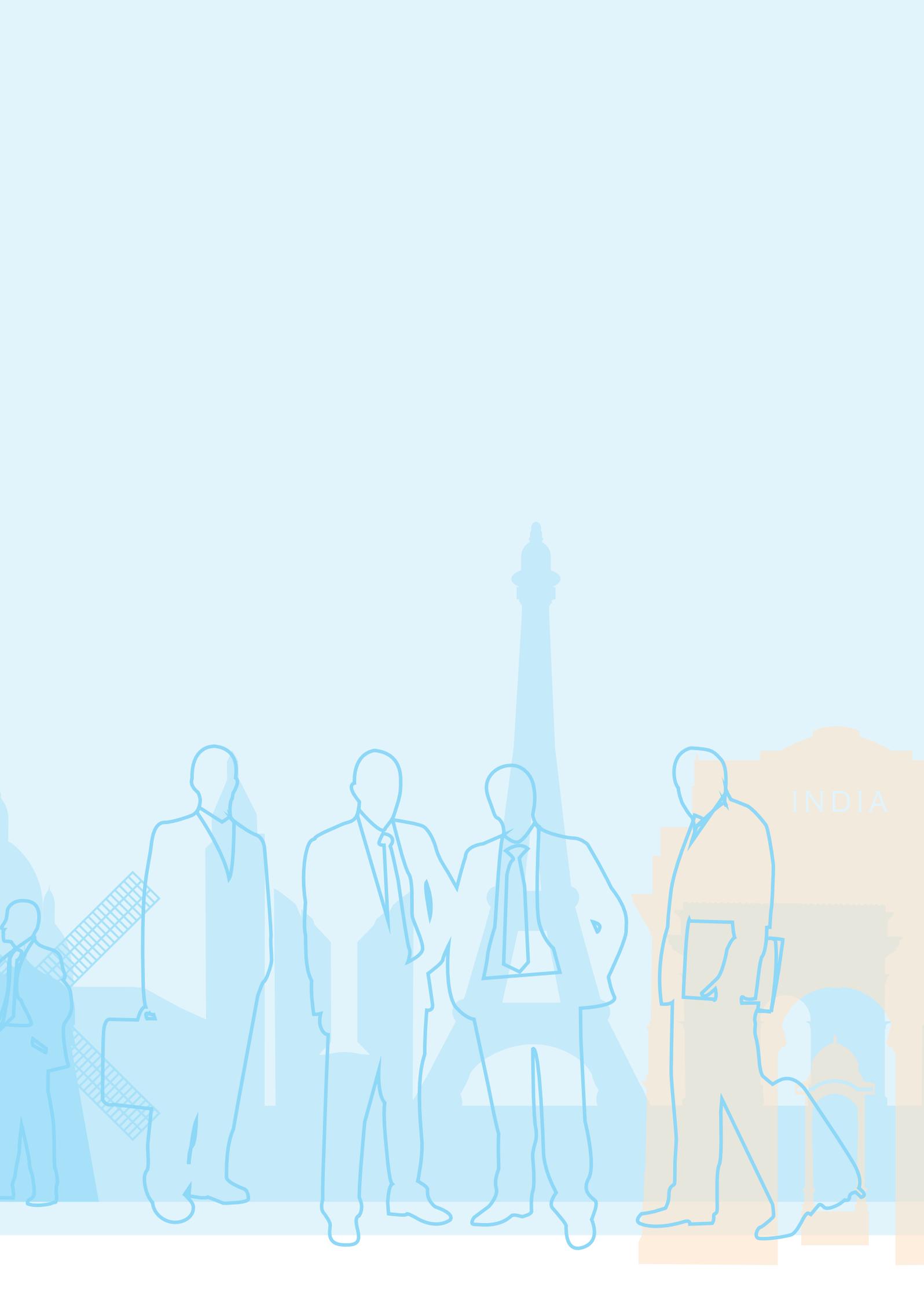
20-21 November 2014

Hotel Sheraton Tower, Place Rogier, Brussels

'EU-India Strategic Partnership: Beyond the Lost Decade'

