



## European Business Group India

Promote, propagate and safeguard European business interests in India



# EBG's Newsletter

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EBG-BBG Dateline Delhi  
Wednesday, 13 May, 2015, New Delhi



Founders' Day Lecture hosted by IGCC  
Monday, 25 May, 2015, Mumbai



Annual EBO WVN Meeting  
15-17 June, 2015, Brussels



Oncam - EBG - BBG Cocktail Reception  
Thursday, 25 June, 2015, Mumbai



MAT meeting with Justice AP Shah Committee  
Wednesday, 1 July, 2015



GNNS.asia EU India Industry Seminar  
Tuesday 7th July, 2015, Kolkata



Farewell to the EU Ambassador  
Thursday, 23 July, 2015, New Delhi



Mr. Raman Sidhu, FCA  
Chairman, EBG India

Dear EBG members,

I am pleased to bring to you the third edition of this year's EBG Newsletter.

Our focus for this year will be to strengthen the membership across all chapters, build the Chennai Chapter and also launch the SME forum in Delhi. EBG also plans to update in due course its Directory of European Companies in India.

In the run up to the publication of this year's Position Paper, EBG has enabled the European companies to come together, sector by sector, and present their concerns and solutions. The Position Paper will thus set an agenda for advocacy by EBG and the basis of a dialogue with policy makers and concerned Government agencies. Going ahead, the Sector Committee members, on behalf of EBG members, will continue to meet and interact with relevant Ministers and senior Bureaucrats in Government of India to present their sector concerns as investors and to provide the recommendations and possible solutions to challenges faced by them. There is plan to organise a road show in Mumbai to present the 2015 edition of the EBG Position Paper before end September, 2015.

EBG for the first time has received an invitation from the Ministry of Finance to hear the views of EBG members on the issue of MAT on FIs for the period prior to 1 April, 2015.

We have had important meetings & events in the last few months which are presented in the Chapter updates.

You can look forward to more interactive sessions and some high profile events in the coming months with key EBG Stakeholders.

Best wishes to our members who are planning or will be on holiday during this traditional European holiday period & wish a happy monsoon season to the ones who continue to hold fort here in India.

### What's new?

#### New EBG website:

EBG will launch its dynamic website shortly with a new look. It will be an interactive and responsive website.

#### New Members in 2015:

##### Delhi

1. Blue Town
2. DIEHL Defence Holding GmbH Liaison Office India
3. Atlas Elektronik India Private Limited
4. Seconded European Standardization Expert in India (SESEI)
5. Stanton Chase International Pvt. Ltd.

6. Hill & Associates (India) Private Limited

7. International Tractors Limited

##### Mumbai

8. Lafarge India Pvt. Ltd.

9. Rhodia Polymers & Specialty India Pvt Ltd (Solvay Group)

10. Capita India Pvt. Ltd

11. Jean Claude Biguine, Paris, Salon & Spa

12. Messe Düsseldorf India Pvt. Ltd

13. Total Oil India Private Limited

##### Chennai

14. Dürr India Private Limited

15. Saint-Gobain India Private Limited

16. FLSmidth Private Limited

17. HOCHTIEF (India) Private Limited

Pharmaceutical sector committee started in Mumbai. This sector committee will be chaired by Mr Ranjit Shahani, Vice Chairman and Managing Director, Novartis India.

### Join / Renew

#### EBG Membership for the FY 2015-16

Enrol as a European Business Group Member / Renew your Membership

An exclusive invitation to European Companies doing business in India to connect with key stake holders.

Become a member of EBG by paying a nominal Annual fee.

Call Kapil Dhalla at  
+91 9811849859 to learn more.



#### Elections in EBG:

EBG will go for elections before the end of this year. There will be a newly elected National and Regional Councils before this year end.



