

L'INDIA COME OPPORTUNITÀ DI CRESCITA DA AFFERRARE CON CONSAPEVOLEZZA

OPPORTUNITÀ E PROBLEMATICHE DI UN CONTESTO
DESTINATO AD ESSERE LA NUOVA FRONTIERA

IN DIBATTITO



**RICCARDO
PATERNI**

*Imprenditore, Co-fondatore della
Synergy Pathways (Italia-India)*

**SAMIT
NAIK**

*Co-fondatore della Synergy
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**VALERIO
ALESSADRINI**

Gruppo Sace

**13
DIC**

**ORDINE DEI DOTTORI
COMMERCIALISTI E DEGLI
ESPERTI CONTABILI DI LUCCA**

Via Pubblici Macelli, 119 Lucca

MARTEDI

15:00



Synergy Pathways



SACE



**Ordine dei Dottori Commercialisti
e degli Esperti Contabili di Lucca**



RICCARDO PATERNI

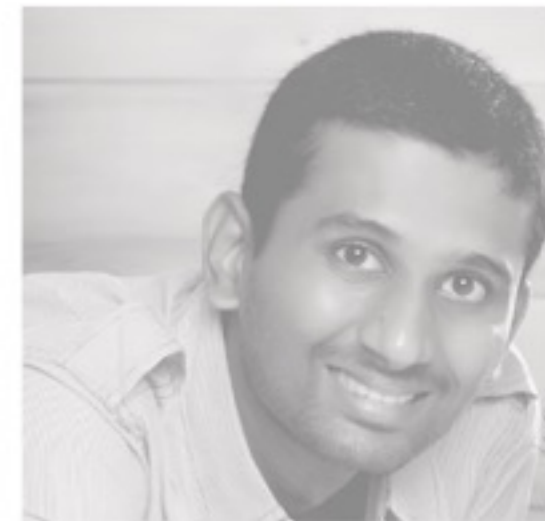
"Le basi dell'attuale crescita Indiana: politiche di sviluppo interno internazionale nella scia del programma Make-in-India"

- opportunità di internazionalizzazione che nascono da questo
- problematiche che restano
- perché è necessario iniziare ad essere attivi sul territorio da subito, pronti per la crescita più marcata, e farlo con l'indispensabile concretezza

SAMIT NAIK (in collegamento da Mumbai) in dialogo sul tema.

"Internazionalizzare in India gestendo l'impatto della cultura economica e finanziaria nella tradizione e nel quotidiano. La necessità di confrontarsi in modo proattivo con le realtà del mercato"

- approcci efficaci al mercato di riferimento; analisi complessive e quelle fondamentali 'sul campo'
- l'annoso fattore culturale del prezzo, come gestirlo
- valorizzare persone e risorse del territorio per affermare il proprio business



VALERIO ALESSANDRINI

Coordinatore Ufficio di Lucca - SACE

Gruppo SACE a supporto della internazionalizzazione delle imprese toscane in India.

Conclusione dell'incontro con dibattito finale per riassumere e integrare scambi e considerazioni avuti con l'audience.

Il convegno sarà moderato dal **DOTT. PIERPAOLO VANNUCCI** Dottore Commercialista, Coordinatore della Commissione Internazionalizzazione Ordine dei Commercialisti ed Esperti Contabili di Lucca -

Partner MGI Business Solutions worldwide [mgiworldwide](http://mgiworldwide.com)



MOTORSPORT INDUSTRY

MOTORSPORT ACADEMY

ORGANIZATIONAL DEVELOPMENT AND INNOVATION.

INTERNATIONAL BUSINESS DEVELOPMENT.

“Lasting results through Knowledge for Action & Action for Knowledge: facilitating critical thinking, stimulating practical action.”

*Generate & Manage Opportunities
Solve Problems*



INDIA OVERVIEW

COMPLEXITIES / OPPORTUNITIES

KEY BUSINESS SECTORS TRENDS

KEY POLICIES FOR BUSINESS DEVELOPMENT INVOLVING ALSO FOREIGN CAPITAL

KEY CULTURAL ASPECTS FOR LASTING BUSINESS RELATIONSHIPS

INDIAN BUSINESS MINDSET

COMMUNITY BASED BUSINESS

TODAY'S NECESSITIES

MARKETING AND SALES

THE WAY WE ADD VALUE TO YOUR BUSINESS DEVELOPMENT GROWTH IN INDIA



INDIA: AN OVERVIEW

ECONOMY

9th LARGEST economy in the world

and likely to be third largest by 2030 (3)

— MAIN — INDUSTRIES

Automotive, textiles, steel, biotechnology, drugs and pharmaceutical, and food processing (4)

GDP GROWTH FOR FY 2016 7.3% (6)

FORECAST GDP GROWTH FY 2017: 7.5% (13)

— TOP — EXPORTERS TO INDIA (7)

China, USA, Saudi, Switzerland, UAE

— TOP — IMPORTERS FROM INDIA

USA, UAE, Hong Kong, China, UK

COUNTRY FACTS



X 13 = INDIA

India is approximately 13 times the size of the UK

English is widely spoken in business, political and commercial circles: 25% of printed newspapers are published in English



