

**MIIM Workshop on  
"India B2B Consumer Dynamics and India as an Export Hub"  
29<sup>th</sup> August 2018, Hamburg**

**INVITATION**

Embassy of India, Berlin & Consulate General of India, Hamburg together with MIIM Partners and with support of Hamburg Chamber of Commerce is organizing a **MIIM Workshop on "India B2B Consumer Dynamics and India as an Export Hub"** on 29<sup>th</sup> August, 2018 from 0930-1600 hrs at the Hamburg Chamber of Commerce. Details are given below:-

**Event: MIIM Workshop on "India B2B Consumer Dynamics and India as an Export Hub"**

**Date & Time: 29<sup>th</sup> August 2018 – from 0930-1600 hrs**

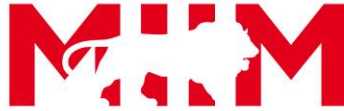
**Venue: Hamburg Chamber of Commerce (HK Hamburg), Adolphsplatz 1, 20457 Hamburg**

Make in India Mittelstand (MIIM) is a business support programme designed to facilitate German Mittelstand and Family Owned Enterprises to Make in India. MIIM programme offers a wide range of business support services under a single platform, such as strategy consulting, M&A, operational market entry support, tax & legal support, financial services, project financing, location services, technology collaboration, facilitation of approvals from central & state agencies and access to government agencies.

**There is no fee for participation, however, registration is mandatory. A link for registration is given in the enclosed invitation.**

**[https://docs.google.com/forms/d/e/1FAIpQLSe0E4xaUwMXbhobv-fgzJ\\_y4WuWQ0E9w5opVg294YcuHK9RsQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLSe0E4xaUwMXbhobv-fgzJ_y4WuWQ0E9w5opVg294YcuHK9RsQ/viewform)**

Below please find an invitation and agenda of the event.



MAKE IN INDIA MITTELSTAND!

EINLADUNG ZUM MIIM WORKSHOP

“B2B-VERBRAUCHERDYNAMIK UND EXPORTPOSITIONIERUNG IN INDIEN”

MITTWOCH, 29. AUGUST 2018, 9.30 – 16 UHR  
HANDELSKAMMER HAMBURG

Unternehmen arbeiten heute im Zeitalter von Globalisierung und Wettbewerbsdruck in der Regel grenzübergreifend mit anderen Firmen und Produzenten zusammen. Eine genaue Analyse und ein fundiertes Verständnis von B2B-Verbrauchern in Indien sowie die Identifizierung von Finanzierungshilfen im Exportgeschäft werden zum Schlüssel für nachhaltigen Erfolg.

Das Workshopthema wird an Hand von relevanten Fallstudien analysiert. Im Rahmen des Workshops werden Experten fundierte Einblicke in die aktuelle Marktsituation geben und den Teilnehmern einen Überblick zu den neusten Bestimmungen in den Bereichen Recht, Steuern und Finanzen rund um das Thema B2B Verbraucherdynamik und Exportpositionierung vermitteln.

Bitte entnehmen Sie Details zum Thema und den genauen Ablauf der Agenda im Anhang dieser Einladung. Die Präsentationen im Rahmen des Workshops werden auf Englisch und auf Deutsch gehalten.

VERANSTALTUNGSORT: HANDELSKAMMER HAMBURG, ADOLPHSPLATZ 1, 20457 HAMBURG

REGISTRIERUNG BIS 25. AUGUST 2018:

[Click here to Register](#)

## ÜBER MIIM

Make in India Mittelstand! (MIIM) ist ein Business Support Programm, das von der Indischen Botschaft in Berlin ins Leben gerufen wurde und mittelständischen Unternehmen den Markteintritt in Indien erleichtern soll. Bis jetzt wurden 116 deutsche Unternehmen im Rahmen des MIIM Programms beim Ausbau ihrer Marktposition in Indien unterstützt.



Embassy of India  
Berlin, Germany

Supported by:

KFW DEG



Rödl & Partner

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INTERNATIONAL CONSULTING



MAKE IN INDIA MITTELSTAND!