**H.E. Dr João Cravinho**  
Ambassador, Delegation of the  
European Union to India

With my diplomatic mission coming to an end here, I find that I am leaving a country that has grown greatly in self-confidence. The new government has revitalized and committed itself to a dynamic path for the next few years, though the challenges remain great. This conjuncture represents a very opportune moment for India and the EU to revive co-operation in political and security matters, but also trade, climate change and science and technology. I leave at a moment where much is happening: as EU, we are closely following the government's ambitious flagship programmes, namely Make in India, Smart Cities, Digital India and Clean Ganga. These are areas in which EU companies have much to offer and public authorities across Europe have tremendous experience. And of course the conclusion of the long awaited bilateral trade and investment agreement remains on the horizon, ready to provide an enormous boost that can be of great benefit for both parties. We are currently already supporting several programmes to facilitate business, such as the Capacity Building Initiative for Trade Development (CITD) and the European Business and Technology Centre (EBTC). As for Smart Cities, the EU already has an ongoing cooperation with Mumbai for sustainable urbanisation and is looking for more activities. Expectations are high for the 2015 EU-India summit which will be an opportunity to launch new initiatives and breathe new life into the EU-India Strategic Partnership.

I have particularly enjoyed the interaction with EBG Federation, which has become an authoritative voice for the interests of EU companies in India. I am glad that I could witness its transition into a new organisation, and I am confident that my successor will see a further strengthening of its governance and representativeness. Indeed, the elections planned for later this year will mark a new era for EBG and I am confident that its voice will grow to become commensurate with the real contribution that is made on a daily basis to the economic life of India. I wish all the best to EBG Federation and its members.

On a personal level, I leave India with a deep sense of gratitude for what this country has given to me and to my family. We will be leaving India, but India will not be leaving us. India travels with us and will always remain with us, as memories, but also as a living experience because India has become a part of the way that we look at the world. Dhanyavad!

## Farewell hosted for the EU Ambassador, Thursday, 23 July, 2015, New Delhi

EBG hosted a farewell lunch for the Ambassador of European Union to India, HE Dr. Joao Cravinho on Thursday, 23rd July, 2015 in New Delhi. Mr Raman Sidhu, Chairman, EBG Federation, India thanked Ambassador Cravinho for his support to EBG. Ambassador Cravinho remarked that EBG has an active role to play for the European Business Community in India and wished the Group all success. Ambassador Cravinho was presented with a memento by Mr Rajiv Dhawan, Chairman, EBG Federation, Delhi Chapter.



## The Agenda for Advocacy: EBG has a role to play

The Government of India, under the leadership of its Prime Minister Narendra Modi has placed a high priority on reforming the current business environment in India. Such reform measures, as and when taken, significantly influence levels of private sector investment and FDI flows into the country, leading to long term economic growth and poverty alleviation in the country. Businesses can contribute significantly to building a sustainable pipeline of such reforms and refinements by identifying the real business roadblocks and developing potential solutions.

In the run up to the publication of this year's Position Paper, EBG has enabled the European companies to come together, sector by sector, and present their concerns and solutions. The Position Paper will thus set an agenda for advocacy by EBG and the basis of a dialogue with policy makers and concerned Government agencies. By acting as the voice of its members and promoting those policy reforms that do not serve individual interests, but rather the whole European business community in India, EBG can play an essential role in supporting a sustainable reform momentum in the country.

Considering its importance, business advocacy will be an important part of EBG's work. Going forward, EBG will coordinate and facilitate more contacts with member companies to understand systemic regulatory constraints. We firmly believe that if EBG can explain pragmatically why a certain regulation is problematic and also suggest a credible solution supported by strong reasoning, examples of best international practices etc., there are few reasons for such suggestions not being accepted.

There are many challenges in building a successful advocacy campaign. EBG will not only have to build an atmosphere of trust with various Government agencies, but also motivate our membership to proactively engage in this effort. It is important that the views of all are represented and we need to remain observant that policy advocacy agendas are not hijacked by vested interests of few.

In conclusion, the main objective of our advocacy efforts will be to create improved levels of trust, partnership and cooperation between the Government and the European business community in India. EBG aims to be a credible partner in India's progress by taking part in a constructive dialogue with the Government on reform solutions. It is to fulfill these objectives that our members and knowledge partners have invested their time and knowledge by participating actively in various sector committees for the completion of the 2015 edition of the EBG Position Paper.



The image shows the cover of the EBG Position Paper 2015. At the top is the EBG logo, which consists of the letters 'EBG' inside a circle of stars. Below the logo, the title 'Position Paper 2015' is written in a large, blue, serif font. Underneath the title, there is a smaller logo that says 'Partners in Progress' with the European Union flag and the Indian national flag. At the bottom of the cover, there is a row of various national flags. Below the flags, there is a text box that reads: 'For your copy of the Position Paper, please contact the EBG Secretariat at +91 9811418874'.