*What will it take for European and Indian
Businesses to make it work?*





INDIA

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TIPS 2014 Boardroom & Business Sessions

BOARDROOM SESSION 1

09.00 hrs – 09.40 hrs

In Search for Growth: Strategies for Promoting A New Role for SMEs in EU-India Economic Cooperation

Internationalization and international entrepreneurship among small and medium-sized enterprises (SMEs) is a topic of considerable relevance, principally owing to the observed growth effects of cross-border venturing, and the demonstrated capacity of SMEs to drive economic development at national, regional, and global levels. As a central pillar in the world economy, SMEs play a critical role in innovation, advancement and sustainable development worldwide. They are both the most dynamic and the most vulnerable constituent in the global economy. In today's increasingly globalized world, SMEs have to unprecedentedly compete globally. One of the most viable strategies to achieve national development goals in both developing and developed nations is to promote small- and medium-sized enterprises. SMEs increase competition, generate employment and develop entrepreneurship while boosting economic vitality at the community level and creating sustainable livelihoods. Therefore, there is a need for a coordinated platform to promote the EU-India cooperation among SMEs that can enable them

to better grow. This is a compelling, but also a challenging mission.

Europe has 20 million enterprises and over 99% of which are SMEs and about two-third of total employment in the private sector is found in SMEs. In a globalizing economy, with large incumbent firms outsourcing and off-shoring production and jobs to low cost locations, SMEs are an important source of job creation. For India SMEs form the backbone of the Indian manufacturing sector and have become engine of economic growth in India. It is estimated that SMEs account for almost 90% of industrial units in India and 40% of value addition in the manufacturing sector. More than 3.2 million units are spread all over the country producing about 8000 items, from very basic to highly sophisticated products. The SMEs are the biggest employment-providing sectors after agriculture, providing employment to 29.4 million people. The Board Room Session will discuss how Chambers, Universities and research centres can help form so-called systems and networks of innovation in the form of business incubators to support business activities' initiatives.

BOARDROOM SESSION 2

09.00 hrs – 09.40 hrs

Unleashing the Entrepreneurial Spirit of Indian CEOs to help India Face the Challenges of Change

India faces significant challenges - leadership with vision and entrepreneurship with values. India will need thousands of revolutions not which disrupts society and divides people but that ushers in a virtuous cycle of growth and prosperity for the country. This will require fresh thinking, clear vision and huge management bandwidth to bring about efficiency in the existing mechanism in governance and delivery and this is where the incredible spirit of Indian CEOs who are finally winning their place in the sun-can help India meets its challenges



in the new paradigms of development cycle. About 65 percent of India's 1.2 billion people are between 15 and 64 years old, and 30 percent of the population is made up of those younger than 15. This widely recognized "demographic dividend" should have given Indian companies a significant advantage in the form of a sizable pool of qualified applicants, but the country's youth-dominated population has thus far fallen short of its promise. India's young, underprepared population, its economic growth, and its changing business models are the most visible contributors to its leadership deficit. Many Indian business leaders recognize the challenges, but are unsure what steps to take to overcome them. As Global India's Inc's new leaders are dealing with a variety of issues in terms of changing economic patterns in the face of uncertain economic environment globally, and pressures created by scarce resources, the Board Room Session will hear ideas and experiences of CEOs with creative and innovative approach adopted to new India.

PLENARY SESSION 1

10.00 hrs – 10.40 hrs

Putting Clean-Tech and Green Growth at the heart of Development Strategies: Powering the Future through EU-India Cooperation

With the Indian economy expected to surpass China's growth over the next decade, India will spend beyond \$1 trillion in infrastructure alone over the next 5 years, 50% of which will be private investment. Additionally, the Indian government through creating a separate department for

tackling climate change and environment is also making these issues in its economic and social policy decisions. While India is inventing innovative policies to pursue green growth, these efforts are recent and limited in scope. As such, India has begun providing incentives to eco-housing and waste treatment. There are myriad projects being tendered by the Indian government which offers EU businesses opportunities to capitalize in India to expand their growth. Not unlike the burgeoning EU- China trade, this is therefore India's opportunity to connect with credible partners and establish alliances with the next wave called India!

