

Focus sectors

This publication focuses on the following promising sectors with regard to bilateral trade between India and the Netherlands, and with a view to investments:

Infrastructure/logistics

The infrastructure/logistics sector, both in India and in the Netherlands, is witnessing impressive growth across various segments. Business opportunities lie in the subsectors maritime transport and logistics, port development and management, water works, ship-building, railways, airport construction and equipment, road innovation, and consultancy.

IT

IT has been a key driver of India's economic growth and it is an important aspect of India's infrastructure, whereas the Netherlands can truly be regarded as the internet gateway to Europe. In ICT hardware there are opportunities for export and import of computer parts, systems, etc. In the area of software there are good opportunities for the off shoring of services and processes, either under the companies' own management or through outsourcing to third parties, and for importing services (by software developers) and software products (incl. gaming).

Automotive

Both the Indian and the Dutch automotive sector are multifaceted. Business opportunities lie in the field of engineering, testing and technology (a.o. vehicle electronics, alternative fuels and navigation technologies), research and development and in the supply of systems and components for OEMs and first tier suppliers.

Water(management)

Business opportunities lie especially in the fields of hydraulic engineering (a.o. dredging), integrated water resource management, potable water and industrial water supply, waste water, and institutional development and capacity building.

Agro-industry (food & nutrition)

Agro-industry has always been an important pillar of both Indian and Dutch economy. It is a principal contributor to India's economic output, whereas the Netherlands is one of the three largest exporters of food and flowers in the world. There are cooperation and business opportunities in areas like seed production, development, distribution and production of organic, biological products. Moreover, (investment) opportunities will emerge in refrigerated storage and industrial food processing, as well as logistics and distribution. In the area of food safety, there are opportunities for technological cooperation, technical assistance and R&D.

Life Sciences and Health

Both India and the Netherlands have a vibrant, well developed life sciences and health industry, that is home to many young and innovative companies and a number of major players. Besides in research and development, co-operation and business opportunities lie in the areas of red (a.o. pharmaceuticals), white (a.o. chemicals) and green biotechnology (a.o. transgenic crops and seed breeding). Moreover, the subsectors medical equipment, services and insurance systems offer chances for both business communities. Investment opportunities can be found in particular in the pharmaceutical sector, nursing care and R&D.

Design

There are a wide variety of possibilities for cooperation between the Indian and Dutch design sector, especially in the fields of visual communication (a.o. brand design and graphic communication), spatial design (a.o. interior and retail design), product design (a.o. industrial design) and interaction design (a.o. new media, websites and motion graphics). Opportunities also arise in the field of design research and project and design management.

(food&nutrition), logistics/infrastructure, water(management), life sciences&health, automotive and creative industry (design).

To provide good matchmaking and to meet the specific interests of the participating entrepreneurs from India, it is important for the visiting Indian companies to fill in a special form, which can be found on the website of FICCI (www.ficci.com). Afterwards, the EVD will start identifying Dutch businesses matching the Indian profiles.

Matchmaking

Matchmaking is meant for Indian companies striving for joint activities with a suitable business partner from the Netherlands, and vice versa. During the Netherlands India Business Meet, dedicated matchmaking sessions will be organised by the Agency for International Business and Cooperation (EVD) of the Ministry of Economic Affairs, on Thursday 20 November in the afternoon. Depending on the composition of the visiting business delegation from India, the focus of the matchmaking will be on the following sectors: IT, agro-industry

Amsterdam India Festival Blended Cultures

The Amsterdam India Festival Blended Cultures (12-30 November) demonstrates a spectacular and broad cultural palette of music, dance, film, theatre, visual art, architecture, fashion and multimedia. The comprehensive programme, presented by the Concertgebouw and many other Amsterdam art organisations, aims to show the wealth and diversity of India in all its glory. It aims to bring the country closer to the Netherlands, and to allow its vibrant culture to make an indelible impression on the Dutch memories and senses. The Amsterdam India Festival promises to be a unique and spectacular celebration for all, realising a new interaction in the fields of art, culture, society and trade.

For more information on the festival and the programme, please visit www.indiafestival.nl



Bilateral economic relations between India and the Netherlands

The development of India, being one of the fastest-growing economies in the world, and the opportunities this has to offer, has not gone unnoticed in the Netherlands. The Dutch Trade Board, a high level co-operation between the government and the corporate sector in the field of international business, has chosen India as one of its top three focus countries. Already, the Netherlands is one of India's largest foreign investors. In 2007 Dutch exports to India increased with 44% (to EUR 1.6 billion).

Indian businesses on the other hand, are using the Netherlands as a gateway to the European Union, the world's biggest advanced market with 27 countries, 500 million consumers and €14 trillion in accumulated GDP. These businesses include IT companies like TCS, Infosys and Wipro, as well as companies like Mittal Steel, Minda Huf, and Suzlon Windenergy. Also, more and more Indian SMEs find their way to the Netherlands as the best possible access to the European market.