## Adding fillip to the EBG Sector Committees

As you would have all experienced by now, India is a fascinating country to do business in, with contradictions galore. On one side is a burgeoning population of 125 million and an economy of USD 2 trillion slated to grow at an average of 8% for the coming 2-3 or more decades. On the other, it translates to a present GDP of only USD 1262/person with only 2% of its people qualifying as middle income as per global income standards of USD 16/day.

One thing though which is without doubt is that India is the country to be in. With the Indian Government's clear thrust on manufacturing and providing a platform and a market to Global players and encouraging them to "Make in India", I think this is a once in a lifetime opportunity for European Players to become a significant part of India's growth story.

However, the pace is fast and furious and only the most agile and versatile from anywhere in the world will survive.

In this exciting phase, there is an increasing need for consistent dialogue & engagement of European Businesses with the relevant stake holders in the Indian Government/EU to learn and understand from them, their objectives and thoughts which help to create complete alignment & synergies of thoughts. The framework is already in place, with EBG Sector Committees leading the effort and being regarded both by Indian Government as well as EU as nodal bodies in matters of European and Global trade. The EBG Position Papers are already considered a Signature Document to be consulted for Policy Formulation at all levels.

To give a fillip to this, we at EBG aim to further sharpen & strengthen our sectoral focus. We intend providing a more robust Sectoral Support structure which will not only have a knowledge partner from the Big four consulting firms as in the past, but would also have a recently retired relevant senior Ministry person, as an Advisor and dedicated support staff for each Sector Committee. This will not only help align EBG's members' concerns with the aims & objectives of the Indian Government but would also help them regularly engage with the relevant Government machinery to enable formulation of a more concrete win-win approach

I would thus urge all the European players to come forward and engage on this unique platform and utilize it for not only Brainstorming & Networking but for some serious Policy advocacy work which will go a long way in the growth and sustainability of European businesses in India.



**Rajeev Gupta**

Managing Director-Resource Development International India Pvt. Ltd  
& Hon. Senior Advisor-EBG Sector Committees

## Implementation of Goods & Services Tax in India - the race to finish!

The road map for implementation of Goods and Service Tax (the 'GST') regime was laid by the Indian Government in the year 2006, when it proposed to introduce GST effective April 1, 2010 vide Union Budget 2006. However, since the initial proposal, there have several revised target dates by the previous Government, which were not met.

With the New Government came the renewed vigour to implement GST and it is now proposed to be rolled out effective April 1, 2016. In terms of preparedness of the Government in implementing the GST, it is relevant to discuss two key aspects, the preparedness on the legislative front as well as on the administrative/ infrastructural front.

### On the legislative front, it is relevant to note that:

- The Constitution Amendment Bill on GST has been passed by the Lower House of the Parliament as recently as May 6, 2015 and is due for approval by the Upper House of the Parliament in the Monsoon Session.
- Post Parliamentary approval, obtaining of the approval of majority of the States is crucial.
- The subsequent legislative steps towards GST, include passing of Central GST law in the Parliament, passing of State GST law by each respective State and related Rules (including critical Place of Supply of Services Rules).

While the GST Bill is in public domain, for an effective implementation of GST from April 2016, it is timely for the Government to place draft legislations in public domain giving the industry sufficient time to study and analyse the draft and elicit suggestions/ recommendations and more importantly, consensus around the final rate of GST has to be arrived at the earliest.

Thus, seeking of Parliamentary approval of the Bill being just the initial step in the long-chain of approvals necessary for enactment of GST and with proposed date for GST being merely six months away, the Government has substantial ground to cover on the legislative front and the Upper House approving the Bill in this Monsoon session is thus, very crucial.

On assessment of preparedness from an administrative side, it is discerned that the GST network, which is the backbone of the regime, per se is in advanced stages of development, with some of the States test-checking the same. The Government has also formed a Steering Committee which is closely monitoring diverse aspects of GST implementation ranging from IT preparedness to training of the officers. However, different States seem to be at varied levels of preparedness for GST, owing to their inherent administrative and economic capabilities.

