

THE NETHERLANDS & INDIA

PARTNERS FOR
SUSTAINABLE BUSINESS

INTRODUCTION FOR
DUTCH COMPANIES TO
INDIA'S PROMISING MARKET





India at a Glance

Official name: Republic of India (*Bharat Ganrajya*)

Independence Day: 15th August 1947

Republic Day: 26th August 1950

Government: Federal parliamentary constitutional socialist republic

Subdivision: 29 states and 7 union territories

Currency: Indian Rupee

Area: 3,287,263 sq km

Population: 1,367 million (estimate)

Official languages: English and Hindi

Biggest languages: Hindi (41%), Bengali (8.1%), Telugu (7.2%), Marathi (7%), Tamil (5.9%), Others (30.8%)

Religions: 79.8% Hinduism, 14.2% Islam, 2.3% Christianity, 1.7% Sikhism, 0.7% Buddhism, 0.4% Jainism, 0.9% remaining

Labor force: 510 million (estimate)

Labor force by occupation:
Agriculture: 43.9%
Industry: 24.7%
Services: 31.5%



NETHERLANDS AND INDIA: TRADE RELATIONS

200+

Dutch companies in India

30,000

Jobs provided in India by Dutch companies

€3.4

Billion was Netherlands' import from India in 2018

200+

Indian companies in the Netherlands

20%

of Indian exports to Europe go through Dutch airports

€2.1

Billion was Netherlands' export to India in 2018



Focus SDGs

- SDG 2** Zero Hunger
- SDG 3** Good Health and Well-Being
- SDG 5** Gender Equality
- SDG 6** Clean Water and Sanitation
- SDG 13** Climate Action
- SDG 16** Peace, Justice and Strong Institutions

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WELCOME TO INDIA

The ties between India and the Netherlands are long and strong. Many major Dutch companies, such as Unilever, KLM and Rabobank, have a successful and growing presence in India.

In a rapidly growing world that brings both opportunities and challenges for society, the mutual business between India and the Netherlands – as global players and leading economies – is of growing importance. India currently tops the list of fast growing economies of the coming decade.

17% of the world's population lives in India. In the coming years, its needs for agricultural commodities, energy, infrastructure and qualitative healthcare will increase. Thanks to its expertise in areas like water management, renewables or urban development, the Netherlands is well positioned to contribute with integrated, creative and high-tech solutions and partner with India to address these needs.

The 17 United Nations Sustainable Development Goals (SDGs) for 2030 lie at the heart of the economic ties between India and the Netherlands. The SDGs constitute an agenda for sustainable innovation and provide businesses with opportunity to tap into new markets like India. The Netherlands Embassy in India – along with its CGs and NBSOs – supports the leading role Dutch businesses take, in implementing this agenda. Only by working together, we can achieve the SDGs.

India is both huge and diverse. There is not one single magic formula to enter into business here. RVO and the Netherlands Trade Network in India, with offices throughout the country, is ready to support you in your quest on the Indian market.

Marten van den Berg
Ambassador of the Netherlands in India

“Only by working together, we can achieve the SDGs.”

Marten van den Berg
Ambassador of the Netherlands in India



PROMISING OPPORTUNITIES

When Dutch entrepreneurs have ambitions to take their business abroad, they can count on the Netherlands Enterprise Agency (RVO.nl) to help them on their way. It aims to improve opportunities for entrepreneurs, strengthen their position and realize their international ambitions with funding, networking, know-how and compliance with laws and regulations. The Netherlands Enterprise Agency is dedicated to helping Dutch sustainable, agricultural, innovative and international businesses to develop and grow in markets around the world.

We see promising opportunities for Dutch-Indian business partnerships in a great variety of sectors. For example, we believe that Dutch expertise and technology can contribute to India's ambitions in sustainable agriculture, affordable & accessible healthcare and clean water. Together with the Netherlands Embassy, Consulates and Trade Offices in India, we bring potential business partners together through matchmaking and trade leads.

Knowing how to start doing business abroad – whether in India or elsewhere around the world – can be a challenge. But we prefer to see it as an opportunity. In developing new international business, the Netherlands Enterprise Agency offers a number of programs and grant schemes available to support various business initiatives, like the Dutch Good Growth Fund (DGGF) or the SDG Partnership facility. We also frequently make trade missions and fairs possible. We are pleased to share inspiring examples and practical information to support you in India.










Tjerk Opmeer
Director International Programmes,
The Netherlands Enterprise Agency (RVO.nl)

“We see promising opportunities for Dutch-Indian business.”

Tjerk Opmeer
Director International Programmes,
The Netherlands Enterprise Agency (RVO.nl)





NETHERLANDS TRADE NETWORK INDIA (TNI)

Next to the Embassy, which is located in Delhi, there are two Consulates General in Mumbai and Bengaluru, two Netherlands Business Support Offices (NBSO) in Ahmedabad and Hyderabad and three Honorary Consuls in Lucknow, Kolkata and Chennai. Together, these offices represent the Trade Network India (TNI), working towards promoting and supporting Dutch businesses in India.

-  ENERGY
-  WATER
-  LIFE SCIENCES & HEALTH
-  LOGISTICS
-  STARTUPS
-  SMART CITIES
-  CREATIVE INDUSTRIES
-  AGRICULTURE AND FOOD
-  HIGH-TECH SYSTEM & MATERIALS



WHAT CAN THE TNI DO FOR YOU?