	Imports (India to NL)	Exports (NL to India)
2004	1044,4	777,1
2005	1377,8	888,2
2006	1659,1	1097,8
2007	1777,4	1584,2

Source: Statistics Netherlands (CBS)

Trade Netherlands – India (x EUR 1.000.000)

"Working with Indian companies is absolutely fantastic. Their commitment, drive, and positive attitude are amazing. I believe we can learn a lot from their mindset towards working. We now have seven customers in India and I truly believe that this is just the start."

Name: Marcel Langoor – Director
Company: PROXY Laboratories B.V.

"India offers a lot of opportunities in different sectors for Dutch companies, MMP BV is now successfully part of the economic giant India, and is today an innovative, operational excellence company with our Indian Staff in Bangalore. So I challenge other Dutch companies to do the same; who is next?"

Name: Andre Varma – Director
Company: MMP B.V.

"Dutch core state of the art technology and input from Indian partners controls and safeguards 40% of all Air Traffic of India. This is made possible due to mutual respect and trust enabling sharing of know how. We will continue on this successful path and encourages others to do the same."

Name: Jack van Gelderen – Manager
Business Development Company:
Holland Institute for Traffic Technology (HITT)

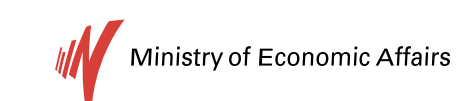
CONTACT

Netherlands India Chamber of Commerce & Trade (NICCT)

148 Juliana van Stolberglaan
2595 CL The Hague
P.O. Box 10, 2501 CA The Hague
Tel: +31 (0)70 344 15 92
Fax: +31 (0)70 385 35 31
E-mail: sampath@nicct.nl (Vidhya Sampath)
URL: www.nicct.nl

Federation of Indian Chambers of Commerce & Industry (FICCI)

Federation House, Tansen Marg
New Delhi -110001
Tel.: +91-11 23738760-70
Fax: +91-11-23721504, 23320714
E-mail: sushma.nair@ficci.com (Sushma Nair)
URL: www.ficci.com



Messages



I take great delight in welcoming representatives of the Indian business community to the Netherlands on the occasion of the Netherlands India Business Meet 2008 (20-21 November 2008).

High-quality Indian entrepreneurship and veritable Dutch business spirit: I am sure these will prove to be a most perfect blend! I would therefore like to encourage both Indian and Dutch businesses to intensify bilateral economic co-operation. As a gateway to Europe, the Netherlands provides excellent trading infrastructure. Vice versa, India is already manifesting itself as a haven of opportunities for Dutch business investors.

Past economic missions to India have proved successful. During the 2007 State Visit of Her Majesty Queen Beatrix, I myself had the privilege of getting to know India better, together with a top level business delegation. In November the largest economic mission from the Netherlands ever, headed by the Minister for Foreign Trade, visited India.

I am happy to see these Dutch missions being reciprocated. This year we have had the privilege of welcoming Minister Kapil Sibal and Minister Subodh Kant Sahai. We now look forward to receiving the business delegation headed by Minister Kamal Nath during the Netherlands India Business Meet 2008.

I feel confident that during the upcoming visit the business communities will use the opportunities to further broaden our bilateral trade-, investment- and cultural relationship, and strengthen the friendship and good relations between our two countries!

Maria van der Hoeven

Minister of Economic Affairs
Government of the Kingdom of the Netherlands



With four centuries of bilateral trade and investment relations behind us and a strong position in the global economic matrix, India and the Netherlands are ready to shape a stronger partnership in the new millennium.

The past two years have witnessed great bonhomie in Indo-Dutch relations with noteworthy visits by key ministers on either side, culminating with the State visit by the Queen last October.

Our bilateral relations are being redefined. Bi-lateral trade has shown a 100% growth between 2000 and 2006. The second largest Indian diaspora is in the Netherlands. Several Dutch MNCs are household words in India. The Dutch Prime Minister, Dr Jan Peter Balkenende has declared India as a focus country for the Netherlands. Forward movement is noticeable with a greater Indian interest in investments in the Netherlands and Dutch SMEs turning their attention to India.

It is against this backdrop that we prepare for the largest ever India-focused event in the Netherlands: 'The India Festival'. I invite Indian industry to participate in this ambitious initiative encompassing the Netherlands-India Business Meet and the Indo-Dutch CEOs Round Table as business components.

Kamal Nath

Minister of Commerce & Industry
Government of India

The Netherlands India Business Meet 2008

“New models for Netherlands-India collaboration”

India and the Netherlands have a special and cordial relationship, going back more than four centuries. To this date there is great potential for further trade and investments, and both partners are strongly committed to intensify existing bilateral economic cooperation.