To surmise, given that GST is posed as the largest tax reform since independence, the momentum towards GST implementation is far from satisfaction for an April 1, 2016 roll out of GST. One can be only hopeful that the Government will gain momentum, work effectively within a short window of time to meet the ambitious roll-out date of April 2016. Alternatively, a revised date (say October 1, 2016 or April 1, 2017) should be chalked out, with the Government continuing its concerted efforts on the fronts above.

By Mahesh Jaising, Partner, BMR & Associates, LLP.

Views of the authors are personal



## Engagements with the stakeholders

**Monday, 29th June, 2015, New Delhi:**

EBG got a meeting with Joint Secretary, Anti Dumping, Ministry of Commerce and Industry where Outokumpu India, an EBG member could present its views to defend free trade against the attempts of some Indian Companies to use trade instruments such as anti-dumping orders and safeguards investigations to aggravate the access for European Stainless Steel companies to the Indian market. The meeting was indeed positive and encouraging. Such engagements will surely lead to fairness for European companies in India going forward.

**Wednesday, 1st July, 2015, New Delhi**

EBG had for the first time received an invitation from the Ministry of Finance, Department of Revenue, Central Board of Direct Taxes to hear them on the issue of MAT on FIIs for the period prior to 1 April 2015 and this meeting took place on 1st July 2015. The Committee on Direct Taxes headed by Justice A P Shah met the EBG members at the office of the Law Commission of India. The Banking and Finance sector committee members were invited to this meeting with Justice A P Shah Committee. The invitation being limited to 3 member companies, was attended by Mr Pratik Gupta, Managing Director, Head of Equities-India, Deutsche Equities India Pvt Ltd; Mr Amit Patwardhan, Head of Tax - India; The Hongkong and Shanghai Banking Corporation Limited, India; and Ms Lata Daswani, Director, Head of Tax - Barclays India. The EBG Delegation was led by Mr Mukesh Butani, BMR Advisors.



MAT meeting with Justice A P Shah Committee  
Wednesday, 1st July, 2015, New Delhi

Technical submissions on why MAT should not apply to FIIs were filed with the Committee. Justice A P Shah and his committee members discussed the technical issues in detail with the EBG members, including understanding how FIIs conduct their portfolio investment activities in India directly from overseas. The interactions with the Committee involved detailed technical discussions and seemed encouraging. The meeting concluded with Justice A P Shah requesting for a follow-on submission on how the MAT provisions in the Income-tax Act, 1961 need to be connected back to the Indian Companies Act, 1956, and how the 'place of business' issue that is discussed in the Indian Companies Act needs to be interpreted in the context of the MAT provisions. Justice A P Shah also wanted to understand the various reporting that are made by FIIs with SEBI in India. BMR, on behalf of the EBG, made the follow-on submission with the Justice A P Shah Committee.

## Some good reasons to join the EBG



**Yatinder Suri**  
MD & Country Head,  
Outokumpu India Private Limited.

One of the clear objectives for 2015 is to increase the membership of the European Business Group in India. Our best advocates are undoubtedly the existing membership, and it is word of mouth which is the best vehicle for reaching out and engaging new members amongst the European Business Community in India.

To understand what attracts potential members and what they find the most rewarding aspect of EBG, we interviewed a couple of EU Corporates who are EBG members and asked them to give their frank opinions.

Yatinder is a Director on the board of Indo Finnish Business Forum (IFBF). He came to know about EBG in their IFBF board meeting discussions. Outokumpu became an EBG member about 2 years back.

Yatinder said that his main reason for joining EBG was that Government looks at Europe as one entity and does not look at European countries individually when it comes to trade issues. As a European company who has ambitions in India, he felt that a platform like EBG is the right one to voice concerns and find solutions. Besides providing excellent networking opportunities with the top management of European companies in India, EBG offers opportunities to learn about each other's successes as well as concerns in doing business in India.

