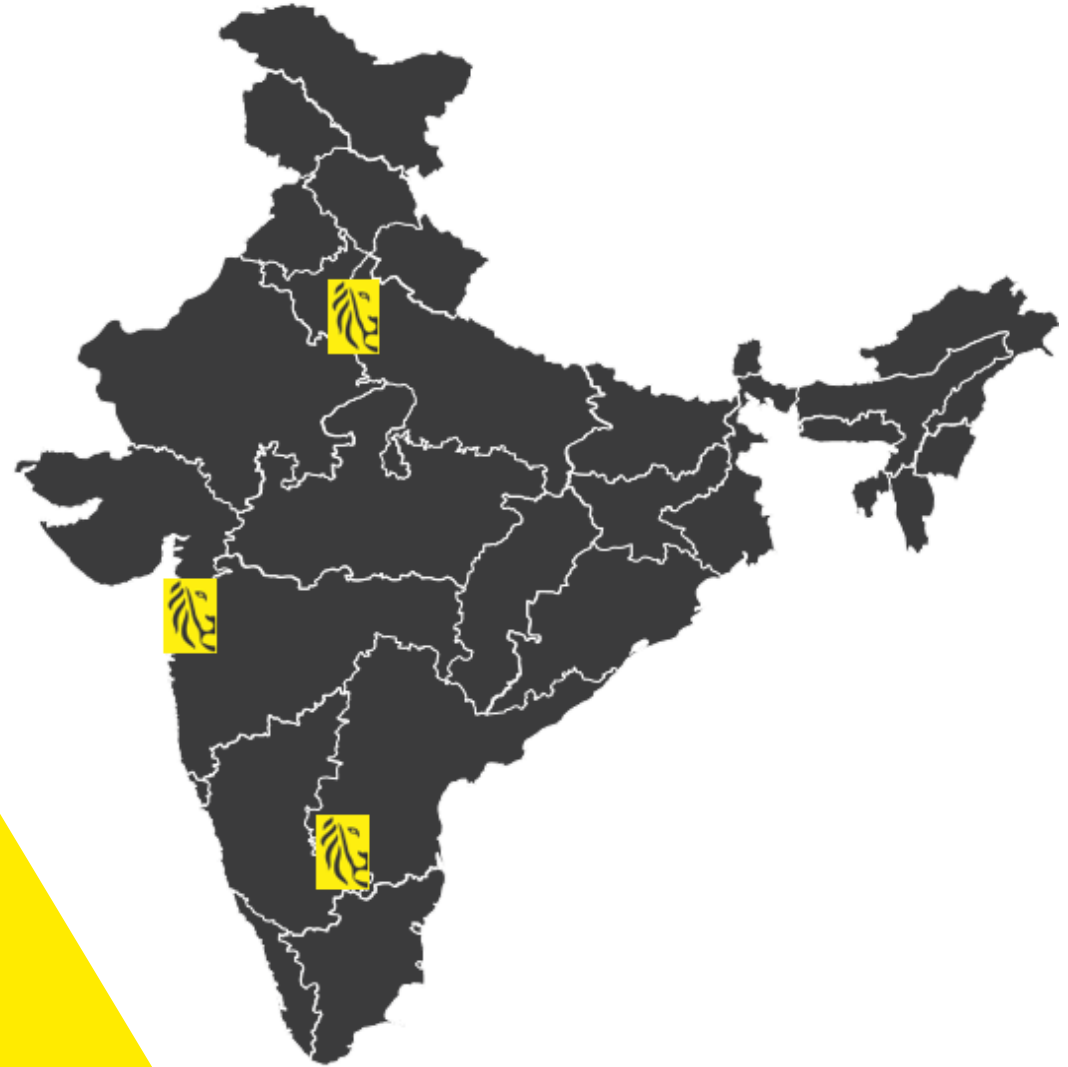


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DOING BUSINESS WITH INDIA



Incredible India





Try to understand the size of India

Surface: 108 x Belgium

Coastline: 7517 km

28 states and 8 union territories

Population: 1.3 billion

Average age 29 years

22 languages (2 official Hindi – English)

Currency Indian Rupee (1€ = 89.71 INR)



What India has to offer

- Upcoming market
- Young population – well-educated and growing middle class
- Growing economy
- Creative and enterprising population



Pro's

- English as a common language
- Indians are open to other cultures
- A market for every product
- Long term relationship

Why companies are hesitant to do business with India?

- Image of India abroad
- Market access barriers – high import duties - red tape
- Price oriented market
- Different way of communication