In keeping with this strategy, a high-level Netherlands-India Business Meet (NIBM) will be organized on the 20th and 21st of November 2008. This is a joint initiative between the Netherlands India Chamber of Commerce and Trade (NICCT), the Ministry of Economic Affairs and the Confederation of Netherlands Industry and Employers (VNO-NCW) on the Dutch side and Federation of Indian Chambers of Commerce and Industry (FICCI) as the Indian coordinator. The Ministry of Commerce (DIPP) - Government of India, KPMG, ING and Corus are active partners in the organization of the meet.

The NIBM will explore new models for Netherlands-India collaboration, examining how the innovative strength of both countries can be sustained through mutually beneficial collaboration in diverse areas. The meet will address issues faced by entrepreneurs from both sides and it will focus on several themes, including 'Netherlands-India: Doing Business Together' and 'The Netherlands: Gateway to Europe'.

IT, agro-industry (food & nutrition), logistics/infrastructure, water(management), life sciences and health, automotive and the creative industry (design), have been identified as focus sectors for collaboration, and will be central during the business meet, amongst others at the business matchmaking.

Partners



Sponsors



The NIBM 2008 shall have the following elements:

Visit of a business delegation from India(20-21 November)
The Indian business delegation mobilized by FICCI accompanying the Indian Commerce and Industry Minister, Mr. Kamal Nath, will participate in:

Business Conference (20 November)
A business conference will be hosted by the Netherlands India Chamber of Commerce and Trade (NICCT). The conference will consist of an inaugural session and a subsequent plenary session, which will feature representatives of leading Dutch companies and visiting Indian business leaders.

Business Matchmaking Sessions with Dutch companies (20 November)
The matchmaking will take place on the 20th in conjunction with the business conference, and will continue on the 21st. On the 21st, the incoming delegation will visit clusters relevant to the selected focus industry sectors across a number of cities in the Netherlands.

CEOs Round Table (20 November)
A Round Table Meeting (on invitation) will be organized with CEOs of leading Dutch companies and visiting CEOs of Indian companies.
See also: www.netherlandsindiabusinessmeet.nl

Ganga BV, has helped its subsidiary ONGC Nile supportive business environment which the country provides a favourable and million in The Netherlands, believes that overseas with investment of \$1315 production of hydrocarbon business Company engaged in exploration and "ONGC Videsh Ltd., the Indian Oil to expand presently to 5 assets."
Name: Mr A.R. Baron Mackay – Director Company: ONGBV

"To be closer to its international buyers, Safal-Mother Dairy the largest player in India in the field of organized Fruit and Vegetable and Dairy -liquid milk business, has set up a Marketing Office in Rotterdam headed by GM with the purpose of servicing the international buyers. Also Indian farmers are getting access to the international market thru Safal route. May visit www.mothersdairy.com and www.safalindia.com"
Name: Arvind Kumar Kulshrestha – General Manager Company: Safal-Mother Dairy

"Indians will feel very much at home in the Netherlands, and being physically in continental Europe and having excellent logistics in Amsterdam airport and the port of Rotterdam, the Netherlands provides the Indian business community a most natural partner to base themselves and go forth to roll out their strategy."
Name: Gopal Ramanathan – Global Head Transaction Services Company: KPMG

"Dutch companies are open and from the beginning they welcomed our innovative services. It is strategically important for TCS to be based in The Netherlands. Not only are most of the big European banks and companies here, but it's a good operating basis for us for the continental European market. The Netherlands is highly cosmopolitan, with an excellent logistical network. It is an internationally oriented environment, and one can rely on a great knowledge and business relation network."

Name: Girish Ramachandran - Director Europe Company: Tata Consultancy Services - Amsterdam



Programme NIBM 20 November 2008

09.00 - 11.00	Opening session (with inaugural addresses by Mr Kamal Nath, Minister of Commerce and Industry, Govt of India and Mr F. Heemskerck, Minister for Foreign Trade, Govt. of the Kingdom of the Netherlands)
11.50 - 12.30	Plenary session 1: Netherlands-India: Doing Business Together
11.00 - 11.50	Plenary session 2: The Netherlands - Gateway to Europe
12.30 - 12.45	Panel discussion
12.45 - 13.45	Lunch Break and visit to information market
14.00 - 16.30	Business to business matchmaking and/or Generic sessions

Programme NIBM 21 November 2008

On Friday 21 November, the business delegation from India will visit clusters relevant to the selected focus industry sectors (IT, agro-industry, logistics/infrastructure, water management, life sciences and health, automotive and the creative sector) across a number of cities in the Netherlands. Besides company visits and network events, visits to the port of Rotterdam, Erasmus Medical Centre, High Tech Campus, Brainport Eindhoven, Automotive Campus, Food Valley, will be included in the programme, depending also on the composition and size of the Indian delegation.

