



COLLABORATION WITH INDIA

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Brief Introduction

- We at InnovatioCuris, IC are focused on Healthcare Innovations
- *We do that by following activities:*
- Print and Online Magazine: InnoHEALTH
- Webinars
- Annual Conference: InnoHEALTH
- Market Access Programs for Innovative Healthcare companies interested in India
- Innovators Club
- Books (2)
- Training & Consulting

We just concluded our innovation week from 18-21 Sept, some of you participated !



SOME LESSONS
LEARNT





Start with stakeholders

- Member State Mission Office
 - *India has all the EU Member states missions in New Delhi*
 - *Typical embassy has a trade and economics section*
- If you approach government of India offices through embassy it turns out to be easy
 - *They also have honorary consuls in various other cities*
- Who are normally influential people in the city and can connect you to clusters in their own cities



Study the meta organizations for your domain

- India has regional and specialty focused membership driven organizations
 - *Explore how can they help you? Setup B2B with their members and other help*
 - *For example:*
- Medical devices has AIMED, <https://www.aimedindia.com>
- Biotech has ABLE, Association of Biotechnology Led Enterprises: <http://www.ableindia.in>
 - *Personal meetings with office bearers bring result, just sending emails does not work!*
 - *They are also organizing or supporting industry event, which can be relevant for you to attend*



Other Actors

- Invest India
 - *Government of India Initiative with participation of Industry Bodies*
 - <http://investindia.gov.in/state-policies/>
 - <http://www.makeinindia.com/sector/biotechnology/>
- InnovatioCuris
 - *Experience with CBHEALTHACCESS*
 - *Local presence for hand holding, establishing connections, meetings, follow-ups and recommendations*

BioTech, Vaccines and Pharma

- From 1 billion USD to 100 billion USD by 2025
- Government of India is very bullish on the sector because of trained man power available
 - *DBT has started many incubators, which provide technical infrastructure and seed money to start. Finnish company being incubated in CCAMP Bengaluru.*
- In our discussion with Pharma Industry bodies, they are all looking for products they can bring to Indian market from outside. It seems the interest in Innovation is genuine
- Indian cost factors, have made it a big hub for vaccine production for global agencies, when it comes to the developing world



Word of Caution!

- India is very diverse, when you look to do business, you will realize that is not a country but a continent, many languages and different state policies and incentives
- The cultural context is different: Order versus Chaos, Relationship driven business etc
- Look for recommendations before you look to sign a deal and maybe a good legal agreement

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The advertisement graphic features a blue curved top border. Below it, the logos for 'Innovatio Curis' and 'Indiattitude' are displayed. The main text reads 'InnoHEALTH 2018' in a large, bold font, with 'Inno' in blue and 'HEALTH' in red. Below this, the dates '5th - 6th October 2018' are shown. At the bottom, a blue horizontal bar contains the text 'BLOCK YOUR CALENDAR' in white capital letters.

Special package for ScanBalt Member companies:

- a. Table Space
- b. B2B Meetings (10)
- c. 2 hours of coaching, prior to the mission
- d. 2 hours of coaching post mission

If your organization is interested in a broader working scope with Indian market. We are happy to work together and explore with ScanBalt members



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