

## INVITATION

# ENERGY AND CLEANTECH FOR THE INDIAN MARKET

MONDAY, JAN 28<sup>TH</sup>, 1-3PM: **GÖTEBORG** UNITED SPACES, ÖSTRA HAMNG 16  
TUESDAY, JAN 29<sup>TH</sup>, 9-11AM: **MALMÖ** UNITED SPACES, NORDENSKIÖLD SG 24  
FRIDAY, FEB 1<sup>ST</sup>, 9-11AM: **STOCKHOLM** BUSINESS SWEDEN, WORLD TRADE CENTER

## The India-Sweden Innovations' Accelerator program (ISIA) now accepts applications from Swedish energy-related companies

This seminar provides an overview of the Indian energy market and the ISIA program. Application details and other requirements will also be discussed.

The aim of the ISIA program is to leverage business opportunities for Swedish companies in one of the world's most attractive energy and cleantech markets – India. The ISIA program enables contacts with Indian industry, and support in defining the right strategy for market entry.

Since 2013, the ISIA program has successfully introduced over 45 Swedish renewable and green energy companies in India. ISIA has served as a strong platform to propel growth across different sectors including renewable energy generation and storage, energy monitoring and control, energy efficiency, transmission and distribution, electric vehicles, building automation etc.

Companies accepted to the India-Sweden Innovations' Accelerator will participate in three visits to India with a strong focus on business meetings tailored to the individual needs of each company. The participants will also receive support from Business Sweden both in Sweden and from the New Delhi office, as well as from the Confederation of Indian Industries with their strong network of business actors across India. Each company will receive useful marketing tools including video and text introductions to the company published on the program web-page [www.innovationsaccelerator.com](http://www.innovationsaccelerator.com) and used at various events in India.

The program is free of charge – but requires time and commitment. Participating companies are eligible for a travel grant of SEK 80.000, provided by the Swedish Energy Agency.

### Deadline for applications to the ISIA program: Friday, February 8<sup>th</sup>, 2019

Further details at the Swedish Energy Agency website or through your Business Sweden contact



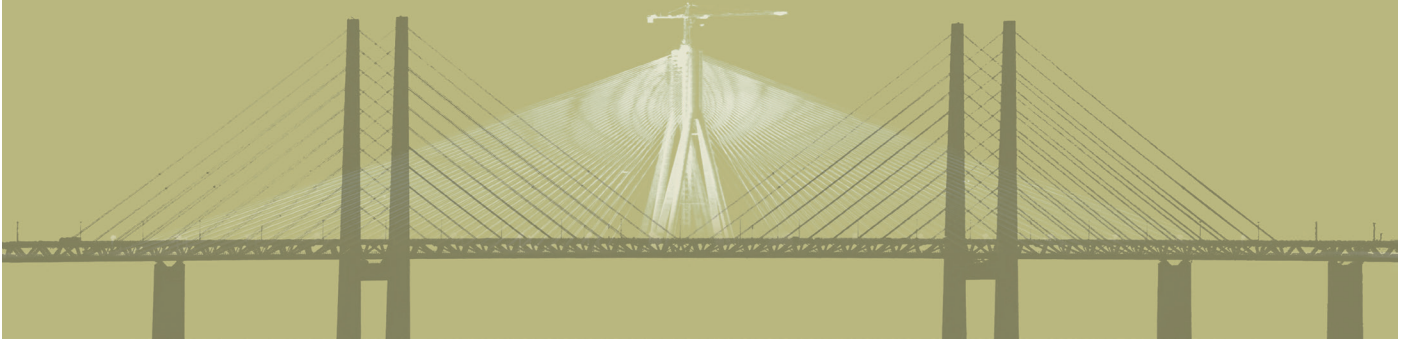
### SEMINAR PROGRAM

- Introduction – *Sven Sievers*, Business Sweden
- The India-Sweden Innovations' Accelerator: An attractive opportunity to develop your business in India – *Ludvig Lindström*, Swedish Energy Agency
- Opportunities in India and the ISIA meeting program: In close touch with your Indian business partners – *Pawan Tahlani*, Business Sweden, New Delhi
- How to apply to the ISIA program
- Questions & Answers

**Seminar registration:** Please confirm your attendance to:  
[sven.sievers@business-sweden.se](mailto:sven.sievers@business-sweden.se), +46 705 163 999

# INDIA-SWEDEN INNOVATIONS' ACCELERATOR

- A GATEWAY TO INDIA FOR YOUR BUSINESS



## Can you provide innovative energy solutions for India?

**India-Sweden Innovations' Accelerator supports and promotes business relations between India and Sweden. We are looking for Swedish companies with innovative solutions in the energy field who are interested to work with India.**

The ISIA Programme offers Swedish companies, with innovative solutions suitable for the Indian market and a willingness to work in India, the opportunities to develop contacts with Indian industry, and work to define the right strategy for market entry. The Programme is currently looking for Swedish energy related companies with a strategic aim to search for opportunities in the Indian market, with a preparedness to meet the local demand. The Indian party is assumed to have the corresponding interest, and a willingness to partner-up on a commercial basis.

