COLLABORATION WITH INDIA

By Sachin Gaur, InnovatioCuris
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](https://www.aimedindia.com)
- Biotech has ABLE, Association of Biotechnology Led Enterprises: [http://www.ableindia.in](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://investindia.gov.in/state-policies/)

- **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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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
Contact Me

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