-  **FINANCE AND SUBSIDIES**
 - For companies investigating and starting in India
 - Insurance, guarantees and financing for export
 - Information and advice about investing in India
-  **PROMOTION OF INTEREST**
 - Open doors to relevant government parties
 - Bringing solutions when local parties create obstacles
 - Support in the event of unfair competition abroad
-  **KNOWLEDGE AND INFORMATION**
 - Opportunities and trends among local parties and governments
 - Information about India, sectors and themes via the app "NL exporteer"
 - Advice on market sectors, legislation and regulations
-  **NETWORK AND CONTACTS**
 - Finding the right contacts and networks with RVO, NL International Business, Trade & Innovate NL and InvestNL
 - Building bridges between languages and cultures
 - Introductions to the right contacts
 - Support and organizing in missions and events

200+
Dutch companies are currently operating in India



On pages 23 to 26 in this booklet, you find an extensive list of all the tools that are provided by the Netherlands Enterprise Agency and the Netherlands Embassy in India.



DUTCH PRESENCE IN INDIA

OVERVIEW OF THE TRADE NETWORK INDIA (TNI)



AGRICULTURE AND FOOD



ENERGY



LIFE SCIENCES & HEALTH



SMART CITIES



STARTUPS



WATER



AGRICULTURE AND FOOD



ENERGY



LIFE SCIENCES & HEALTH



CREATIVE INDUSTRIES



LOGISTICS



HIGH-TECH SYSTEM & MATERIALS



AGRICULTURE AND FOOD



LIFE SCIENCES & HEALTH



STARTUPS



WATER



HIGH-TECH SYSTEM & MATERIALS

DELHI

Located in the political center of India, the Netherlands Embassy in Delhi represents and promotes the interests of the Netherlands and Dutch citizens and businesses in India. It follows economic developments and multilateral trade policy, promotes bilateral investments and deepens connections in promising sectors, such as agriculture, water, smart cities, energy, LSH (life, sciences & health), startups and logistics & infrastructure.

MUMBAI

Mumbai is the financial heart of India, as it houses the Reserve Bank of India (RBI) and many headquarters of Indian companies and multinational corporations. The Consulate General in Mumbai intensifies the scope of interactions between Indian and Dutch businesses, banks, government and other stakeholders. It works to further Dutch interests in the states of Maharashtra, Madhya Pradesh and Goa. Mumbai also has a vibrant creative sector. The Consulate General concentrates on various sectors where opportunities lie for Indo-Dutch cooperation, such as ports, solid waste management and sustainable design.

BENGALURU

The Consulate General in Bengaluru was established in 2018 to tap into the opportunities that the south offers to Dutch companies. The south of India (Karnataka, Kerala, Tamil Nadu) is growing – with a rising middle class consumer market and emerging cities, such as Bangalore and Chennai. As India's 'Silicon Valley', Bengaluru is known for its tech industry and start-up

DUTCH PRESENCE IN INDIA

scene. It is also home to reputed educational institutes and research centers. Opportunities for Dutch businesses in South India lie in the agricultural sector (horticulture and dairy), as well as healthcare, water- and waste management and high-tech systems & materials.

HYDERABAD

The NBSO in Hyderabad focuses on Indo-Dutch trade in the regions of Andhra Pradesh and Telangana. A booming sector in Hyderabad is IT, with a focus on cybersecurity. With Hyderabad also being the pharmaceutical hub of India, the life sciences & health-sector it provides opportunities for Dutch companies with medical technologies and expertise. NBSO Hyderabad also looks after Andhra Pradesh with promising opportunities in Aquaculture as well as ports and logistics sector.

AHMEDABAD

Ahmedabad is located in Gujarat, a large industrialized state at the coast with major harbors. With an expected growth of 9% for the Indian logistics sector, opportunities for Dutch companies lie in infrastructural investments. Next to that, Gujarat's open field agricultural production of a wide variety of products is growing. With Gujarat producing 12% of India's renewable energy, the NBSO in Ahmedabad also supports many Dutch businesses active in the energy sector.



AGRICULTURE AND FOOD



LIFE SCIENCES & HEALTH



LOGISTICS



STARTUPS



HIGH-TECH SYSTEM & MATERIALS



AGRICULTURE AND FOOD



ENERGY



LOGISTICS



SMART CITIES



HIGH-TECH SYSTEM & MATERIALS



THE NETHERLANDS & INDIA: PARTNERS FOR SUSTAINABLE BUSINESS

WORKING TOGETHER ON THE UN SDGs



Businesses can harness the 17 SDGs to drive growth, attract capital and focus on purpose.

The SDGs cover a broad range of challenges, such as economic inclusion, environmental degradation and the multifaceted impacts of climate change. They define the agenda for inclusive economic growth through to 2030, and were developed with inputs from business, academia and nonprofit organizations globally. If only for the size of its population, India is a key player in this common SDG-agenda. It offers ample opportunity for the Netherlands to work together to develop innovative, affordable and scalable solutions with a human rights based approach to address these societal challenges. Herein, businesses play a major role.