Green growth presents a new approach to economic growth while ensuring that natural assets continue to provide and environmental



services to support sustainable development. The Clean Tech Session will address myriad trade and business issues crucial to building EU-India trade and commerce and is structured to optimize interactions with active panel discussions providing meaningful insights. The intent is to ensure actionable networking and viable business outcomes. Specific objectives of this Session include: Raising awareness of India's open business environment for innovation and commercialization and to encourage trade & alliances with EU business partners; Identifying clean technology business opportunities for European companies to win new Indian partners who share India's objective and vision for a clean technology based economy.

Plenary Themes:

1. What Investors Need To Know About Clean Tech in India
2. Capitalizing on Trade and Investment opportunities through collaboration by Indian and European companies
3. Major barriers India faces in order to reach 100 percent renewable energy — is this goal achievable or desirable?
4. Green Growth is the new hope for Sustainable Economic Development

***Special Presentation by a Clean Tech Company/
State Government engaged in Clean Tech activities***

PLENARY SESSION 2

10.40 hrs – 11.20 hrs

Emerging Trends in Renewable Energy – Where India Stands? – Opportunities for European Businesses?

The promotion of renewable energy sources has become a priority for a large number of governments around the world. More than 100 countries have adopted targets for the development of renewable energy sources. Medium or long-term targets are needed to increase investment security for power producers. In order to reach these targets, governments around the world have implemented a wide range of policies for the promotion of renewable energy sources. Indian government has specific policies for renewables.

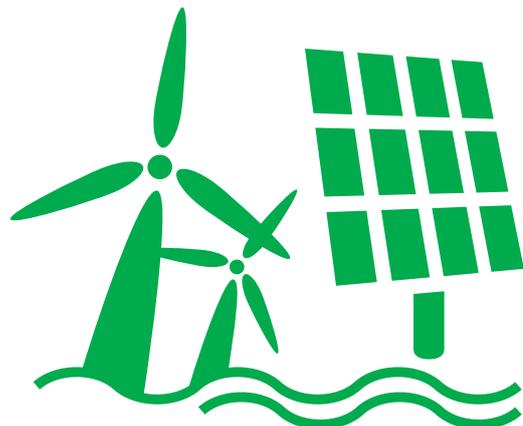
In the background India's quest for creating necessary conditions and best practices the Session will overview the support mechanisms for electricity from renewable energy sources. It is intended to inform policy makers and business leaders about the necessity to support renewable energy and about the most frequently used support mechanisms based on international best practice. Furthermore, the Session will address the non-economic barriers that concern renewable energy deployment. Support mechanisms for renewable energy sources are needed to "levelise the playing field" in an often distorted energy market. The major sources of distortion are subsidies for conventional energy sources (fossil fuels and nuclear power) and the lack of internalization for the negative external costs of conventional energy generation technologies.

Plenary Themes:

1. Capitalizing India's Emergence as Renewable Energy market for Europe
2. Expanding India-EU Cooperation in Renewable Energy and Environment Sectors
3. Creating Conditions and Best Practices for Renewable Energy Support Mechanisms

Special Presentation by a Company engaged in Renewable Energy /State Government engaged in such activities

(11.30hrs – 11.45hrs: Tea/Coffee break – Optional)



PLENARY SESSION 3

11.20 hrs – 12.20 hrs

Strengthening Dialogue and Consultation Mechanism on the Intellectual Property Rights Protection in India: Advantage for EU-India Business

Intellectual property rights (IPR) are among the key institutions that influence innovative activity. The EU in its Free Trade Negotiation with India has endeavored IPR into the heart of the negotiations thereby thrusting it onto the international scene. The IPR has also become one of the key negotiating issue although India has made clear to the EU that it cannot go beyond the parameters of the TRIPS agreement and its laws for its negotiation on the FTA. Therefore a better understanding of the effect of IPR will allow policy makers to design more optimal national property rights regimes.