## WORKSHOP AGENDA

9:30 – 10.00 h	<b>Registration</b>
10:00 – 10:05 h	<b>Brief Welcome Remarks</b> <i>by Hamburg Chamber of Commerce</i>
10:05 – 10:10 h	<b>Introductory Remarks</b> <i>by Embassy of India, Berlin/CGI Hamburg</i>
10:10 – 10:30 h	<b>MIIM Highlights and India Update</b> <i>By Vikram Vardhan, Second Secretary, Eol Berlin</i>
10:30 – 11:45 h	<b>Understanding India's Industrial/ B2B consumer</b> – Basic segmentation and its characteristics – Need, behavioural and target-based segmentation – B2B target group analysis: manufacturing, services and government <ul style="list-style-type: none"><li>• Customer clusters and its characteristics</li><li>• Decision making process</li><li>• Marketing, media and distribution channels</li><li>• Case study: challenges and success factors</li></ul> <i>By EAC, MIIM Knowledge Partner</i>
11:45 – 12:00 h	<b>Break</b>
12:00 – 13:15 h	<b>B2B Contracts: legal and tax framework</b> – Practical aspects – Case studies <i>By Rödl&amp;Partner, MIIM Tax and Legal Partner</i>
13:15 – 14:15 h	<b>Break</b>
14:15 – 14:45 h	<b>Export Financing Options for India</b> <i>By DEG, MIIM Banking Partner</i>
14:45 – 16 h	<b>India as an Export Hub</b> – Trade Status Quo: global, regional and sectorial perspective – Merchandise, services and investment – Policy frame work for foreign trade – India free trade agreements – Export oriented infrastructure in India – Competitiveness with emerging economies Case study: export based business model of German Mittelstand company – concept to implementation <i>By EAC, MIIM Knowledge Partner</i>
16:00 – 16:15 h	<b>Q&amp;A and Closing remarks</b>



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**Embassy of India**  
Berlin, Germany

Supported by:

## Make In India Mittelstand! (MIIM) Workshop

### “Indian B2B Consumer Dynamics and Exports Positioning”

Date: 29th August, 2018

Venue: Hamburg Chamber of Commerce, Adolphsplatz 1, 20457 Hamburg

<b>Agenda</b>	
9:30 – 10:00 hrs	<ul style="list-style-type: none"> <li>▪ Registration</li> </ul>
10:00 – 10:05 hrs	<ul style="list-style-type: none"> <li>▪ Brief Welcome Remarks by Hamburg Chamber of Commerce.</li> </ul>
10:05 - 10:10 hrs	<ul style="list-style-type: none"> <li>▪ Introductory Remarks by Embassy of India, Berlin/CGI Hamburg</li> </ul>
10:10 -10:30 hrs	<ul style="list-style-type: none"> <li>▪ <b>MIIM Highlights and India Update</b> <i>By Vikram Vardhan, Second Secretary, Eol Berlin</i></li> </ul>
10:30 – 11:45 hrs	<ul style="list-style-type: none"> <li>▪ <b>Understanding India’s Industrial/ B2B consumer</b> <ul style="list-style-type: none"> <li>– Basic segmentation and its characteristics                             <ul style="list-style-type: none"> <li>▶ Need, behavioural and target-based segmentation</li> </ul> </li> <li>– B2B target group analysis: Manufacturing, Services and Government                             <ul style="list-style-type: none"> <li>▶ Customer clusters and its characteristics</li> <li>▶ Decision making process</li> <li>▶ Marketing media and distribution channels</li> </ul> </li> </ul> </li> <li>▪ <b>Case Study: Challenges and Success factors</b> <b>By EAC, MIIM Knowledge Partner</b></li> </ul>
<b>11:45:-12:00 hrs Break</b>	
12:00 – 13:15 hrs	<ul style="list-style-type: none"> <li>▪ <b>B2B Contracts: Legal and Tax framework, Practical aspects</b></li> <li>▪ <b>Case studies</b> <b>By Rödl &amp; Partner, MIIM Tax and Legal Partner</b></li> </ul>
<b>13:15 to 14:15 hrs Break</b>	
14:15 – 14:45 hrs	<ul style="list-style-type: none"> <li>▪ <b>Export Financing Options for India</b> <b>By DEG, MIIM Banking Partner</b></li> </ul>
14:45 – 16:00 hrs	<ul style="list-style-type: none"> <li>▪ <b>India as an Export Hub</b> <ul style="list-style-type: none"> <li>– Trade Status Quo: Global, Regional and Sectorial perspective                             <ul style="list-style-type: none"> <li>▶ Merchandise, Services and Investment</li> </ul> </li> <li>– Policy frame work for foreign trade</li> <li>– India free trade agreements</li> <li>– Export oriented infrastructure in India</li> <li>– Competitiveness with Emerging Economies</li> </ul> </li> <li>▪ <b>Case Study: Exports based business model of German Mittlestand company – Concept to Implementation</b> <b>By EAC, MIIM Knowledge Partner</b></li> </ul>
16:00 – 16:15 hrs	<ul style="list-style-type: none"> <li>▪ <b>Q&amp;A and Closing remarks</b></li> </ul>