Companies are facing challenges that limit their potential to grow, such as scarce natural resources, weak financial markets, limited local buying power and lack of qualified talent. A clear business case exists for companies to harness the SDGs – which are interlinked to economic growth, risk, capital and purpose – by turning these challenges into business opportunities. Expanding into new markets, attracting overseas talent and addressing risks in operations, refer to SDG8 (decent work and economic growth) or SDG10 (reduced inequalities). Improving supply chains directly align with multiple SDGs. Moreover, SDG-aligned business models attract investments, open up new markets and opportunities.

India faces vast societal challenges in all 17 SDGs. In order to maintain a clear focus and to maximize impact, the Netherlands has identified 4 SDG's where interventions have importance to India and where opportunities lie for Dutch businesses: SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-Being), SDG 6 (Clean Water and Sanitation), SDG 13 (Climate Action). Next to that, the Netherlands also focuses on SDG 5 (Gender Equality) and SDG 16 (Peace, Justice and Strong Institutions) in its policy and activities in India. In addressing these SDG's, the Netherlands will seek maximum synergies between the various top sectors, exploring ways to link Dutch expertise in areas like urban planning, water management and climate change.

Within this new SDG-focus, the Netherlands Trade Network India (TNI) will continue to strive for excellent service delivery to Dutch stakeholders, with a greater emphasis on SMEs and start-ups. The Indian market is complex, in particular for newcomers. Tailor-made economic diplomacy can therefore be of great benefit in areas like lobbying the Indian government, addressing market access and procurement issues and helping find a suitable Indian partner. In doing so, the TNI will make use of partners and instruments to strengthen the position of the Dutch private sector in the Indian market. Herein, the UN Guiding Principles and OECD Guidelines are embedded.



SDG 3

GOOD HEALTH AND WELL-BEING

OPPORTUNITIES FOR BUSINESS MODELS

India's National Health Policy aims to achieve universal health coverage, including access to qualitative healthcare, medicines and vaccines for all. The current government sees healthcare as an important priority that aims to enhance India's global cooperation and partnerships in the field of technology, R&D and high quality products. The 'Ayushman Bharat' program is based on two pillars: (i) giving financial coverage and (ii) creating primary healthcare and wellness centers. The Dutch expertise – especially on financing of healthcare services – can be directly linked to this initiative and the growing gap can be addressed by co-creating smart solutions (e-health, telemedicine, medical devices, healthcare training, capacity building). The 'innovate in India (i3) program' offers a plethora of opportunities for both Indian and Dutch stakeholders to collaborate. The program provides an integrated approach to strengthen and support the entire product development value chain for accelerating the research leads to product development, and

thereby enhancing economic growth and development of human resources. In order to achieve these ambitions, India is seeking global cooperation and partnerships. To contribute to India's ambitions on SDG3, Dutch expertise can be provided on areas like financing of healthcare services and co-creating smart solutions in areas like e-health, medical devices, healthcare training and capacity building. The Dutch private sector, knowledge institutes and G2G-engagement have made ambitious steps already, such as the One Health Project (AMR), various Joint Calls and the development of the living lab in Bangalore.





SDG 6 CLEAN WATER & SANITATION

OPPORTUNITIES FOR BUSINESS MODELS

According to government estimates, 600 million Indians are facing acute water shortage. Also, 200,000 Indians die every year because of lack of access to clean drinking water, with pollution and contamination of surface and ground water posing threats to public health. Deadly floods are more and more common in some parts of India, partly due to climate change, causing massive riverbank erosion. Wastewater recycling in industries is growing, as the environmental norms are getting stricter and more emphasis is put on the concept of '3R's' (Reduce, Recycle and Reuse) and Zero Liquid Discharge. This requires a holistic and integrated approach by bringing in solutions that are frugal

and implementable which in turn requires the combination of innovative ideas and resources. The Indian Government is committed to providing safe drinking water and access to sanitation through national initiatives like the Swachh Bharat Mission, National Rural Drinking Water Program and National Mission for Clean Ganga/Namami Ganga. Dutch expertise and technology on integrated water management, flood control, wastewater treatment, urban drinking water, water usage in agricultural sector can contribute to these ambitions.

EXAMPLE OF INDO-DUTCH COLLABORATIONS ON SDG'S: "DE WERKPLAATS"

Initiated by VNO-NCW, BZ and EZK, a consortium of Dutch companies is working in the state of Uttar Pradesh on a project aimed at converting waste and waste water into energy, selling it to the Indian government and paper mills. The clean water is returned to the

paper mills, used for cooling centres, irrigation and brought into the river – thereby contributing to India's multi-year 'Clean Ganga' program.



SDG 13 CLIMATE ACTION

OPPORTUNITIES FOR BUSINESS MODELS

Both India and the Netherlands have ambitious sustainable energy targets and face similar challenges in realizing clean energy options in densely populated areas. India's country's vast coastline is vulnerable to rising sea levels, and uncertain intensity and frequency of cyclones. Climate change would severely affect most of the other major sectors of India's economy such as energy, transport and tourism. India has committed to reduce the emissions intensity of its GDP by 20-25% by 2020. The Government of India has adopted a NAPCC to address this issue directly, as well as a National Mission for Green India. These national schemes are complemented by a host of specific programs on solar energy,

enhanced energy efficiency, sustainable habitats, water, sustaining the Himalayan ecosystem, and to encourage strategic knowledge for climate change. Connecting these programs with Dutch leading expertise in areas such as offshore wind energy, co-combustion of biomass in coal-fired power plants, methods to pre-treat biomass and smart grids provides potential for both. Indian expertise in turn excels in applying these high-tech solutions in a cost-effective manner. Opportunities lie specifically in Gujarat (offshore-wind), Maharashtra (offshore-wind, Waste2Energy) and Uttar Pradesh (Waste2Energy).