He pointed out that EBG's Directory of European Companies in India was an eye opener on the strength of European business presence in India and the kind of strength EBG derives from the same in making our voices heard. He mentioned that there is no specific sector Committee for the metals or Steel sector in EBG but in the last meeting on release of Position paper 2015, he had a great opportunity to discuss with the EU Ambassador H.E Dr. J Cravinho as well as Mr. Rajiv Dhawan, Chairman, EBG Delhi Chapter, Outokumpu's concerns on protectionist actions in the past. Mr Dhawan volunteered to escalate them to the higher authorities in the Government. EBG was able to arrange a meeting for Outokumpu with the authorities based on their note to EBG. This gesture by EBG has made their bonds with EBG grow extremely strong. He particularly mentioned about the meeting with Shri Amitabh Kant, Secretary, DIPP, Ministry of

Commerce and Industry. He felt that similarly EBG should invite Commerce Secretary as well as Finance Secretary for addressing the members and to listen to their concerns. If EBG events have a balanced mix of professional and social elements, the eagerness to participate will be great.

The Maersk Group is a significant European investor in India operating logistics and transport services across the country. Maersk Group enrolled as an EBG member last year.

Julian mentioned that in its drive to expand its scope of activities in India, Maersk derives great benefit from its EBG membership as a means of facilitating its interactions with government in addressing the many regulatory issues in the infrastructure space. The EBG performs a most useful conduit for communicating and coordinating the views of European business in India and they look forward to seeing that role continue to be refined and extended by EBG in the coming year. We thus request the EBG members to look around your own business community, be it those working in the same sector or in quite different fields, invite people along to a networking event or a business gathering, even a sector committee meeting, encourage them to bring their skills and their experience to join the EBG and make our group yet more diverse and dynamic.



**Julian Michael Bevis**  
Senior Director, Group Relations  
South Asia, The Maersk Group.

## GNSS.asia EU India Industry Seminar (EBG Bangalore Chapter)

7<sup>th</sup> July 2015, Swissotel, Kolkata.

GNSS.asia brings new opportunities for satellite navigation business-related activities in India. The European Business Group India (EBGI), as part of GNSS.asia project consortium, is responsible to execute all types of promotional activities in India.

GNSS.asia India team organized EU-India Industry seminar on 7th July, 2015 and 8th July 2015.

The welcome address was given by Mr Raman Sidhu, Chairman, EBG Federation, India. He spoke about EBG Federation initiatives, activities and the association with EU and European companies.

**Mr. Reinard Blasi** - Market Development Officer, European GNSS Agency (GSA) spoke about Europe in Global GNSS Market & Opportunities for Industrial Co-operation. He also spoke about Galileo operations and values of EGNOS.

**Mr Rainer Horn**, GNSS.asia Coordinator spoke about GNSS trends in Asia and the interest for Industrial cooperation from the European companies. He also mentioned that large economic impact expected on key industry areas like Agriculture, Mining, Surveying, ITS.

**Mr. Varadarajan Krish**, the project team leader, presented the details of GNSS.asia Objectives and Prospects. He spoke about the opportunities offered and the results from the first phase of the project. He further elaborated the potential that rests within the GNSS industry in India and how the platform can be a stepping stone to achieve better results.

**Dr. Suresh Kibe**, GNSS.asia India, Technical Expert and project consultant spoke about Indian GNSS Industry Overview. The talk gave insights on EGNOS, Galileo and GAGAN and the various applications of the systems in surveying, mining, navigation and surveillance.

**Mr Mansoor Ahmed** - GM, CNS Planning, Airport Authority of India spoke about GAGAN and briefed link

between GAGAN/INRES/INMCC/ INLUS.

The presentations were followed by an interactive speech on DRISH.

DRISH is an effective monitoring solution in Indian working conditions developed in collaboration with TeleOrbit GmbH, Germany with MODIS engine that is Fraunhofer's technology as the core.

Both Mr. Velan and Mr. Seybold shared their experiences in creating a solution that is developed in Germany but had to be optimized for Indian conditions. The highlight was signing of the contract for 50 licenses by JINDAL Steels.

**Dr. Gunter Heinrichs** - IFEN, Germany spoke on GNSS innovation in agriculture / Forestry and Surveying Applications and briefed about IFEN products.

**Thorsten Rudolph** - AZO - Anwendungszentrum, Germany spoke on challenge.gnss.asia. He presented an opportunity of GNSS.asia Challenge in cooperation with ESNIC.

Panel discussions are always helpful and its a way to exchange viewpoints among the experts. We had two panel discussion on GNSS applications in mining and surveying, and agriculture. Panelist expresses their challenges and opportunities on GNSS applications in India.

## GNSS.asia EU India Industry Visit

8<sup>th</sup> July 2015, Kolkata.