Business culture

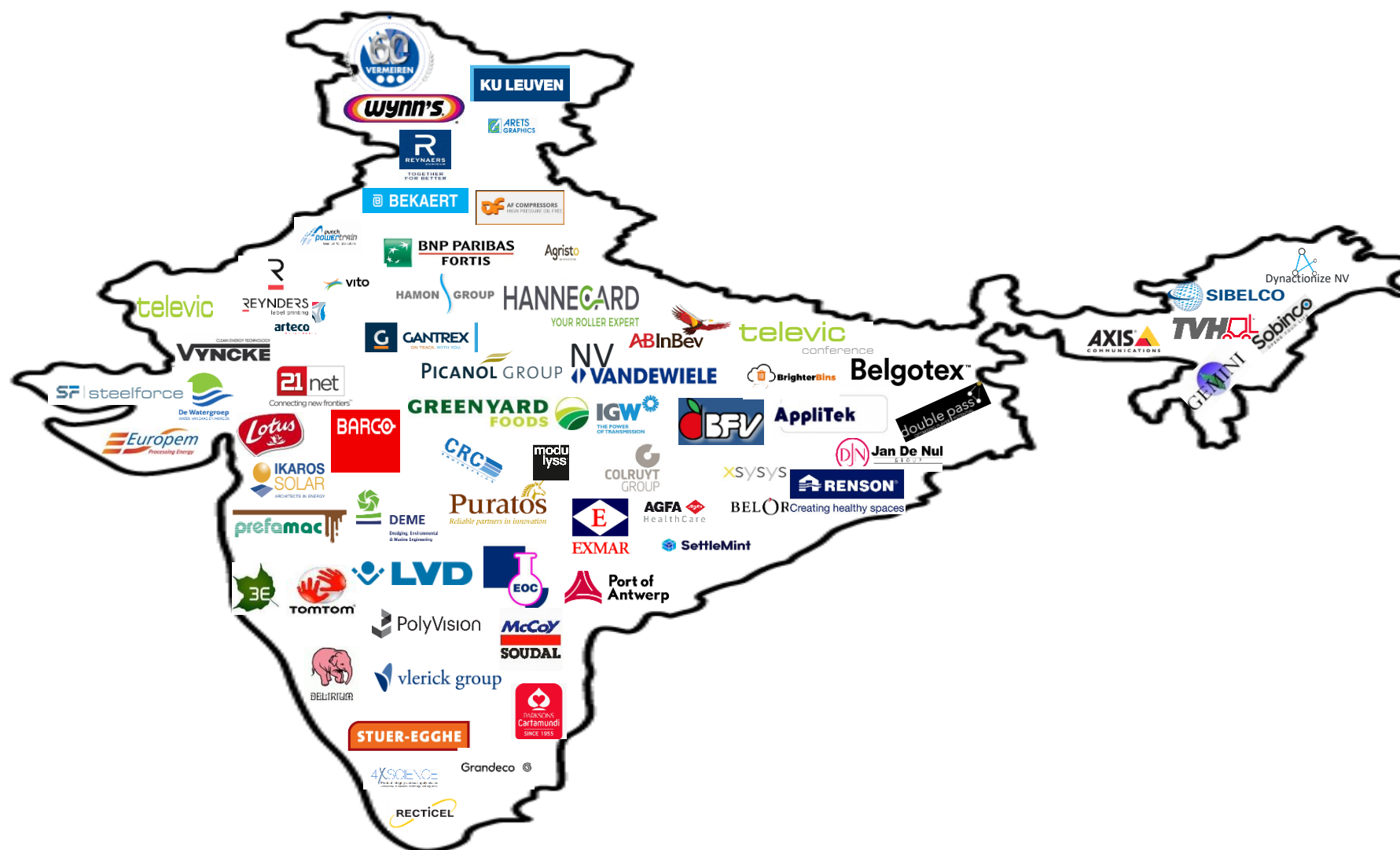
- Networking – personal contacts
- Clear communication – no assumptions
- Creative solutions
- Appearances are deceptive



FLANDERS & INDIA



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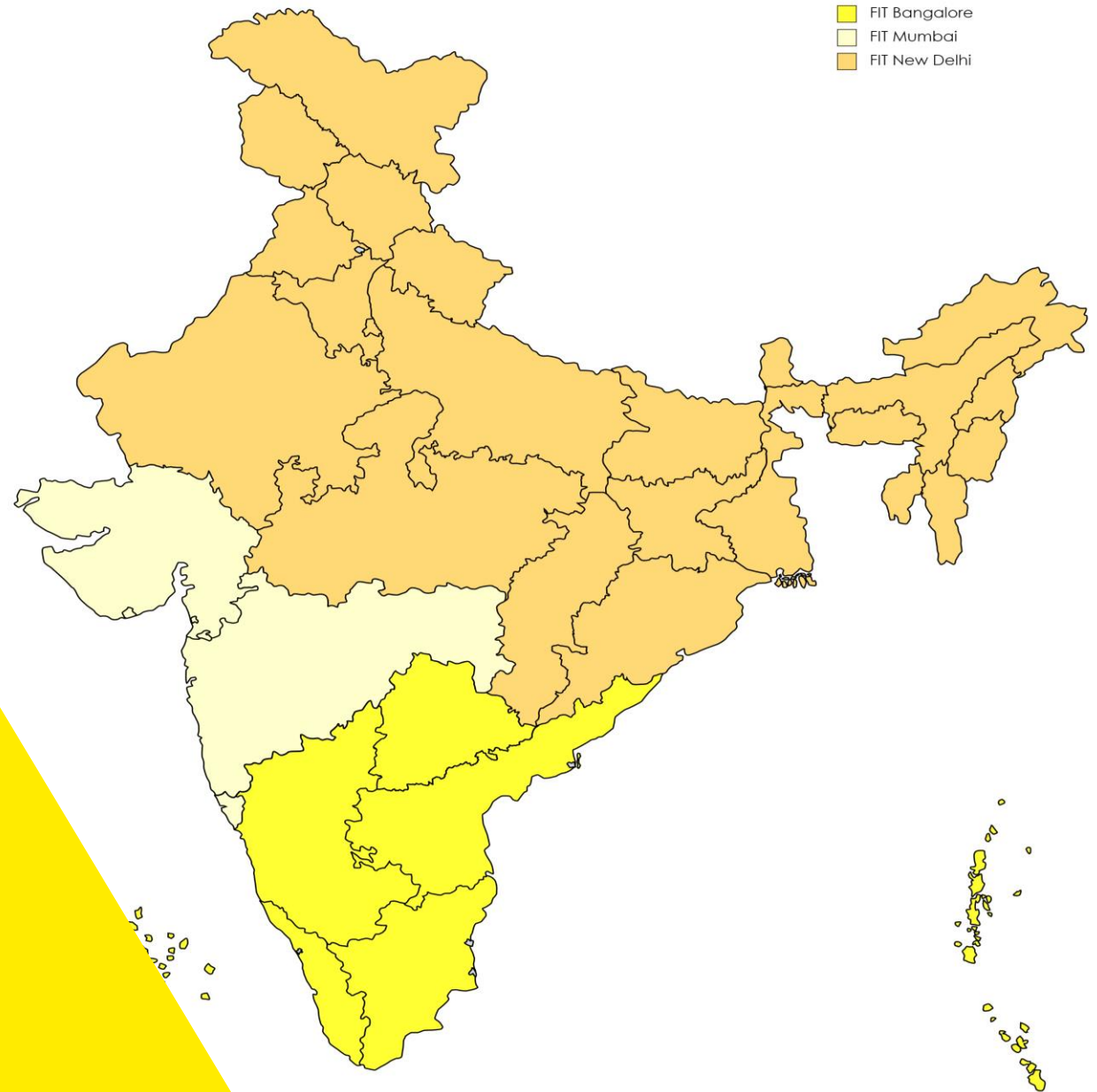
Flanders Investment & Trade in India