EXAMPLE OF INDO-DUTCH COLLABORATIONS ON SDG'S: DSM IN INDIA

DSM, one of the frontrunners in shifting from fossil fuels to processes that use biological materials, has installed a Demo 1MW solar power plant at its engineering plastics manufacturing unit in Pune. This is a captive power generation unit

thereby meeting 25% of their total electricity requirement from solar energy and reducing its CO2 footprint considerably.



Rural Spark Energy Pvt. Ltd.

Founded: 2013
Sector: Renewable Energy
Active in India since: 2016
Operating cities: Delhi (Production), Mumbai (Warehousing)
No. of employees in India: 2
Contributing to SDG: 7



“ People in rural India need development to improve their lives. By working together with Indian experts, Dutch companies can co-create the technology they need for a better future.

Evan Mertens
 Co-founder, Rural Spark

INTRODUCTION TO ENTREPRENEURS

Approximately 200 companies from the Netherlands are present in India. They all face their own unique challenges and found encouraging opportunities while exploring India. In this booklet, seven companies share their lessons learned. Their stories provide valuable insights into India’s promising market.

WHY INDIA?

Rural Spark envisions the energy grids of the future in rural areas through small, interconnected local networks smartly connecting different energy sources to balance supply and demand. India has a highly educated and skilled workforce to design and engineer these energy networks. Together with them, Rural Spark designs and implements the distributed energy networks for rural India and Africa for a better tomorrow. In some years, Rural Spark strives to become the biggest and most efficient player in off-grid energy solutions in (rural) India and Africa.

THE INDIAN STRATEGY

India is vast and extremely complex, therefore it is important to get a product fit within the Indian market. Rural Spark took time to adapt its product to the circumstances and conditions of rural India and to find the right target groups. After doing research pilots around Jabalpur, the products were



finetuned, resulting in the incorporation of Rural Spark Energy India Pvt. Ltd. Next was the validation of the product. One hundred energy kits were deployed in Gaya, in the state of Bihar, creating the same number of local energy suppliers. This provided around 1200 households with a cheaper, brighter and more reliable alternative to kerosene. The company is operational in India and 5 sub-saharan countries in Africa.

CHALLENGES & OPPORTUNITIES

It takes time to understand how business in India works. There is no single Indian market. Just like Europe, this country consists of many segments and submarkets, each with its own requirements and rules. By co-designing our product with Indian experts we could successfully adapt it to the local requirements and circumstances. The opportunities within the Indian market are enormous, especially when the huge potential of the rural market is being considered. Finding the right target audience within the vast Indian market is key when you are scaling up. Even though the market is hard to penetrate, the number of possible consumers is huge for Dutch companies and offer the possibility to make a change in the lives of millions.



TomTom India Pvt. Ltd.

Founded: 1991
Sector: Information Technology and Services (Consumer, Automotive, Licensing and Telematics)
Active in India since: 1998
Operating cities: Pune, Maharashtra
No. of employees in India: 1000
Contributing to SDG: 11



“ Being respectful, listening to what people are saying and understanding the ‘second meaning’ or context in conversations removes many cultural barriers for Dutch companies doing business in India.

Barbara Belpaire
 General Manager, TomTom India

WHY INDIA?



TomTom designs and develops innovative navigation products, software and services, that power hundreds of millions of applications across the globe. Our India journey started in 1998 with a joint venture with TeleAtlas India aimed at tapping

the tremendous talent in the country. We increased our share in the joint venture to 100% in October 2011, establishing TomTom India. India is an exciting market for TomTom: Smart Cities, Digital India, and Electric Cars are just a few areas which offer huge potential for our licensing business.

THE INDIAN STRATEGY

We are focusing on identifying the right target audience and aligned tactics to build strong relationships with that target audience and relevant stakeholders. On the one hand we are building inroads into Indian automotive companies, on the

other hand we are continuing building relationships with Indian and multinational companies with significant presence in India. At the same time we are engaging and competing for government contracts related to mapmaking and location-based technologies.

CHALLENGES & OPPORTUNITIES

Doing business in India can be challenging in many different aspects and relies heavily on relationships and specific formal and informal networks. Building a business network is key when you want to be successful in this beautiful country. Partner with local knowledge centres to build up your local business network. This is a slow process and can be both labour intensive and time consuming. India presents opportunities, not only in terms of the talent pool but also in terms of technology and business. Amplifying these prospects is the Indian Government’s vision for ‘Digital India’, goal for building 100 ‘Smart Cities’ and focus on increasing public private partnership. Equally promising is the increasing automation in vehicles and the country’s goal to completely shift to electric vehicles by 2030.



LiteVax B.V.