The Programme is free of charge for the Swedish companies selected for the Programme, and is co-financed by the Swedish Energy Agency and Business Sweden and supported by the Confederation of Indian Industry (CII).

## A Programme to accelerate your business

The Programme offers your company the following components:

- Defining starting point and setting individual objectives for each company. This is organized by Business Sweden through a series of consultations called "Steps to Export<sup>TM</sup>" - a proven process for preparing companies for international trade.
- Preparation and compilation of useful marketing tools for each company, including an introduction to the company in the form of video and text, published on the program web-page [www.innovationsaccelerator.com](http://www.innovationsaccelerator.com); and used for communicating with various Indian counterparts.
- A first introduction of your company to India via a webinar.
- Three pre-arranged business trips to India to develop a perspective on "how to do business in India" and to develop your network of contacts and potential business partners.
- Participation in various information seminars such as possible financial solutions for small and medium sized companies to establish their business abroad.
- Examples of interesting fields: cleantech, electric vehicles, smart grids, building automation, energy efficiency, clean fuels etc.

At the end of the Programme, the ambition is for your company to have developed your own network of contacts as well as a concrete and viable business plan for the Indian market.

## Strong commitment necessary for commercial success

The participating Swedish companies are expected to have a strategic intention to initiate or further increase their business in India, and thus strong commitment to the Programme. For the Swedish companies, the participation will be in the form of a structured business support program, tailored to each company's individual needs. The Swedish Energy Agency and Business Sweden will assist your company with business development support in Sweden and Business Sweden India will function as your local contact in India. The Confederation of Indian Industry works to mobilize the Indian stakeholders with an interest to collaborate with Swedish companies.

## Timeframe

The process for each participating company will have a duration of around 1.5 year. The program is free of charge, but requires time on your part, both during the business trips and in-between, at home in Sweden. The time required can vary from company to company. In the preparation phase a detailed program plan will be discussed and agreed upon between your company, Swedish Energy Agency and Business Sweden. The dates for the business trips will be communicated well in advance. The Programme structure is built up around two trips annually, spring and fall.

## Notify your interest in participating

The ISIA Programme organizers are now looking for companies interested in accelerating their business through exploring the enormous potentials of the Indian market. Attached is a Notification of Interest Template. The filled-out template will form a basis for the selection process for the Programme. Please, feel free to contact us by e-mail or phone for further details and clarifications, before sending in the template.

## For more information about results and progress

If you wish to see what results the participating companies have achieved you will find more information on [www.innovationsaccelerator.com](http://www.innovationsaccelerator.com)

## For further details about the Programme, please contact:

**Ludvig Lindström**, Swedish Energy Agency

Phone +46 16 544 2340 or +46 702 949684. E-mail: [ludvig.lindstrom@energimyndigheten.se](mailto:ludvig.lindstrom@energimyndigheten.se)

**Sven Sievers**, Business Sweden (Sweden)

Phone +46 705 163 999. Email: [sven.sievers@business-sweden.se](mailto:sven.sievers@business-sweden.se)

**Pawan Tahlani**, Business Sweden (India)

Phone +91 11 460 671 04. E-mail: [pawan.tahlani@business-sweden.se](mailto:pawan.tahlani@business-sweden.se)

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ISIA organisers:



## India Sweden Innovations' Accelerator 2019

### NOTIFICATION OF INTEREST TEMPLATE

**Commitment period:** March 2019 to December 2020

**Commitment:** Our Company commits to actively engage in the Programme's ongoing activities, in Sweden as well as three (3) Business trips to India. The business trips take place twice a year, spring and fall, and the exact dates will be communicated well in advance. One (1) Business Sweden consultant will be appointed as your company's local point of contact in Sweden. The company also commits to take place in seminars within the programme and may be asked to share its experiences following the programme. At the end of the programme, the company will submit a market plan for India and a summary of expenses.

**Programme location:** India and Sweden

**Participant Fee:** Free of charge. The program includes an opportunity to apply for travel allowance of 80 000 SEK (administrated by the Swedish Energy Agency) for the period of the commitment period.

**Deadline for application:** February 8<sup>th</sup>, 2019

**Notification of acceptance:** February 20<sup>th</sup> (tentatively)

**First kick-off meeting:** February 27<sup>th</sup> (tentatively)

**Block the calendar for next delegation 6 - 22 May (exact dates TBD)**

**Notification of Interest is to be sent no later than January 7<sup>th</sup> to:**

Sven Sievers: [sven.sievers@business-sweden.se](mailto:sven.sievers@business-sweden.se) copy to Ludvig Lindström: [ludvig.lindstrom@energimyndigheten.se](mailto:ludvig.lindstrom@energimyndigheten.se)

In addition to the details below, please add a brief description of your technology, and the business model you are considering in India (e.g. type of partner you are looking for).

Company: \_\_\_\_\_ Corporate ID: \_\_\_\_\_

Invoicing address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ City: \_\_\_\_\_

Phone/Switchboard: \_\_\_\_\_

Name 1: \_\_\_\_\_ Title: \_\_\_\_\_

Email/Mobile: \_\_\_\_\_

Name 2: \_\_\_\_\_ Title: \_\_\_\_\_

Email/Mobile: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email/mobile: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_