- FIT Delhi: legislation
- Other information: 3 offices
- Depending on the sector, input will be different

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NORTH INDIA
FIT Delhi



Delhi NCR

- Population 32 million
- GSDP USD 140 billion
- Capital + industrial cities around Delhi
- Important cities Noida, Faridabad, Gurgaon
- Excellent connectivity – domestic & international
Second international JEWAR airport near Delhi in 2024-2025



Delhi NCR

- Delhi: Ministries, decision makers, associations
- Sectors: Textile, electronic manufacturing services, IT, automotive, tourism
- Satellite towns Meerut, Sonipat (developing like Gurgaon)



Kolkata

- Population 102 million
- GSDP USD 220 billion
- Port city – PoAntwerp-Bruges project night vision
- Developing city
- Struggling with their image of the strength of the unions
- Strong link with Bangladesh (same language)



Opportunities

- North India: importers established in Delhi will cover whole North India
- Healthcare: private hospitals / medical tourism
- Home interior: Delta Light
- Agro & food: Agristo
- Digital: IT, AI, software hub : Barco
- Manufacturing & processing: multi sectorial
- Textile and carpets: Picanol

Action & Initiatives (RAP 2024)

- Feb – Chemical Industry Roadshow
- Oct – Cleantech Trade Mission
- TBD – VOKA S2X2 India

- Q4 – Multi sectorial mission to Bangladesh

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WESTERN INDIA

FIT Mumbai



Maharashtra

- Population 125 million
- State with largest contribution to Indian GDP (15%)
- Highly industrialized, but with an important agricultural sector
- Excellent connectivity – domestic & international
- Mumbai: diamond trade, finance, commerce, entertainment & creative industry, IT, logistics
- Pune: automotive, manufacturing, education, IT, food processing
- Agriculture, chemicals, pharmaceuticals, textile
- TATA, Reliance, L&T, Godrej



Gujarat

- Population 71 million
- State with 4th largest contribution to Indian GDP
- Home state of PM Narendra Modi
- Very dynamic agro-industrial state
- Excellent connectivity – domestic & international
- Diamond processing, pharmaceuticals, logistics, chemicals, textiles, agriculture & food processing, automotive, renewable energy
- Adani, Zydus Lifesciences, Amul, Lalbhai Group



Goa

- Population 1,6 million
- State with highest GDP per capita
- Tourism
- Mining
- Manufacturing
- Food & Beverage



Opportunities

- Scale + growth => opportunities in virtually all sectors
- Western India / Mumbai is very business-savvy, internationally-oriented and well-connected and could act as a gateway to India
- Climate: renewable energy, waste, air, water
- Digital: IoT, AI, fintech
- Health: lifesciences, biotech, medtech
- Manufacturing & processing
- Agro & food
- Logistics
- Entertainment & creative industry



Action & Initiatives (RAP 2024)

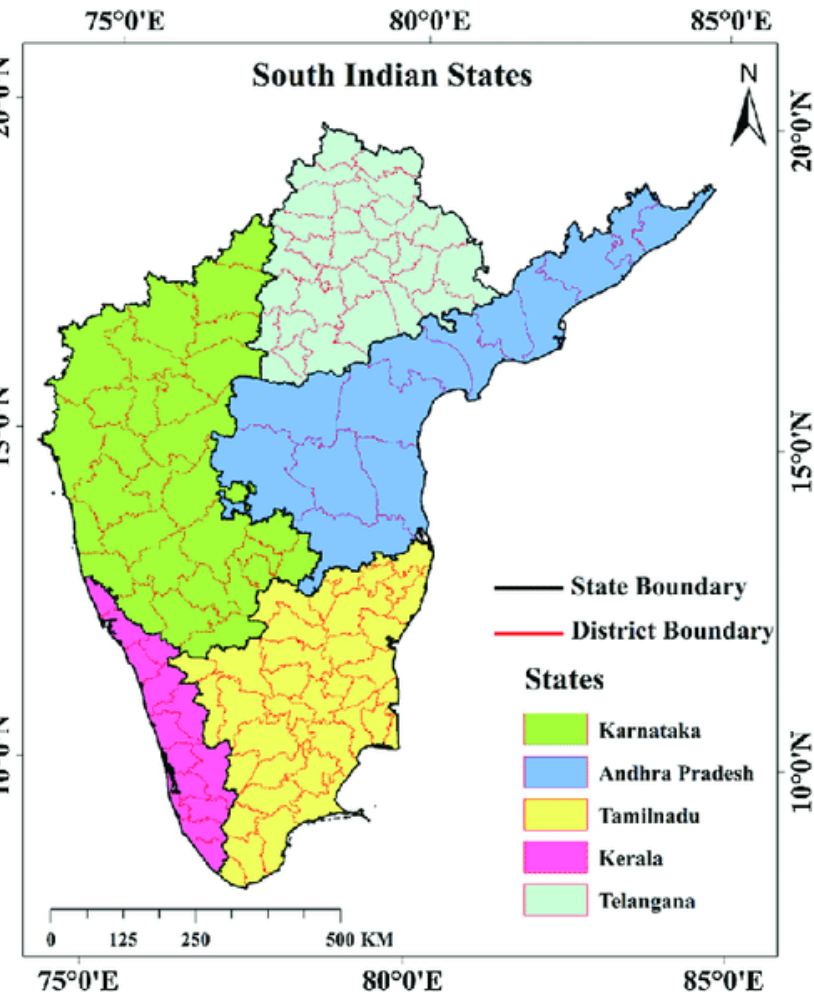
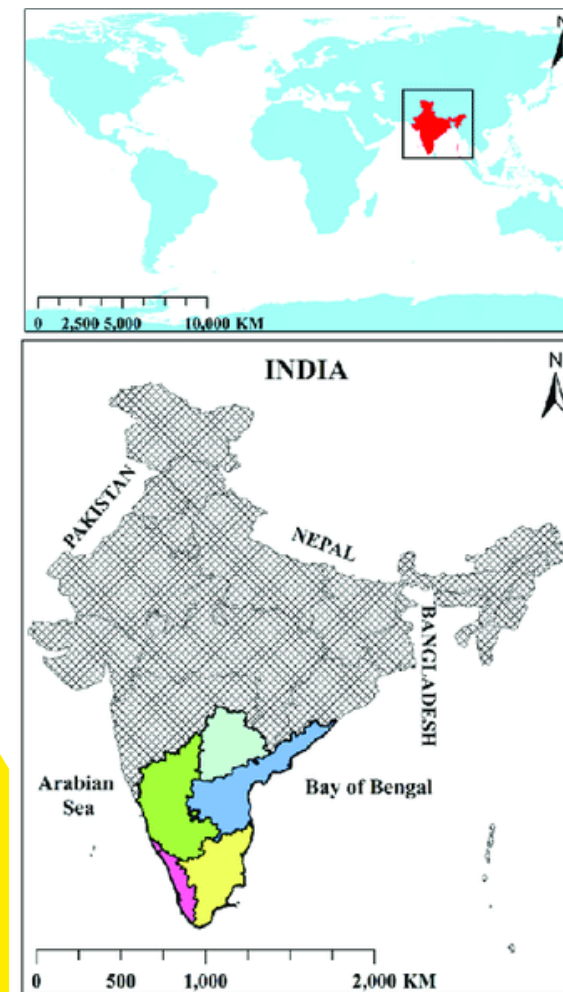
- Feb – Pune International Business Summit
- Feb – Chemical Industry Roadshow
- May – Indian Pharma Delegation to Flanders
- June – TiEcon Mumbai
- June – Indian Buyers Delegation to SIWW
- Oct – Cleantech Trade Mission
- TBD – Indian Startup Delegation to Flanders
- TBD – S2X2 India