Founded: 2012
Sector: Human Health: medicinal products; vaccines
Active in India since: 2018
Operating cities: New Delhi, Pune, Faridabad, Hyderabad, Ahmedabad
No. of employees in India: 0
Contributing to SDG: 3



“ If you want to go fast, go alone, but if you want to go far, go together.

Dr. Luuk Hilgers
 CEO LiteVax BV, NL

WHY INDIA?

LiteVax is a Dutch biopharmaceutical SME with the mission to impact global health by developing and exploiting novel immunoadjuvants used to increase vaccine efficacy. Vaccines are the most cost-effective, medicinal products and half of the world-wide volume is manufactured in India. New vaccines against a wide range of infectious diseases are still needed and require joint effort of R&D organizations, manufacturers and regulatory authorities. India has the know-how and infrastructure to develop state-to-the-art vaccines and privately-owned companies with the ambition to develop and commercialize new products for domestic and foreign markets. This all makes India attractive for partnering our adjuvant technology for a range of targets.

THE INDIAN STRATEGY

Our strategy is to establish open and long-term partnerships with public and private R&D organizations. By supplying test material for internal evaluation we express our confidence in product and partner. We visited frequently India to discuss possible collaborations. The Dutch Trade Mission

to India in May 2018, the opportunity to explain our approach to the Dutch Prime Minister in Delhi and the signing of MoUs with renowned Indian companies formed an ideal platform to introduce our company and technology. Resulting B2B cooperations and collaborative grant applications (e.g. development of a new generation of flu vaccines with several EU and Indian parties) help to build and foster relationships.

CHALLENGES & OPPORTUNITIES

The technology offered is the missing link between promising concepts and viable products. One of the challenges is to identify the best partners with the ambitions and resources to develop and commercialize vaccines for specific targets. Vaccine development is a complex and time-consuming process and demands commitment and perseverance to deal with technological and regulatory challenges. With the help of local R&D organizations, we are confident to have inspiring and rewarding collaborations with excellent public and private partners. Eventually, India could be our hub for other emerging and conventional markets.



De Heus India Pvt. Ltd.

Founded: 1911

Sector: Animal Feed Industry

Active in India since: 2017

Operating cities: Over 11 states

No. of employees in India: 100

Contributing to SDG: 8

WHY INDIA?

De Heus has its roots in the Netherlands and has been working in the Animal Nutrition Industry for over 100 years. The expansion to India came naturally to us since India is the second most populated country in the world. Moreover, India has a thriving economy growing at around 7% per year, and with a large young population demanding better quality and higher quantities of proteins. This makes India a natural choice for a multinational, like De Heus. We have the required capabilities to fill in this gap, and still have a long-term vision with a sound business proposition.

THE INDIAN STRATEGY

For us to be successful in a market like India, we invest in this market by building local capabilities to uplift the rural



population with the knowledge and technological intervention.

Moreover, we work on a step by

step method to enhance the knowledge, technology and skills of the local team which in turn will upgrade the farmers, the present standard is around 65% of the total population which is dependent on Agriculture.

To make this successful we make sure we are presented in the whole of India.

CHALLENGES & OPPORTUNITIES

Going to a country as India creates many challenges and opportunities. Some of the challenges that we as De Heus have come across was to set up a distribution network for good market access. Helping farmers in their skill development combined with finding enough well-trained personnel was another challenge. When going to India it is good, especially if you would like to be present in the whole of India, that India is a diversified market with different socio-economic conditions. Therefore not one approach will work for the whole of India. On the other hand, the size of the market in India gives many opportunities and this market is growing. Moreover, the potential of the Indian market is, to a large extent not used, as of now. This leads to high growth potential.



“ We ensure latest technology in livestock feed production to ensure that it is available to 1.33 billion souls.

Tanveer Malik
Managing Director



Paques Environmental Technology India Pvt. Ltd.

Founded: 1960

Sector: Biological wastewater and gas treatment

Active in India since: 2013

Operating cities: Chennai, Delhi, Mumbai, Ahmedabad, Sri City (AP)

No. of employees in India: 61

Contributing to SDG: 6, 7



“ Playing the long term game coupled with local expertise has made Paques the leading player in Industrial Waste Water Recycling and Biogas Treatment.

Sudeep Sangameswaran
Managing Director, Paques Environmental Technology India

WHY INDIA?



Paques develops anaerobic water and gas purification technologies that help produce energy from industrial and municipal wastewater streams, whilst purifying the water and facilitating water re-use.

With our production facility in Sri City, AP, we are closely adhering to the 'Make in India' initiative to manufacture products while maintaining the highest level of quality.

Another initiative is 'Swachh Bharat' – Clean India. As the government is closely monitoring options for treating waste water, there is a huge business opportunity for environmental management firms.

THE INDIAN STRATEGY

To launch proven European technologies in India successfully, you need to think global but act local.

We came with a business model of international standards and partnered up with local staff to have a strong local representation.

Dutch entrepreneurs need to understand what local customers and

partners require, while simultaneously try to retain their own quality levels.

CHALLENGES & OPPORTUNITIES

The biggest challenge for Paques has been making our package at prices matching the purchasing power of the local industry.