The EU-India delegation visited the following organisations in Kolkata on 8th of July, 2015.

- DMT
- Stesalit
- Geological Survey of India
- Inland Waterways authority of India

Industry visit helps to understand the challenges and requirements of their industry and also helps to give the technology awareness.



GSI



DMT

## Delhi Chapter events

Wednesday, 13 May 2015 at Dusit Devarana, New Delhi

The Annual EBG-BBG joint event organized on Wednesday, 13 May 2015 at Dusit Devarana, New Delhi. The event was a huge success.

It was a very good session with a panel of eminent speakers who answered questions on current affairs. The panel included- Mr. Ashok Malik, Senior Indian journalist and columnist, Mr. Swapan Dasgupta, Senior Indian Journalist at The Statesman/The Daily Telegraph, Mr. Victor Mallet, South Asia Bureau Chief, Financial Times and Mr. Vinod Sharma, Political Editor, Hindustan Times. The session was moderated by Sir Mark Tully.

The questions were on Prime Minister Modi's 'Make in India' campaign and Ease of doing business in India, EU India Trade relations and some general questions on current affairs. The event was attended by over 100 members.

MAERSK, G4S, ALAR Infrastructure, ERM, KUKA and VEOLIA supported the event.



**Delhi Chapter is engaging more with members to arrange internal Sector Committee meetings in the coming months.**

**Farewell and special thanks to all the Ambassadors & Economic & Commercial Counselors of EU Memberstates who have completed their term in India, for their support to EBG.**

## Mumbai Chapter Updates

**Founders' Day Lecture hosted by IGCC**

On May 25th, EBG members were invited to attend the Founders' Day Lecture hosted by IGCC at the Rooftop of the Trident Hotel in Nariman Point. Mr. Eran Wickramaratne, Deputy Minister of Highways and Investment Promotion, Sri Lanka was the guest of honour for the occasion. Amongst the guests of honour, Mr. Tapan Singhel, President, Indo-German Chamber of Commerce as well as H.E. Ambassador Dr. Jürgen Morhard, German Embassy, Colombo, Sri Lanka were addressing the audience. The evening gave the opportunity to EBG members to network with members of IGCC and exchange views in regards to the business potential between India and Sri Lanka.



Founders' Day Lecture hosted by IGCC  
Monday, 25 May, 2015, Mumbai

**Beer Tasting Evening on June 4th at White Owl, Mumbai**

EBG members as well as non-EBG members had the opportunity to network during a Beer Tasting event held at the White Owl in Mumbai. In addition to tasting some local brewed beers, the attendees were also able to enjoy a tour of the brewery itself. EBG Mumbai is glad to announce that more event of the same type will be held regularly as part of the networking opportunity.

**Oncam-EBG- BBG Cocktail Reception on June 25th**

On June 25th, a cocktail reception was hosted by the founder and Chairman Emeritus of EBG, Mr. David I Hudson MBE, and now Regional President of Oncam in South East Asia. The evening took place at the Rooftop of the Trident Hotel in Nariman Point. EBG as well as British Business Group members were present and had the opportunity to discover the exclusive 360 degree camera that Oncam offers. Most importantly, the evening was filled with history and pride during the different speeches made by National as well as Regional EBG Chairman's, respectively Mr. Raman Sidhu and Mr. Kersi Hilloo, and of course by Mr. David Hudson himself. It was an honour to also welcome the Deputy Head of Mission at British Deputy High Commission, Mumbai, Mr. Colin Wells, as a guest of honour whose speech reminded all of us the importance of a united vision for the relationships between Europe and India.

We would like to thank with gratitude and respect Mr. David I Hudson MBE for the vision that he has established and nourished in EBG but first and foremost for his ongoing support and dedication towards EBG.

We would also like to particularly thank Mr. David I Hudson MBE's team, for the kind support and dedication into organising this event alongside with EBG. It is due to their contribution that the event was successful and well-welcomed amongst the attendees.



Next events : Position Paper event in Mumbai on September 28th 2015

## Chennai Chapter Update

Chennai Chapter will plan its first Leadership Series shortly.

## Co-ordination platform for the EU Business Community in the Asia Region

The European Commission has entrusted GOPA.Com and EUROCHAMBRES with the task to establish that Platform Coordination Platform for the Internationalization of EU Business in Asia.