Flanders International Business Weeks /2023

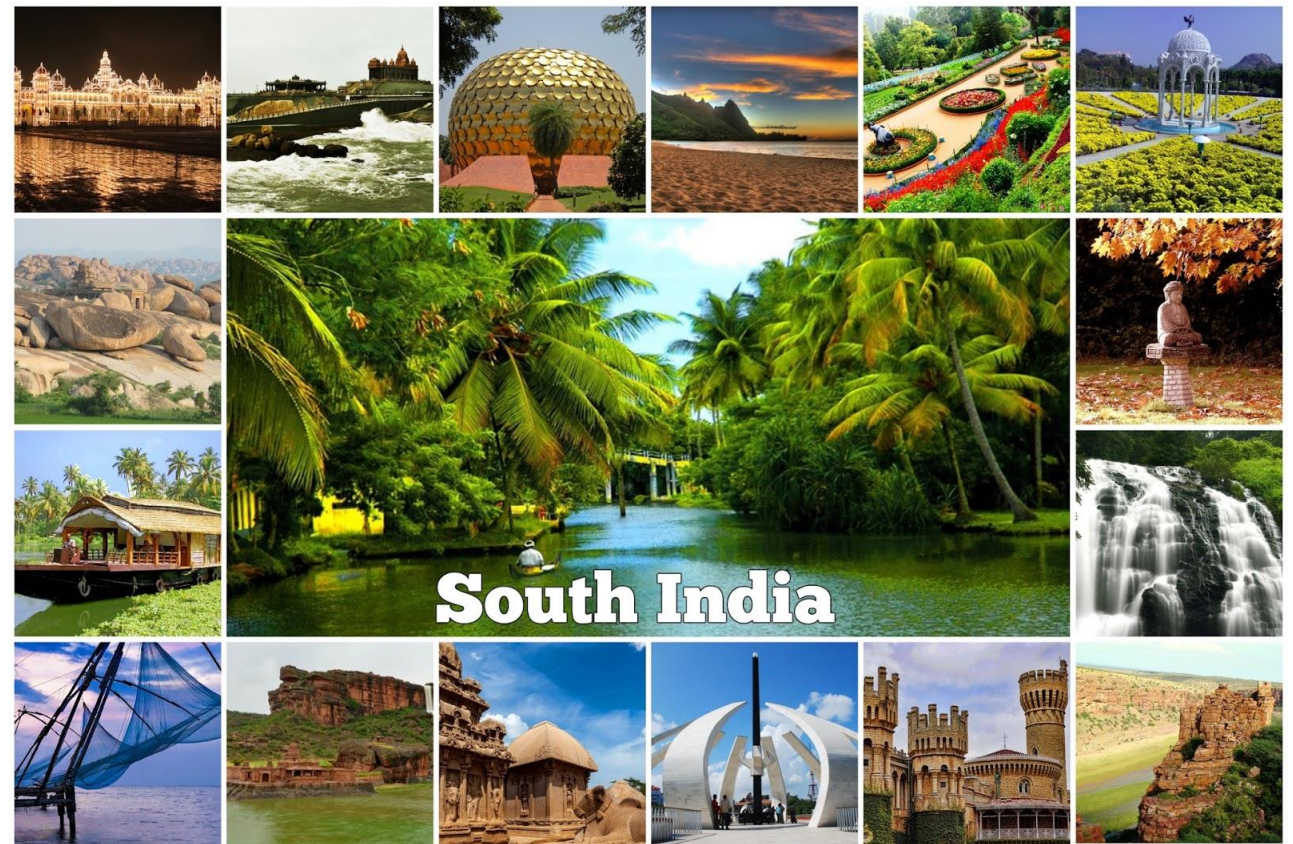


SOUTH INDIA FIT Bangalore



South India – A General Perspective:

- Bangalore, Hyderabad and Chennai – Vertices of the Golden Triangle
- Bangalore – Silicon Valley of Asia
- Chennai – Detroit of Asia
- Hyderabad – Life Sciences hub
- Rich culture



South India – A Snapshot:

- Legacy of development of extensive trade links
- Early contact with European powers – head start for the development
- Salubrious climate
- Emphasis on education and literacy – supported by long-term policies
- Economic factors
- Establishment of Special Economic Zones (SEZs) & technology parks
- Progress in infrastructure such as irrigation
 - Higher agricultural productivity
- Effective Governance - decentralization & local empowerment
- Long coastline with well-developed ports
- Robust and efficient connectivity

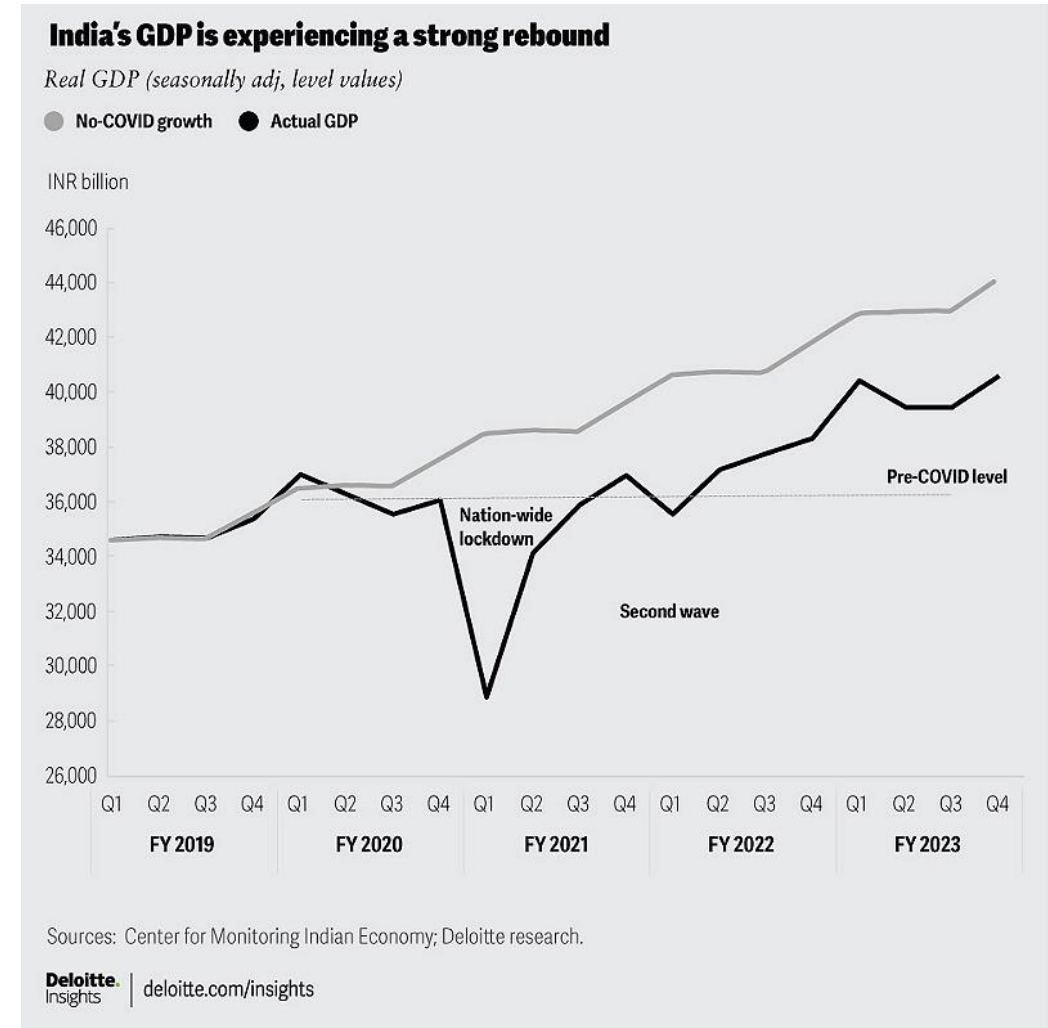
South India – Statistics:

- Population – 20% of India
- Population Density – 400/km²
 - India's population density – 481/km²
- Area – 19.31% of India's area
- Literacy rate – 81.09%
 - Literacy rate of India – 77%
- Top 10 metropolitan areas of India are in the South
- Non-arid climate with minimum mean temperature of 18° C
- Wide diversity of flora & fauna
- 50% of total fish production



South India's contribution to Indian Economy:

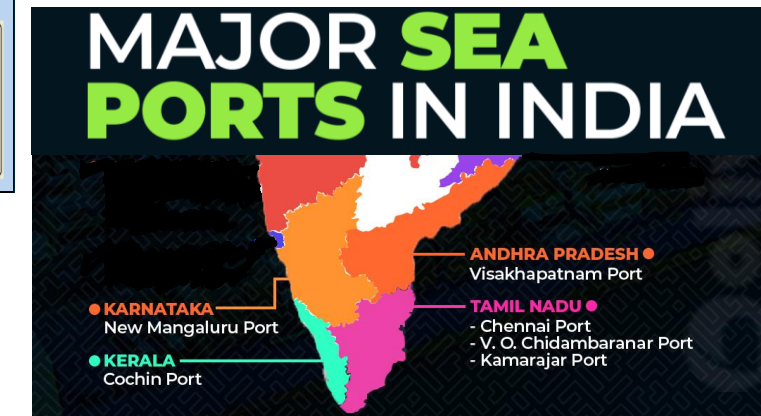
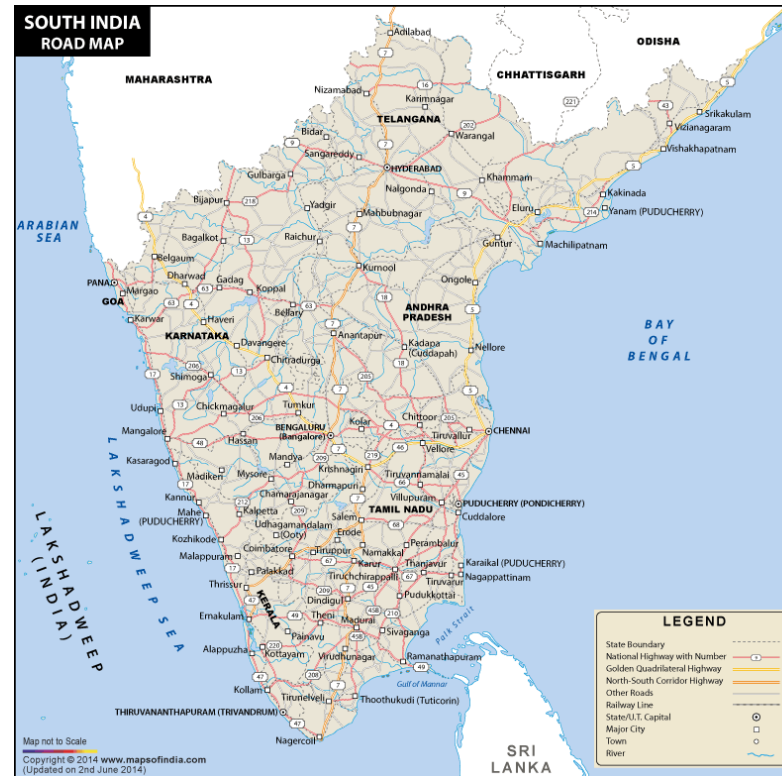
- South Indian states (Tamil Nadu, Karnataka, Telangana, Andhra Pradesh and Kerala) account to about 31% of India's GDP
- South India has attracted FDI of about \$59 Billion (Oct 2019 – Mar 2023)
 - FDI attracted by India (Oct 2019 – Mar 2023) - \$188.324 Billion
- Karnataka attracted 2nd highest FDI in the country
- Over 48% of South India's population is engaged in agriculture
- Bangalore contributes to **over 34%** of the total IT exports of the country
- Chennai accounts for about 35% of India's overall automotive components and automobile output
- Coimbatore supplies two-thirds of India's requirement of motors & pumps
 - Also the largest exporter of wet grinders and auto components
- South India is also home for about 60% of the fiber textile mills



Strengths of South India:

Economic and Industrial Infrastructure:

- Connectivity – South India is well connected to the rest of India by road, rail and by air.
 - a. Ports – Major, minor and intermediate ports
 - Major ports in South India – Out of the 28 major & big ports in India, 10 of them are in the South
 - b. Airports –
 - Domestic airports – 17
 - International airports – 11
 - c. Road & Railways
- Energy supply – both renewable & non-renewable sources of energy are used to generate power



International Connectivity to South India:

Airlines –

- All major passenger airlines operate from the international airports in the South.
- Brussels to any Indian international airport – 1 stop flights
- All the international airports have cargo terminals
- Green airports – Kochi & Bangalore



International Connectivity to South India:

Ship lines –

- India's major ports handled the highest ever cargo at 795 million tons in 2022-23
- Major ports of the South – Mangalore, Cochin, Chennai, Ennore, Tuticorin, Vishakapatnam
- Total cargo handled by the 12 major ports in India – 70.12 million tons
- Cargo handled by the south Indian ports – 36% of the total
- Major exports – iron ore, coal, oil, alumina, petroleum products, fertilizers, automobiles, automobile spare parts, coffee, tea, spices, salt
- Major imports – coal, mineral oil, industrial products, machinery, cement, raw fertilizer materials, foodgrains, iron & steel, palm oil, sunflower & cotton seeds, wool



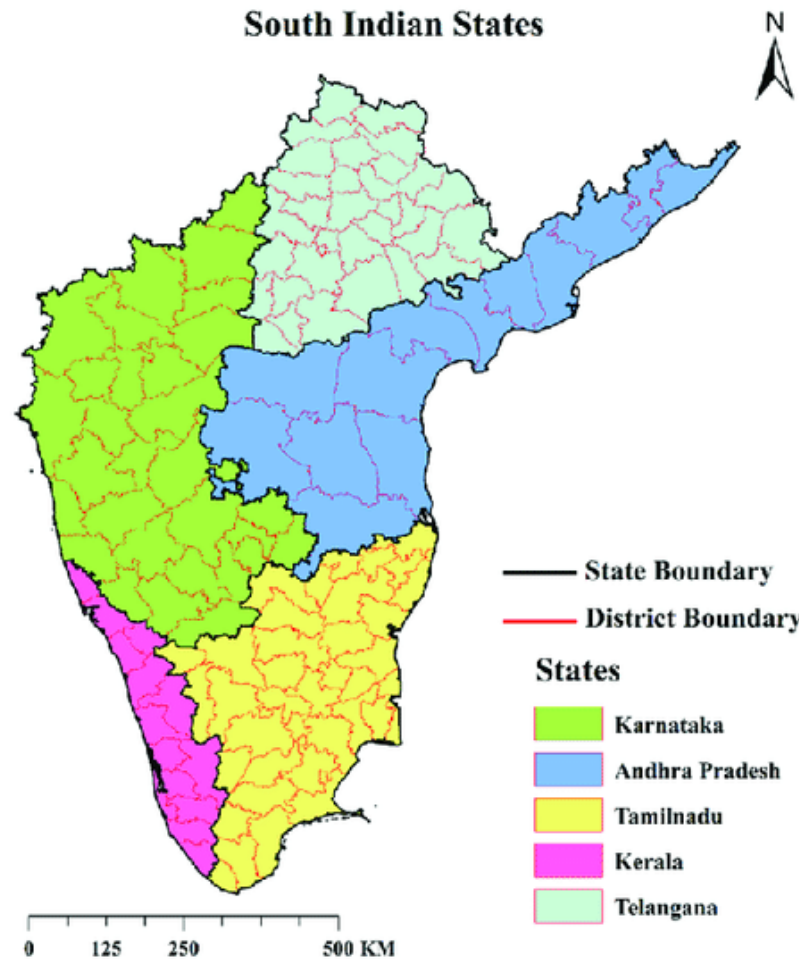
Sectors in South India:

KARNATAKA:

- Automobile, agro, aerospace, textile and garment, biotech, and heavy engineering industries.
- Sector specific Special Economic Zone (SEZs)
- Fourth-largest technology cluster in the world.