The Indian market is highly price sensitive leading to costs being more important in sales than quality. Paques has been able to address this by adopting a hybrid approach for the applications. Starting up its own production unit in 2016 to manufacture critical equipment instead of importing them. Thereby using locally traded components for the plant. This approach has harnessed two vital benefits to Indian clients (i) Complete Solution for Zero Liquid Discharge (ii) Total Cost of Ownership Value Proposition.

Working References have played a huge role in Paques's growth. Projects started cropping up in virtually every industry with dairy & ethanol being top contributors.

Although market penetration is a little tougher, the larger number of consumers offers endless possibilities.

With India's rise in ease of doing business, there has never been a better time to move to India.



SweepSmart Waste Management Pvt. Ltd.

Founded: 2016 in Netherlands, 2017 in India
Sector: Waste management
Active in India since: 2016
Operating cities: Pan India / Bangalore
No. of employees in India: 2
Contributing to SDG: 8, 9, 11, 12

WHY INDIA?

SweepSmart is on a mission to solve the waste problem in emerging and developing countries by offering zero waste solutions based on European waste management knowledge tailored to the local context. We started in India because the problem is enormous with nature and living environments polluted with dumped waste. With Prime Minister Modi promoting better waste management practices through the Clean India campaign and Smart City program we saw a momentum for change. There are many initiatives of citizens and NGOs taking action on waste management. We want to be the bridge between Indian municipalities/companies that want to change and those initiatives, by lifting them to higher level of efficiency and professionalism, being able to manage all waste.

THE INDIAN STRATEGY

In waste management, it's crucial to develop solutions suiting the Indian context. Copy-pasting the European way does not work in a country with narrow streets and constant traffic jams, lower quality and quantities of waste per household and many waste



“ You cannot duplicate the European way to India, that will not work.

Silvia de Vaan
CEO

pickers dependent on scavenging. So we innovate and co-create solutions with local parties. For example, a conveyor belt that incorporates elements from state-of-the-art equipment, but is smaller, simpler, cheaper and manufactured locally. For the Indian market, upfront investment costs for the customer need to be as low as possible, while required labour and opex may be higher.

CHALLENGES & OPPORTUNITIES

Since municipalities are the owner of the waste (problem), they are our focus group. However, doing business with municipalities is difficult because they are generally slow, bureaucratic and corrupt. But it's possible! We upgraded one of Bangalore city's waste facilities with Europe-meets-local equipment, IT and processes. We now closed a deal with the municipality to upgrade 10 centres. It required perseverance, creativity and time to get the paperwork done. Because business with municipalities will take time, we also focus on commercial clients for the short term. The major challenge in India is that it's not common to pay for waste management, so the market needs to develop. But change is happening - rapidly!



Tiny Miracles

Founded: 2010
Sector: Social Enterprise (creating premium design products)
Active in India since: 2010
Operating cities: Mumbai
No. of employees in India: 100
Contributing to SDG: 1, 3, 12



“ We design and create beautiful products which cause no harm. We use these products to inspire people and help them realize that you can actually change the world.

Laurien Meuter
Founder

WHY INDIA?

Tiny Miracles is a social enterprise and foundation, which instigates large-scale social change in slums around the world. We started our mission in India- working with the Pardeshi community in the red light area of Mumbai in 2011. With our measurable and scalable model, we empower the world's poorest communities to break their own poverty cycle within ten years. Our ambition is to get 1 million people out of the poverty cycle by 2035.

THE INDIAN STRATEGY

Between 2011 and 2017, we have done trial and error research to develop a model which supports this community to break their own poverty cycle within 10 years sustainably. Tiny Miracles uses a holistic approach focusing our efforts on five key pillars: awareness (mind shift), healthcare, education, employment, and happiness to enable communities to become self-supporting for generations to come. Key to the success of our mission is the creation of jobs. Because only when people work, they can make their own choices and lift themselves out of poverty. We design products in Amsterdam – mainly with

Dutch designers from Design Academy Eindhoven- and have them made by the Indian communities we are active in. Tiny Miracles currently sell our award winning designs world-wide in more than 300 high end stores such as the Rijksmuseum, Louvre and MOMA. We now started high volume production for Dutch cosmetics brand Rituals, creating even more jobs in the communities we work with.

CHALLENGES & OPPORTUNITIES

We are a mission-led company, working closely with the poorest communities of Mumbai, hence we were aware that there would be cultural differences we would encounter. Even more so, contrary to already existing factories and skilled workforces, Tiny Miracles works with unskilled people who live right on the pavement and have zero opportunity for a better life.

It has taken us 4 years to find the right approach, with the highest quality products, high volume capacities, least impact on the environment and opportunities for both our workforce and Dutch companies who want to produce products and pay fair living wages.



INDIA BUSINESS ADVICE

CHECKLIST FOR DUTCH ENTREPRENEURS LOOKING FOR OPPORTUNITIES IN THE INDIAN MARKET

KNOW YOUR MARKET

The Indian market is as diverse and vast as the country itself. The total market is compiled of a complex set of smaller markets, who each require a differentiated approach depending on the business sectors and target audience. Be clear and thoughtful about identifying your customer segment and how to reach them. Entrepreneurs should adapt their products to the local needs and requirements. Consult the large amount of secondary data available about the Indian market and its submarkets.



