

THE LAUNCH OF FRAUNHOFER IMW'S »INDIAN OUTREACH PROGRAM« FOR THE STATE OF ANDHRA PRADESH TARGETING GERMAN SMES

Project Duration: 5/1/2018–4/30/2021

Customer: The Economic Development Board of the Government of the State of Andhra Pradesh, India

Project Partner: Andhra Pradesh Economic Development Board (AP EDB)

BACKGROUND

European companies and technology providers aiming to expand into the Indian market face increasing complexities, uncertainties, and costs. For instance, the lack of reliable macroeconomic data on market potential and parameters such as available infrastructure, resources, and skilled labor is one of the biggest hurdles for SMEs and investors, along with intercultural and bureaucratic obstacles. Such companies need continuous and strong support to overcome these and other challenges throughout their decision-making process, from the initial idea to explore the Indian market to the actual establishment of their technological start-ups in India. In cooperation with the government of the State of Andhra Pradesh (AP), the Fraunhofer Center for International Management and Knowledge Economy IMW has established the Indian Outreach Program to tackle these challenges. The program aims to significantly increase the capacity building and outreach of German SMEs in the AP state and provide them with the necessary support tools and mechanisms to identify and tap into new markets and investment opportunities in India.

PROJECT

Fraunhofer IMW will facilitate this program by using its strategic positioning at the intersection between academia, industry and politics. In particular, some of the concrete tasks of Fraunhofer IMW are:

- Identifying and reaching out to German SMEs who are interested in the huge potential of the Indian market.
- Organizing a series of workshops, mentoring sessions, networking and knowledge-sharing events for the identified companies.
- Organizing and facilitating high-level delegation visits to Germany and India for companies and policy makers in order to encourage dialogue and promote the creation of bilateral agreements.



Prof. Dr. Posselt (Fraunhofer IMW), J. Krishna Kishore (APEDB) and Dr. Sallagundala (Fraunhofer IMW) sign the partnership agreement between Fraunhofer IMW and the Economic Development Board of the state of Andhra Pradesh



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