

## LEADING EUROPEAN TECH COMPANIES INTO THE INDIAN MARKET

The EU-India Innocenter, backed by the European Commission, prepares European Startups and Scaleups to launch and expand business activities in India, supporting their market entry strategies and the creation of a solid local network.

### OUR PRODUCTS

#### PREPARE TO EXPAND

##### Awareness of Market Opportunities:

Create awareness of opportunities in Indian market with industry-specific trends and a framework for internationalisation.

2 WORKSHOPS

#### EXPLORE & VALIDATE

##### Validation of the Indian Market:

Provide a guided market validation service to verify product potential in the Indian market and localise product offering.

8 WEEKS

#### ENTER & SCALE

##### Access the Indian Market:

Provide a guided market access service to identify first local customers and channel partners in the Indian market.

3 MONTHS

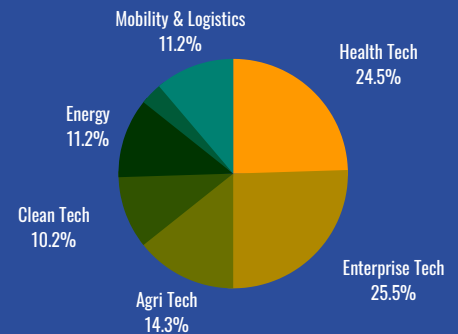
## WHAT WE HAVE ACHIEVED SINCE JUNE 2021

**+400** COMPANIES  
SCREENED

**+30** COMPANIES  
SELECTED FOR  
MARKET VALIDATION

**+8** COMPANIES SELECTED  
FOR INDIA SCALING:

- Pilot/POC Programs
- Distribution Agreements
- Partnership Agreements



## WHY INDIA?

**ZERO PROBABILITY** OF SLIPPING INTO RECESSION (BLOOMBERG), WHILE GLOBAL ECONOMY IS IN DOWNTURN

**9.5%** PROJECTED ECONOMY GROWTH RATE FOR 2022 (IMF)

**2ND** LARGEST CONSUMER MARKET IN THE WORLD

**HIGH SPEED & LOW COST** MOBILE INTERNET, AVAILABLE ACROSS COUNTRY

**350M** PEOPLE INDIAN MIDDLE CLASS

**2ND** LARGEST ENGLISH SPEAKING COUNTRY IN THE WORLD

## MAIN AREAS OF FOCUS



SUSTAINABILITY



HEALTHTECH



LOGISTICS & MOBILITY



DEEP TECH

## A PROJECT MADE WITH LOVE BY



91SPRINGBOARD

CIVITTA



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