IDENTIFY SUITABLE LOCAL PARTNERS

Many companies which have successfully entered the Indian market stress the importance of devoting significant resources to identify a suitable local partner. The Indian market is complex, and personal networks and connections are very important. Local partners can provide local networks and connections that are hard to access for foreign entrepreneurs. Dutch companies that committed time and effort to find the 'perfect fit' often found that they saved themselves the task of having to find additional partners later on.



UNDERSTAND THE BUSINESS CULTURE

The Indian way of doing business is relationship based. Indians prefer to have a good relationship and mutual trust, before doing business. This takes time and requires a lot of attention and effort in the initial stage of the partnership, both at a business level and on a personal level. Avoid direct (Dutch) questioning and negotiations in an early stage of the relationship. Namedropping is a common

feature of the Indian business culture. The access to power is often cited as showing one's own influence. Be aware of too much optimism when it comes to actual connections. The final decision will always be made by the owner or the highest person in the hierarchy, which means negotiations sometimes have to be redone with the person in charge.



UNDERSTAND THE BUREAUCRACY AND LEGAL SYSTEM

India has well-developed legal systems and procedures, but can be incoherent and hard to understand for newcomers. Understanding the full implications of the legal system is of particular interest to avoid legal or bureaucratic problems in a later stage. Unexpected taxations on lump sums, royalties and payments can affect your business model. Most companies outsource government and tax related issues - or find professional advice - to avoid unnecessary complications.



UNDERSTAND BUSINESS STRUCTURES

Legal structures and shareholding patterns of your company are very important, and should be considered with care. If it's not done properly, a company might lose a lot of money through unnecessary taxes. Certain legal constructions require a local partner that represents the country in India. If a local partner is required, carry out a due diligence review and check the proposed joint venture company thoroughly. It is advisable to acquire professional help to get this process done right.



UNDERSTANDING BUSINESS NEGOTIATIONS AND CONTRACTS

Negotiations are key part of doing business. Indians expect to negotiate as part of business deals and are used to show emotions as part of this process. Agreements and contracts are not cast in stone, it is common that clauses are being renegotiated. The intent, based on a relationship, is ultimately more important than the signature. It is recommended to involve detailed 'force-majeure' clauses and arbitration conditions in the agreements, besides clear exit clauses upon the occurrence of specific conditions in the venture. Ensure that property titles are transferable to the company and do not remain under power of attorney.



MANAGEMENT AND PERSONNEL

It is important to determine the actual need of posting Dutch expats at various levels, especially as a director, as attracting local staff has great benefits too. Understanding all the local employment terms, income levels and social cost is key before finalizing an HR policy. The biggest challenge is to create a good and effective link to the company in the Netherlands. A balanced mixture between Dutch and local staff is advisable to effectuate that link.



BUSINESS DEVELOPMENT TECHNIQUES

Entering the Indian market requires a long-term strategy and patience. Companies should do their homework and absorb the particulars of doing business in India with a flexible and open mind. Creating awareness about your product and pinpointing how the product can contribute to specific niches in the market are important steps in a further development of your business in India.

**SEEK ADVICE FROM A PROFESSIONAL**

Please keep in mind that this advice is just a general overview and requires further in depth research into the Indian market. Doing business in India is complex and could involve a range of other aspects than the challenges in this India business advice. Dutch companies are active in a variety of Indian (sub-)markets and sectors, which pose different circumstances that require tailor-made action. Professional advice related to market studies, fundraising, cross-border acquisition, assistance with joint ventures, transactions and assurance services, tax planning, transfer pricing and government and infrastructural advisory are highly recommended when entering the Indian market.

**SUPPORT TOOLS**

BY THE NETHERLANDS ENTERPRISE AGENCY (RVO)
AND THE NETHERLANDS TRADE NETWORK INDIA (TNI)

The Netherlands government provides support to companies that want to do business in India

The Netherlands Enterprise Agency operates in the Netherlands and in India in partnership with the Netherlands Embassy in Delhi, the Consulates in Mumbai and Bengaluru and the NBSO's in Ahmedabad and Hyderabad. The Netherlands Enterprise Agency has developed various programs and schemes to support international business initiatives and sustainable economic growth in emerging markets like India. These programs focus on (innovative) investment projects, transfer of technology, knowledge and skills in social and economic sectors. More information about these support tools and how to apply for them can be found on <https://www.rvo.nl>.

**KNOWLEDGE AND INFORMATION****ANSWERING QUESTIONS**

RVO.nl provides basic information about doing business abroad and answers simple questions through the front office (www.rvo.nl). Complex questions are being handled by an advisor in the mid office, together with input of the Embassy.

TAILOR-MADE INFORMATION

Benchmark studies on India and the Indian market. This service is only available to companies that are ready to go abroad.

BUSINESS OPPORTUNITIES

Indicating business opportunities in India to Dutch companies and other organisations.

INTERNATIONAL ORGANISATIONS SCAN

This scan gives an overview of business opportunities in India for Dutch companies in tender procedures from international organisations like WB and IMF.

STARTERS INTERNATIONAL BUSINESS (SIB)

The Starters for International Business (SIB) scheme is aimed at promoting sustainable international business for Dutch SMEs starting out on the export market. It comprises of three voucher schemes and the Collective Activities Budget.