With Patents becoming a core part of existing economic ecosystem, exploitation of Patent Portfolio has become an industry in itself; especially with the cost of development and protection of the portfolio being enormous. With significant investment required for building a strong and enforceable patent portfolio, it is important for corporates and concerned stakeholders to understand the nitty-gritty's of patent portfolio creation, protection, management, and commercialization, without which there would always remain an open door for a serious blow either from an infringement perspective or from a patent invalidation perspective. In the country's first major effort to develop a coordinated federal plan to improve IP protections in its fast-growing and increasingly innovative economy, India unveiled a National Intellectual Property Rights (IPR) Strategy which was an encouraging development that acknowledged the central role IP plays in competitiveness and growth. India has tried to bring parity with international norms as required under

WTO but have also introduced specific variations to suit its conditions. However, while the law is evolving, the practices are changing even faster. Indian companies have started suing each other; in the recent years, there have been several cases filed by Indian companies against other Indian companies demonstrating increasing awareness among the inventors of their rights. There is a wide spread view that if India does not start doing a better job of protecting companies' patent rights, it would not be unrealistic or incredulous if foreign companies began pulling out of India.

Intellectual Property has thus acquired the distinction of the most powerful commercial asset that the business possess and is best utilized in networking. In India the commercialisation of Intellectual Property is as yet to fully develop, the corporate needs to shake up their idle IP Inventories and needs better management and promotion of their Intellectual Property. Patents are not only the dictate of large business establishments but can also provide a great lead to small and medium business establishments, which have given the whole business a new paradigm. It is with this view that the Plenary Session is being organized to understand the current state of Patent Regime in India and how European and Indian business leaders can take benefit.

Plenary Themes:

1. Exploitation of exclusivity rights through patents in Pharmaceutical and Biotechnology: Best advantage of the Indian corporates.
2. IPR - A Blueprint for Knowledge Capital: Advantage India
3. Intellectual Property in the Indian Software Industry: Past Role and Future Need
4. Emerging Importance of Intellectual Property Rights in India: Advantage for EU-India Business
5. Intellectual Property Rights and Technology Transfer – Need for Right Approach
6. Need to sensitize the Indian Industry and Stakeholders of the European Patent System

Special Presentation by an Investment Agency*EU-India Strategic Partnership: Beyond the Lost Decade*

PLENARY SESSION 4

12.20 hrs – 13.00 hrs

Emerging Business opportunities for EU-India Cooperation in the Higher Education in India

The Indian education sector has been recognized as a “Sunrise Sector” for investment in the recent past. This recognition stems from the fact that the sector offers a huge untapped market in regulated and non-regulated segments due to low literacy rate, high concentration in urban areas and growing per capita income. Indian education sector is also one of the most important sectors from the perspective of India’s social and economic development. The Government of India has been proactively playing the role of facilitator in this sector and has also realized the need for private or foreign players’ participation in bridging the demand-supply gap and is making serious attempts to reform the sector by introducing new legislations and by fostering public-private partnership models. Education is an important area of cooperation for both India and the European Union (EU). India-EU strategic cooperation in education has been further strengthened through the revision of the Joint Action Plan (JAP) in 2008 which addressed the issue of student migration, education and academic exchange. Apart from promoting positive bilateral relations between the two economic powers, promoting student mobility is also mutually beneficial in terms of the huge economic incentive it provides. The higher education sector, owing to its huge potential, holds very promising prospects. With an estimated 150 million people in the age group of 18-23 years, the sector offers one of the most attractive yet highly complex market for the private/foreign players. Despite some inherent concerns with respect to choice of entity, not for profit character and foreign investment in formal education space; the industry does offer various innovative business opportunities for European University and institution, which can be explored for establishing a presence.