The first Annual meeting of the Coordination Platform for the Internationalization of the EU Business Community in the Asia Region was held in Kuala Lumpur from 26th - 28th May 2015.

Mr Raman Sidhu, Chairman & Director, EBG Federation, India was invited to attend this meeting.

The meeting was co-organised with the EU-Malaysian Chamber, and scheduled back-to-back with a dedicated meeting of the Support for European Businesses in South East Asia Markets (SEBSEAM) projects in South East Asia.

Prior to the meeting, a small survey was filled up by the participants to express their ideas around this platform. The purpose of this meeting was to discuss - based on the survey results - how to take the platform forward. An active participation by the stakeholders in this platform will shape the contents of this platform from and the experts' team will act as facilitators,

### Background for the Platform

On the one hand, European business faces serious challenges in terms of global competitiveness and special efforts are needed to bring more SMEs into foreign markets. On the other hand, various initiatives have been taken over the last few years, especially in Asia. Some originate from the EU Business Centres & Networks, IPR Helpdesks, Gateways etc. whereas others are driven by the European private sector (EuroChams).

Against this background, the objective of the Platform is to:

- Increase the cooperation & synergy between the different initiatives, and
- Improve the "connection" between those various Asia based initiatives and the EU based companies.

Ultimately, the platform should become a one stop shop for European SMEs to access all information of EuroChams and EU projects in Asia.

## About the EBO Worldwide Network ASBL

With the support of the European Commission's Directorate General for Enterprise and Industry (DG ENTR), the EBO Worldwide Network was first informally established in 2001. In April of 2011 the organisation was formally registered in Brussels, Belgium as a global network of 13 European business associations and chambers of commerce in non-EU countries. The EBO Worldwide Network ASBL is the sole organisation representing EU-wide business interests in third countries (non-EU countries) and today has 24 registered members across the globe. EBO provides a common platform for European Business in non-EU markets (third markets). EBO shares information and best practices between the network and its stakeholders in order to provide first-rate services to European businesses outside of the European Union. The EBO as a network and individual members is the "Voice of European Business Abroad". **EBG Federation India is part of this global network.**



## EBO Meeting in June 2015



This year's 15th Annual EBO meeting was held in June 2015 in Brussels. It was a three day meeting which started on 15th June till 17th June 2014. Mr Rajiv Dhawan, Director, EBG Federation represented EBG India at the meeting. The 1st day was for discussing EBO activities for period 2014 / 2015 along with EU projects update (Example ICT-38 related to standardization) and Working Groups presentation as well as electing new EBO board on basis of 1 vote from each national Business organization. The outgoing Chairperson -

Minna Saneri representing EBO Malaysia was stepping down. The newly elected Board is now - Renato Pacheco

Neto from EBO Brazil as Chairman along with other board members - Adam Dunnett from EBO China and Freddy Hoeglund from EBO-Taiwan, supported by Ramon Bruessler from Laos and Gerry Constantino from Philippines. All the delegates present were extremely impressed by the quality of EBG's Position Paper. Mr Dhawan personally handed over a copy of EBG Position paper to the office of Manuel Ceballos in DG TRADE and to Philippe TAXIS Du Poet - Key Policy officer for International Affairs and growth missions in DG-Internal Market, Industry, SME and Entrepreneurship. The second day saw welcome by Didier Herbert -Acting Director -DG Growth plus fruitful interactions with key officers - Martin Pilser, Nicola Morris and Philippe Taxis Du poet and working group session on Best practices on Industry committees and Single market access. The 3rd day saw a meeting with Manuel Ceballos in Commissioner Office and also key interaction with Eurochambres (Dirk Vatyghem) and Business Europe. An internal wrap up meeting with DG-Grow was done. It was also decided tentatively to continue this close stakeholder meeting forum and EBO-China might host the next interaction in November or early December 2015.



National Council meeting held in New Delhi on Wednesday, 3rd June, 2015

Published by  
Contact

European Business Group India  
Ms. Neema S Kumar, General Manager  
EBG Federation  
Level 2, Elegance Tower,  
Mathura Road, Jasola, New Delhi  
+91-11-9811418874  
gm@ebgindia.com

Mobile :  
E-mail :

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+91 11 33552211 | info@devarana.in | www.devarana.in



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