EXPORTNL APP

All the information about India, sectors and themes in one app ("NLexporteert")

INDUS FORUM

The Indo-Dutch Sustainability (INDUS) Forum is an online forum which connects Indian and Dutch businesses with a challenge or solution in creating sustainable supply chains. Through B2B-matchmaking of business challenges with sustainable products or services, the INDUS forum stimulates sustainable trade. You can find more info on: www.indus-forum.com





NETWORK AND CONTACTS

BUSINESS PARTNER SCAN

The business partner scan gives an overview of potential business partners in India or a specific sector within India. Companies pay a fee for this service.

ORANGE TRADE MISSION FUND

This fund supports ten winners in

realising their international ambitions through:

- Practical support, knowledge of local markets
- Access to network of diplomatic missions
- International trade fair participation
- Trade missions



FUNDING

DUTCH GOOD GROWTH FUND (DGGF)

The DGGF supports small/medium Dutch businesses, entrepreneurs and startups that want to invest in emerging markets, by facilitating financing for development-based local investments and exports. The fund consists of 3 parts: investing, exporting and importing.

DEVELOPMENT RELATED INFRA-STRUCTURE INVESTMENT VEHICLE (DRIVE)

DRIVE supports investments in public infrastructural projects that make

a demonstrable and sustainable contribution towards a good business environment and the development of the local private sector in one or more of the sectors food security, water, Sexual and reproductive health and Rights (SRHR) and climate. Companies that participate in a procurement procedure for the development of public infrastructures and want to provide a solution for an infrastructural problem can offer the local government an attractive financing offer via DRIVE and thus increase the chances of realising the project.



PROMOTION OF INTEREST

PARTNERS FOR INTERNATIONAL BUSINESS (PIB)

PIB aims to support clusters of Dutch companies in the (top) sectors with their international ambitions. The Dutch government, Dutch companies and knowledge institutions are developing a joint 3-year action plan outlining strategic activities to achieve the best possible positioning for these clusters abroad. As the governmental partner, the Netherlands TNI concentrates on economic diplomacy, matchmaking, G2G and technical assistance or knowledge transfer (K2K).

SDG PARTNERSHIP FACILITY (SDGP)

Subsidy for public-private partnerships whose projects contribute to Sustainable Development Goals (SDGs) in developing countries. A PPP must consist of a maximum of 6 partners (including 1 Dutch organization/ applicant).

SUBSIDY SCHEME FOR DEMONSTRATION PROJECTS, FEASIBILITY AND INVESTMENT PREPARATION STUDIES (DHI)

Subsidy scheme through which Dutch SMEs can receive financial compensation to demonstrate their technology, capital or service abroad, to investigate the feasibility of a foreign investment in their product

or the technical and commercial feasibility of their investment in a foreign company.

PARTNERS FOR WATER (PVW)

PvW is a subsidy program for companies, knowledge institutions and NGOs to test, demonstrate or investigate the feasibility of innovative technology, methodology or an innovative prototype in the field of water in urban deltas and their supplying systems abroad.

DISASTER RISK REDUCTION

At the request of foreign governments, the Dutch Risk Reduction Team (DRR-Team) can be deployed quickly to prevent or limit water-related disasters. This is not about emergency aid, but about knowledge and expertise in the field of water management, water safety and water supply.

SDG 7 RESULTS

SDG7 Results is open to businesses, NGO's or financial institutions that aim to contribute to affordable and sustainable energy for all those who live in developing countries. SDG 7 Results' objective is to give 2 million people in developing countries access to renewable energy. Projects should contribute to access to electricity in homes or access to clean cooking in homes.

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PROMOTION OF INTEREST

FUND AGAINST CHILD LABOUR (FBK)

The FBK helps Dutch businesses that want to carry out research locally into the root causes of child labour within their production chain and would like to take measures to prevent it at local level; or take measures to prevent child labour within their own businesses. The Netherlands Enterprise Agency can support your project with a subsidy, as well as through a knowledge project incorporating information, advice and the exchange of knowledge.

FVO (FUND RESPONSIBLE BUSINESS CONDUCT)

Entrepreneurs who operate internationally or purchase goods from abroad do not always have clear insight into all aspects of their value chain relating to Responsible Business Conduct (RBC). The FVO supports Dutch partnerships that wish to conduct local or regional research into the underlying causes of RBC risks and misconduct in their

value chain or chains and implement measures to address them. The FVO is also open to Dutch companies that wish to implement RBC into their business processes in a more effective manner or wish to set up a multi-stakeholder project that addresses RBC risks and misconduct and have a positive impact on manufacturing conditions in their producer countries.

LS&4HD

Life Sciences & Health for Development Fund provides access for many people in developing countries to health technologies that offer effective, affordable solutions to common diseases and health problems.

PDP III

Product Development Partnerships III Fund focuses on the development and availability of affordable, effective medicines, vaccines, diagnostics and innovative health products.



CONTACT

USEFUL WEBSITES AND PHONE NUMBERS

DOING BUSINESS IN INDIA

<https://www.rvo.nl/onderwerpen/internationaal-ondernemen/landenoverzicht/india>

<https://www.rvo.nl/subsidies-regelingen>

<https://www.nederlandwereldwijd.nl/landen/india/zakendoen>

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