The India education space could be one of the largest markets in Asia with a population of over 1.13 bn. There are many companies who are entering into this private school business. FDI as a strategic component of investment is needed by India for its sustained economic growth and development. Presently there is limited competition in the education market leading to

high prices (and economic rents, part of which has to be paid to the operators of the state control machinery to gain their patronage). But with the government approving 100% FDI in this sector, more and more foreign investments will flow in, with foreign players foraying into this sector. This will bring in more competition in the market, with prices reflecting true costs and quality improving. Campuses in the West have for long been wooing young Indians, with education fairs, road shows and special admission campaigns nudging thousands to



pick up brochures that give a peek into college life in Europe. While studying in Oxbridge still remains the highest academic aspiration among the youth in India, between 2000 and 2009, the number of Indian students in foreign countries has grown by 256% or three-and-a-half times. According to the study, there has been a steady annual rise of 7% Indians travelling overseas for a degree. More than 53,000 Indians went abroad in 2000 and at the end of the decade, the count shot up to 190,000. While the US has been steady in the top slot of having most number of Indian students, education magnet UK has been a close second. However, the interest in the US seems to have slipped, albeit slightly, as other countries like Australia hard sell

their universities. The US's loss also seems to be adding up to Europe's gain. Across the globe, the UK attracts the second largest contingent of international students and since 2009, about 17% Indian students have been visiting there annually; after all, Indians comprise the second largest group of international students in the UK. Between 2000 and 2009, the count of Indian students in Europe has increased from 3,348 to 51,556, with the UK separately logging a rise from 3,962 to 36,105. But across Europe, Germany and France get most of remaining Indian students. Indian students are now also exploring other countries such as Sweden, Italy and Ireland, where education is considerably cheaper and part-time jobs are easier to secure.

The University Grants Commission of India has announced that foreign universities would be allowed to set up in India. This opens up huge opportunities for the world's greatest and most influential universities to bring a broad set of programme to the Indian market. According to a

report 'Education in India: Securing the demographic dividend,' published by Grant Thornton, the primary and secondary education, or K-12 sector is expected to reach US\$ 50 billion in 2015 from US\$ 24.5 billion in 2008, growing at an estimated compound annual growth rate (CAGR) of 14 per cent. The Consulting firm Technopak is very positive about the growth of the sector and estimates private education sector alone to grow to US\$ 70 billion by 2013 and US\$ 115 billion by 2018 in its study 'A Report Card on India's Education Sector'.

Plenary Themes:

1. India and EU – Higher Education cooperation and Challenges
2. Institutionalizing EU-India cooperation in Higher Education through Common Interest and Shared Commitments
3. India-EU Student mobility – A Win-Win Opportunity for the EU?

PLENARY SESSION 5

14.00 hrs – 14.40 hrs

Meeting the Challenges of Urbanization through Infrastructure Development in India: Avoiding a Social and Economic Crisis

Urbanisation is taking place at a faster rate in India. According to a survey by UN State of the World Population report in 2007, by 2030, 40.76% of country's population is expected to reside in urban areas. India had the second highest urban population in the world in 2012 and will be amongst the fastest growing urban populations globally between 2013 and 2020 in absolute terms. This urbanising trend holds significant investment and consumer market potential but also creates challenges like over-crowding, pollution and rising crime levels. The speed of urbanization poses an unprecedented managerial and policy challenge—yet India has not engaged in a national discussion about how to handle the seismic shift in the makeup of the nation. Urban India today is "distributed" in shape—with a diverse range of large and small cities spread widely around the nation. India will probably continue on a path of distributed model of urbanization because this suits its federal structure and helps to ensure that migration flows aren't unbalanced toward any particular city or cities. As the urban population and

incomes increase, demand for every key service such as water, transportation, sewage treatment, low income housing will increase five- to sevenfold in cities of every size and type. And if India continues on its current path, urban infrastructure will fall woefully short of what is necessary to sustain prosperous cities.

