

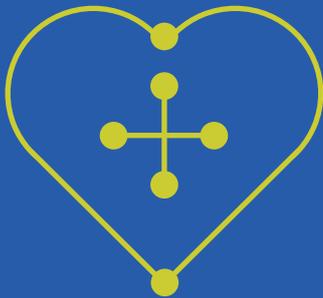


EU-India
INNOCENTER

HEALTHTECH & LIFE SCIENCES

Dive into the Indian market with our 8 weeks hybrid (virtual and in-country) programme, explore the Indian market, validate your product with potential customers and partners and localize your offering for market fit. This part-time programme is tailored for EU-based Startups in the Health Tech and Life Sciences sectors and follows a customized needs based schedule.

HEALTH SECTOR OPPORTUNITIES IN INDIA:



- The healthcare industry in India is growing at a tremendous rate and more than \$ 200 billion is expected to be spent on medical infrastructure by 2024.
- Healthcare has become one of India's largest sectors in terms of income and employment, expected to reach 306 bn Eur by 2024 and to create 40 million jobs by 2030.
- The booming pharmaceutical sector is innovating and distributing life-saving medicines at the most affordable cost around the world. Valued at over US\$35 billion a year, the pharmaceutical industry in India is the largest producer of generic medicines worldwide.
- India is also among the main biotechnology destinations in the world and is a leader in the global supply of DPT, BCG and measles vaccines.
- By 2024, the Indian Biotechnology industry is expected to reach 123 bn Eur from 51.5 bn Eur in 2020.
- By 2024, India is expected to have over 10,000 biotech startups (from the 3,475 in 2021) with a 19% contribution to the global biotech industry.

WE ARE LOOKING FOR SOLUTIONS CAPABLE OF IMPROVING THE ACCESS, AVAILABILITY AND QUALITY OF HEALTH, FOCUSING ON:

- Telemedicine
- Diagnostics
- Personal Health Management
- Home Healthcare
- Biopharma
- Biotech R&D,
- Medical Devices
- Genomics

PROGRAMME PARTNER



Juliane Frömmter: Specialized in international business, Juliane is an accomplished Startup Ecosystem Builder and Enabler with years' experience in building support programmes around International Expansion and Client Acquisition to and from India. Juliane supported more than 40 startups with India Market Entry Support and Access to Clients to accelerate their scaling and impact their bottom line.



As a valued partner to startups, corporations, universities and public organizations, **German Entrepreneurship** shapes the future by empowering innovation. Targeted programs like German Accelerator, Scaler8, the EU-India Innocenter, Master Accelerator and Scale-up.NRW address European and international startups as they transition into the world's most thriving economies. Since 2008, the German Entrepreneurship team has guided more than 750 startups with its global network of experts – including German unicorns like FlixBus and Celonis. Over 500 innovation projects, ranging from innovation coaching to corporate accelerators, were successfully completed on behalf of DAX-listed and medium-sized enterprises. German Entrepreneurship has offices in Munich, Berlin, Düsseldorf, Singapore, Tokyo, Silicon Valley, Boston and New York, and operates with close partners located in India and South Korea.

WHAT YOU GET

- ✓ **Deep-dive:** a hands-on experience in India to learn more about its market, business culture, and India's Opportunities.
- ✓ **Connections:** Identify and meet trusted stakeholders, business mentors, and potential partners to support your market entry.
- ✓ **Validation:** Get the necessary insights to find your product/market-fit in India and understand how to localize your business model.
- ✓ **Customisation:** A customized agenda to support your company with market insights from experts, fellow founders, decision makers based on your business' priorities.

IS IT FOR YOU?

Are you an European tech startup or scale-up with a strong interest in entering India? Do you already know that India is a suitable market? Or are you already active in India but require more support?

You will be selected according to:

- ✓ Maturity of your business
- ✓ Your level of motivation to enter the Indian market
- ✓ Your compatibility with our areas of focus (open to tangential businesses too)
- ✓ Commitment and participation of the founding team

OUR NEXT PROGRAMME STARTS IN MARCH 2023

APPLY NOW TO OUR NEXT PROGRAMME ON: [EUINDIAINNOCENTER.EU](https://euindiainnocenter.eu)

Contact explore@euindiainnocenter.eu for more information

A project made with love by:

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The project leading to this application has received funding from the European Union's Horizon 2020 coordination and support action programme under grant agreement No. 101004815