KERALA:

- Tourism, IT, tea manufacturing, fishing, retail
- Service sector - about 65% of the revenue
- Named one of the 10 paradises of the world by NatGeo for ecotourism



TAMIL NADU:

- Automobiles and auto components, engineering, pharmaceuticals, garments, textile products, leather products, chemicals, plastics, etc.
- First among the states in terms of the number of factories and industrial workers.
- Advanced manufacturing hub of India

TELANGANA:

- Hyderabad – IT & Pharma hub
- Hyderabad - second among the top 20 global cities in JLL's City Momentum Index (CMI)
- Hyderabad Pharma City – World's largest integrated pharma cluster

ANDHRA PRADESH:

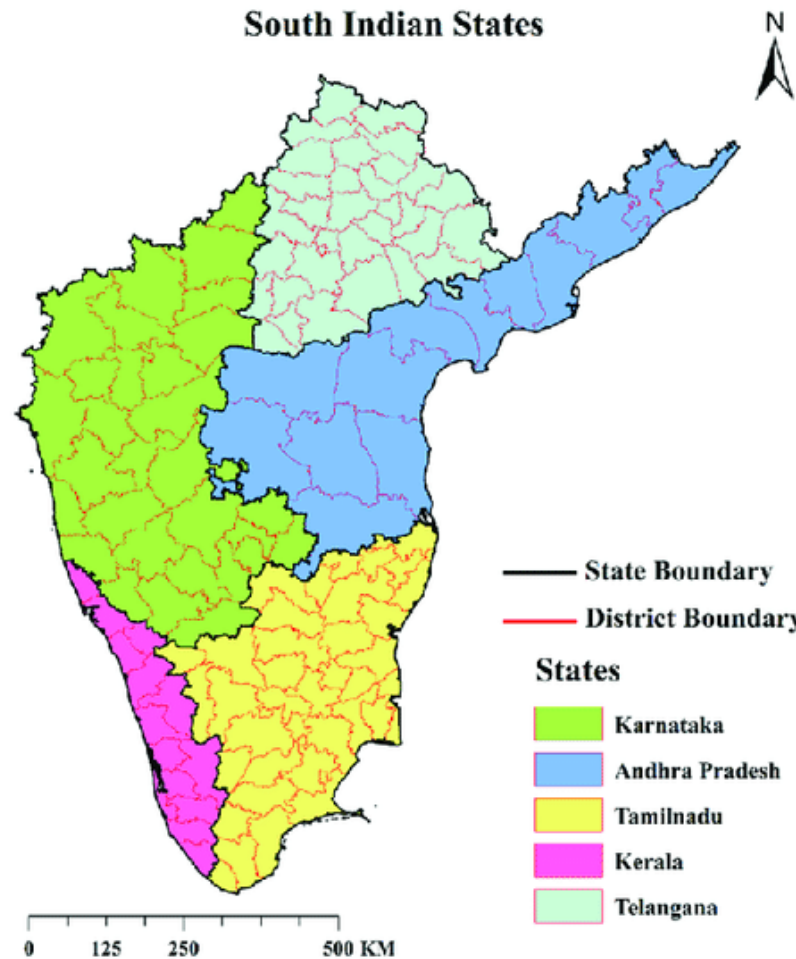
- Automobiles and Auto components, spices, mines and minerals, textiles and apparels, IT, bulk drugs and pharmaceuticals, horticulture, poultry farming
- Krishna-Godavari basin – one of the largest potent store of natural gas
- Longest coastline in south

KARNATAKA:

- Major crops - Cereals, Pulses, Oilseeds, Rice, Maize, Chillies, Coconut, Arecanut, Sugarcane, Coffee, Cardamom, Cashew
- Leading producer of Silk

KERALA:

- Major crops - coconut, tea, coffee, cardamom and cashew; contributes about 8% to the state's GDP
- Major producer of pepper and natural rubber
- Fisheries contribute to around 3% of the state's income
- 60% of the global produce of white coir fibre



TAMIL NADU:

- Largest producer of bananas, turmeric, flowers, tapioca; second largest producer of mango, natural rubber, groundnut, coconut, oil palm
- Third largest producer of coffee, tea and sugarcane.
- Emphasis on evolving new crop varieties and technologies
- Leaders in poultry, livestock and fisheries

TELANGANA:

- Major crops - Rice, Maize, Soya bean, Cotton, Chillies, Turmeric, Mango

ANDHRA PRADESH:

- Major crops - rice, mangoes, millets, pulses, oilseeds, sugarcane, pepper, cotton and tobacco
- Livestock, poultry farming and fisheries – 10% of total fish and 70% of shrimp production of India

Indian Talent Pool:

- The global corporate arena is swiftly turning to the Indian talent pool
 - Several push-pull factors like the problem-solving ability, digital literacy, relentless hard work and the ability to adapt to new technology
- The reasons why Indians are preferred in various sectors are:
 - Well-developed educational system
 - Prominent Academic Institutions: India Institute of Science (IISc), Bengaluru, Indian Institute of Technology (IIT) Chennai, IIT Dharwad, IIT Hyderabad, NITs and Indian Institute of Management (IIM) Bangalore
 - High technical abilities
 - Cultural exposure

TEEMING WITH TALENT

Location	Share of digital talent (%)
Bengaluru	24-25
Mumbai	14-15
Delhi	13-14
Hyderabad	12-13
Pune	10-11
Chennai	9-10

Source: Nasscom report

International / Foreign MNCs in South India:

DAIMLER



KIA MOTORS



APPLE INC.