According to a recent report India spends \$17 per capita per year in urban infrastructure, whereas the most benchmarks suggest a requirement \$100. The investment required for building urban infrastructure in India, over the next 20 years, is estimated at approximately US\$ 1 trillion. India's 377 million urban population, though already huge in number, is set to grow at an accelerated pace. Projections are that by 2030, India will add another 200 million people to its urban population. As more than 60% of the country's GDP is generated in the urban sector presently, a trend which is likely to grow, to ensure efficient urbanisation is no longer a matter of debate or choice for her policy makers, it is now central to its growth strategy itself. The

fast pace of urbanisation has thrown challenges as well as opportunities unprecedented in scale. Given the poor state of delivery of urban amenities, investment requirements in Indian cities are huge. Another challenge is to ensure that such services are provided to urban poor at an affordable rate. Yet another challenge is to make Indian cities globally competitive so that they emerge as an engine of inclusive growth. On the opportunity side, late urbanisation allows the country to reap the advantages of learnings and experiences of smart cities in the world. The Session will discuss India's urbanisation with special emphasis on generating resources and investment through collaboration.

The Session will discuss the need for better urban amenities and infrastructure as it has increased the pressure on the environment leading to ecological imbalance. Increasing urbanization, rapid growth in urban population, urban sprawl and increasing consumerism and changing way of life of millions have got high levels of pollution and unhealthy environmental conditions. Growing air pollution, water pollution, deforestation, and land degradation are the challenges in the face of rapid economic and urban growth in India.



Plenary Themes:

1. Sustainable Development through Infrastructure Development
2. India's Rapid Unplanned Urbanisation Creates Opportunities and Challenges
3. Opportunities for EU-India collaboration and Investment in Infrastructure Development: Housing, Transport, Healthcare, Education, etc.

PLENARY SESSION 6

14.40 hrs – 15.10 hrs

EU-India Free Trade Negotiation: A Wasted Opportunity and Life beyond FTA

The Government of India is currently engaged in an advanced stage of negotiation with the European Union (EU) to conclude a Bilateral Investment and Trade Agreement (BITA), commonly known as EU India Free Trade Agreement (FTA). This FTA is said to be the mother of all FTAs India signed so far, both in coverage of tariff lines as well as in scope. The FTA reportedly covers more than 95% of agricultural and industrial goods for full import duty elimination. Negotiations began in 2007, covering a wide range of areas, including various goods, products and services, as well as investment rules, government procurement; and intellectual property rights. After 16 rounds of talks, the issues are still being fine-tuned. As countries queue up to become members of EU, its economy is likely to expand further. If the India-EU FTA that has been in the pipeline comes through, it will be to the mutual benefit of both regions.

In the EU-India strategic relations, economic engagement remains at the top of the agenda for both sides. Both recognize the key role that trade and investment play in the partnership. There is a need for both of them to act with vision, courage and determination to capitalize on the momentum and propel EU-India economic relations forward.



The FTA agreement is most frequently discussed option to make a significant and positive change in the relationship. The expeditious conclusion is a promising significant step but it must not become the ultimate goal. Given the uncertainty of the FTA being signed soon, both sides must look beyond the FTA and begin laying out a more comprehensive vision of economic cooperation. While a FTA would surely yield significant gains for both sides, a series of smaller specific trade agreements is a more feasible and prudent way to continue the advantage of the economic relationship.

Plenary Themes:

1. FTA and Beyond: Advancing EU-India Economic Relationship through Sectoral-Specific Trade Agreements
2. Minimising Effects of unsuccessful FTA negotiation on Strategic Partnership
3. What went wrong with the FTA Negotiation and Lessons Learnt: New ideas are needed amidst challenges

PLENARY SESSION 7

15.10 hrs – 15.30 hrs

Tabling of the EICC Report on “European Companies in India: Reigniting Economic Growth”

