

**Make in India Business Support Programme for
German Mittelstand and Family Owned
Enterprises**



MAKE IN INDIA MITTELSTAND!

- Workshop/Seminar-

**“Indian Food and Beverage Market
Assessment and Opportunities for German
Mittelstand”**

in cooperation with

BVE – Bundesvereinigung der Deutschen
Ernährungsindustrie
OAV – German Asia-Pacific Business Association

**14th November, 2016 from 14:30 to 17:30 hrs
at
Embassy of India, Tiergartenstrasse 17, 10785
Berlin**

Timing	Topics
14:30-14:35 hrs	▪ Introductory Remarks
14:35-14:40 hrs	▪ Welcome Address from Guest of Honor
14:40-14:50 hrs	▪ Introduction and Status-quo to MIIM Program
	Indian Food & Beverage (F&B) Sector Positioning –Status-quo
14:50-15:30 hrs	<ul style="list-style-type: none"> ▪ Key macroeconomic indicators <ul style="list-style-type: none"> ▶ F&B sector's economic positioning ▪ Indian F&B market development 2010-15 <ul style="list-style-type: none"> ▶ Market development 2010-15 (by market definition: Dairy, Fruits and vegetables, Grains and cereals, Fisheries, Meat and poultry, alcoholic and non-alcoholic beverages) ▶ FDI policy and status-quo ▶ Top Indian and foreign players ▶ Trade development and partner countries ▶ Recent M&A deals ▪ Regulatory framework and Government initiatives: Central/ State level policy and infrastructure ▪ Value Chain concept <ul style="list-style-type: none"> ▶ Availability of raw materials ▶ Logistics (especially for perishable items) ▶ Manufacturing hubs and production technologies ▶ Distribution channels
15:30-15:40 hrs	▪ CASE STUDY: Indian/ European company from FOOD PROCESSING Sector
15:40-15:50 hrs	Break

	Futuristic Outlook
15:50-16:30 hrs	<ul style="list-style-type: none"> ▪ Food & Beverage market development – 2020(estimated) ▪ Growth Drivers <ul style="list-style-type: none"> ▶ Demographics: Rising disposable incomes/ spending power of consumers; consumption trends ▶ Center and State policies ▶ Infrastructure and Export promotion ▪ Trends <ul style="list-style-type: none"> ▶ Evolving products and price strategy ▪ Challenges <ul style="list-style-type: none"> ▶ Traditional consumption patterns ▶ Supply chain and logistics ▶ Technology gap
16:30-16:45 hrs	<ul style="list-style-type: none"> ▪ CASE STUDY: Indian/ European company from BEVERAGES sector
	Opportunities for European/German companies and key success factors
16:45-17:10 hrs	<ul style="list-style-type: none"> ▪ Current positioning of European companies ▪ NEW ENTRANTS: Brief overview of India plans ▪ Key success factors for developing sustainable business for BVE members ▪ Opportunities across value chain (equipment/ product/ distribution/ services)
17:10-17:25 hrs	<ul style="list-style-type: none"> ▪ Q&A Session
17:25-17:30 hrs	<ul style="list-style-type: none"> ▪ Closing remarks
17:30 hrs	NETWORKING Reception

[Registrations for the event can be made by sending an email to

commercial@indianembassy.de]

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