RENAULT



NOVARTIS



TOYOTA



Indian MNCs in the South:

Infosys®



CYIENT



ASHOK LEYLAND



Mindtree

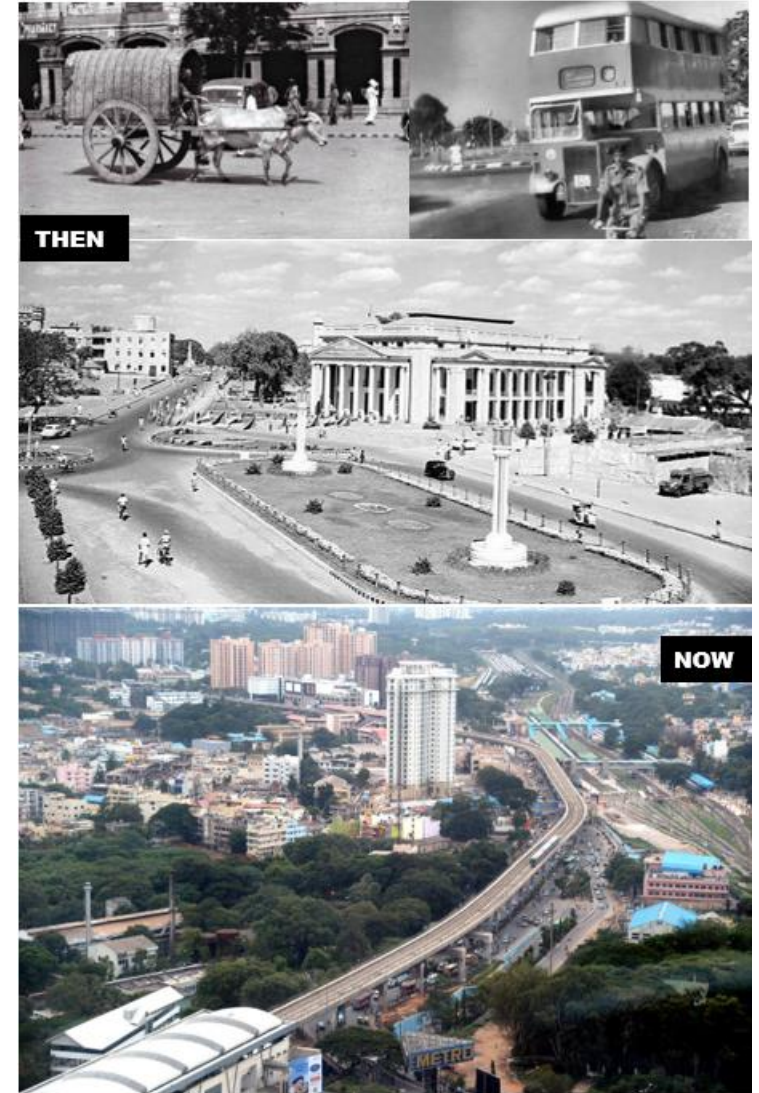
Innovation Ecosystem:

- Fastest growing innovation ecosystem in the world
- South India is home to 3 of India's 7 largest urban centers and
 - Accounts for more than half of the total jobs created in the formal sector.
- Bangalore, Chennai and Hyderabad - more than 60% of the workforce employed by the sector.
- Global Innovation Index – India ranks 40th among the 132 countries.
 - 40% of global real-time digital transactions happened in India
- India Innovation Index –
 - All 5 states of the south, are in the top 10 ranks.
 - Karnataka remains at the top since 2019 mainly because of high FDI attraction.
 - Karnataka also topped the Manufacturing Innovation Index in 2023
 - Major innovations underway in the sectors of life sciences, education, agriculture and environment



South Indian Market Dynamics:

- Co-existence of the organised and unorganised sector
- Decision making
- Diversity
- Contradictions
- Understanding the market and its structure
- Everchanging ecosystem
- Cultural aspects
- Positioning in the market



Flemish engagement with South India over the years:

- FIT Bangalore in existence since January, 1999
- Major sectoral initiatives – space, aerospace, defense, logistics, capital equipment, life sciences among others
- Engagement with Ports
- Presence of IMEC
- Engagement with innovation and creativity ecosystem - Flanders DC
- VIB & Flanders.bio @ BioAsia 2023 as part of Flanders Telangana Life Sciences Cooperation initiative
- Services companies to leverage talent (E.g. Colryut, Corsendonk, Xsysys, ABInBev)

Select Flemish presence in South India over the years:



Select South Indian presence in Flanders:



I M G E A R S

Actions & Initiatives (RAP 2024):

- South Indian Buyers to Singapore Airshow 2024 (19 – 23 February)
- IESS 2024 (15 – 17 February) - South India
- BioAsia 2024 (19 – 21 February) - South India / Hyderabad
- South India Investors - Life Science & Smart Logistics - Road Show in Q4 of 2024
- Start 2 Export 2 India Mission – Q4 of 2024



- **Discussions**
- **Questions**

Jayant Nadiger

Trade & Investment Commissioner

Email: jayant.nadiger@fitagency.com

Babette Desfossez

Trade & Investment Commissioner

Email: babette.desfossez@fitagency.com

Wouter Vanhees

Trade & Investment Commissioner

Email: wouter.vanhees@fitagency.com



**FLANDERS
INVESTMENT
& TRADE**

Flanders Investment & Trade – Bangalore

C/O ITC Gardenia, #1,

Residency Road,

Bangalore – 560025

Email: jayant.nadiger@fitagency.com

Tel: +91 80 4333 3902 / 3903

Thank You