15.30 hrs – 16.45 hrs

Special Strategic Session organised by the Friends of Europe

PLENARY SESSION 8

16.45 hrs – 17.30 hrs

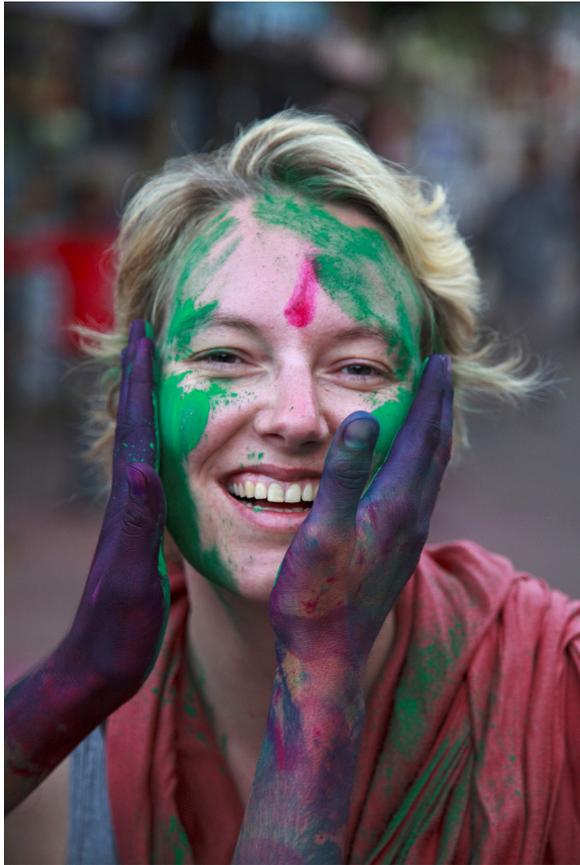
Harnessing Intellectual Capital of Indian Diaspora for Creating Better Understanding in Business and Culture (In collaboration with the Foundation for Excellence)

If India is to match its status as a leading global economy, it has no alternative but to develop a formidable arsenal in intellectual capital. If the 19th century is characterized as the scramble for Africa and the 20th century is about the scramble for oil, then the 21st century will soon be seen as scramble for intellectual capital and Indian Diaspora is well placed to offer its hidden capital to create better understanding in business and social affairs.

India has the world's second largest diaspora (next to China) with a substantive presence in all the six continents. Indian diaspora constitutes a significant economic, social and cultural force in the countries around the world. Spread across 110 countries, their enterprise, economic strength, education and professional skills are widely recognized.

Contribution of Indian diaspora to India's economy and society is a matter of great pride

and achievement for Indians, the world over. An intangible contribution of the Indian Diaspora is in the form of social remittances or the flow of ideas that have a significant impact in the areas of education and health. It is also stated that primary and higher education as well as skill development are among India's most important challenges and remain as the best possible area of partnership for overseas Indians. India has topped the global chart of remittances with a whopping \$71 billion in remittances in 2013, just short of three times the FDI it received in 2012, according to a revised World Bank forecast. Indian diaspora also contribute knowledge of the world, international networks, new ideas, technologies and markets to their homeland. With the support of its diaspora, India has become a world leader in business process outsourcing, information technology and pharmaceuticals. It is observed that there is a strong case for the Indian diaspora to step up their level of engagement



As a global agent, Indian Diaspora should be aware of the ways in which Indian economic power intersects with European and Global markets. As the world becomes flatter and selling becomes more global, India could become a larger factor—both inbound and outbound in business. The Plenary Session will look at the many ways people of Indian descent are investing in Europe and globally.

Indian diaspora with its unique knowledge and networks can help to deepen mutual understanding, forge productive business partnerships and promote trade and investment flows all over the world. This will further help in deepening of the ties between India and world economies and thus help in developing a more competitive, industrious and vibrant relationship. Some sections of the Indian Diaspora have acquired global identity and are promoters of the emerging concept of global citizenship. Besides, politically engaged diaspora youth are a great asset because of their intellectual capital, enthusiasm, dedication and energy. Also, diaspora members, their organizations like GOPIO and companies can play host to interns from India which will positively affect India’s understanding of countries where Diaspora has a sizeable presence.

with India and with global community. The global experience of the effects of overseas networks as sources and facilitators of trade and investment, purveyors of remittances and as brain banks may be substantial. What does this mean for business? People of the Indian Diaspora actively maintain their social, familial and business ties to India. To be on one side is to be connected with the other.

Plenary Themes:

1. Understanding Indian Diaspora’s Complexities in Europe and Globally
2. Reinventing and Harvesting Indian Diaspora’s intellectual capital in building economic and social bridges





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