India has the world's largest youth population with 356 million 10-24 year-olds

MEMBER OF THE G20

₹ CURRENCY INDIAN RUPEE (INR)



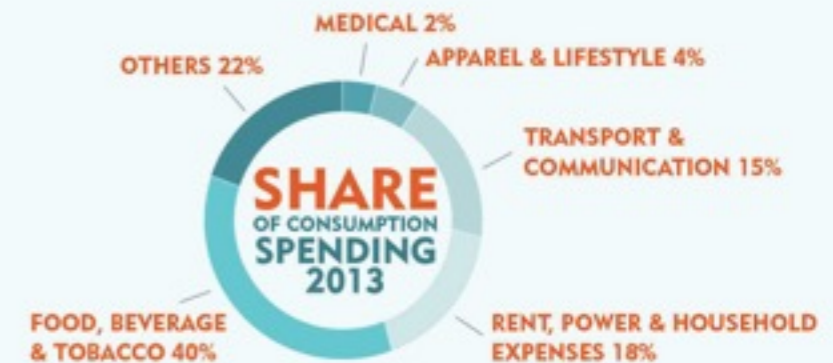
Geographic area: 3.28 million sq km (1)

★ Capital ● Major City

India consists of 29 states and 7 union territories and is densely populated: 9 states account for 71% of the total population (2)

CONSUMER MARKET

- INDIA LABOUR FORCE STANDS AT 496,960,163 MILLION (8)
- 3RD LARGEST ECONOMY IN THE WORLD BY PURCHASING POWER PARITY, AFTER THE USA AND CHINA (9)



In 2011: 45 Indian cities with population > 1 million (11)
By 2030: 68 Indian cities with population > 1 million (12)

INDIA ACCOUNTS FOR...

2.4% of the world's surface

17.6% of the world's population

INDIA IS THE LARGEST...

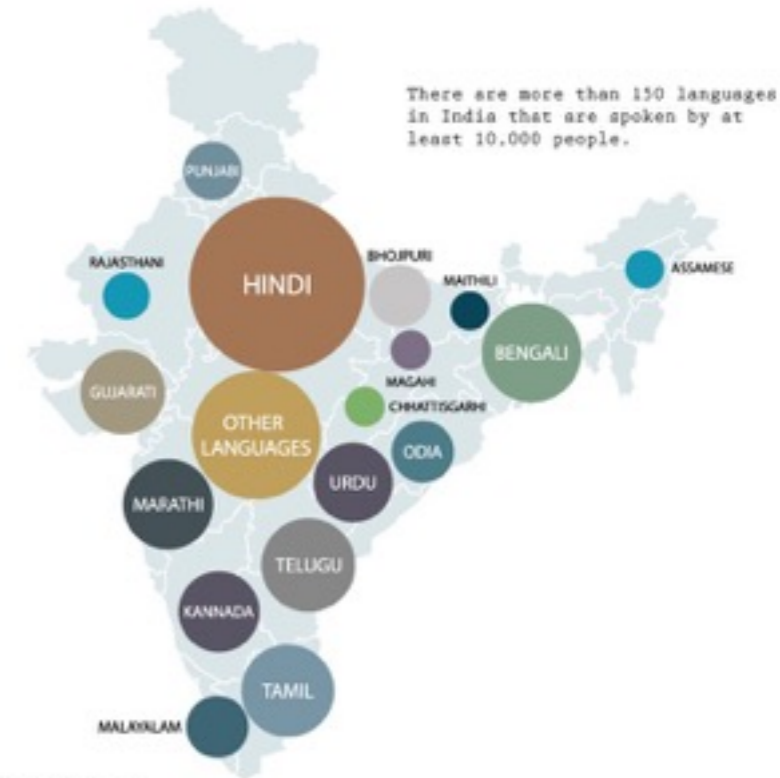


Democracy in the world, and English speaking nation in the world

(1) Census of India <http://censusindia.gov.in> (2) The states of Uttar Pradesh, Maharashtra, Bihar, West Bengal, Andhra Pradesh, Tamil Nadu, Madhya Pradesh, Rajasthan and Gujarat – Census of India (3) WorldBank (4) Business Portal of India www.business.gov.in (5) World Bank (6) IMF (7) Indian Department of Commerce (8) WorldBank (9) International Monetary Fund (10) KPMG (11) UKIBC, with data from the Census of India (12) McKinsey & Company (13) IMF



INDIA ACCORDING TO GOOGLE AUTOCOMplete



“With over 1.2 billion people, of whom 572 million are under the age of 24, **India is currently the country with the biggest youth population in the world.**”



“Rising incomes and a greater **exposure to Western lifestyles** will also create inflexion points for various products and services, as **previously unattainable purchases will become necessities**. Both of these developments are likely to unleash a substantial shift in consumer spending and consumption patterns over the next two decades.”



The Urban Effect

Cities

In 20 years, India's cities will have to accommodate 250 million to 300 million more people than they do today. That's the equivalent of 11 New Delhis.



Electricity

Of the 1.4 billion people of the world who have no access to electricity in the world, India accounts for over 300 million.

Water

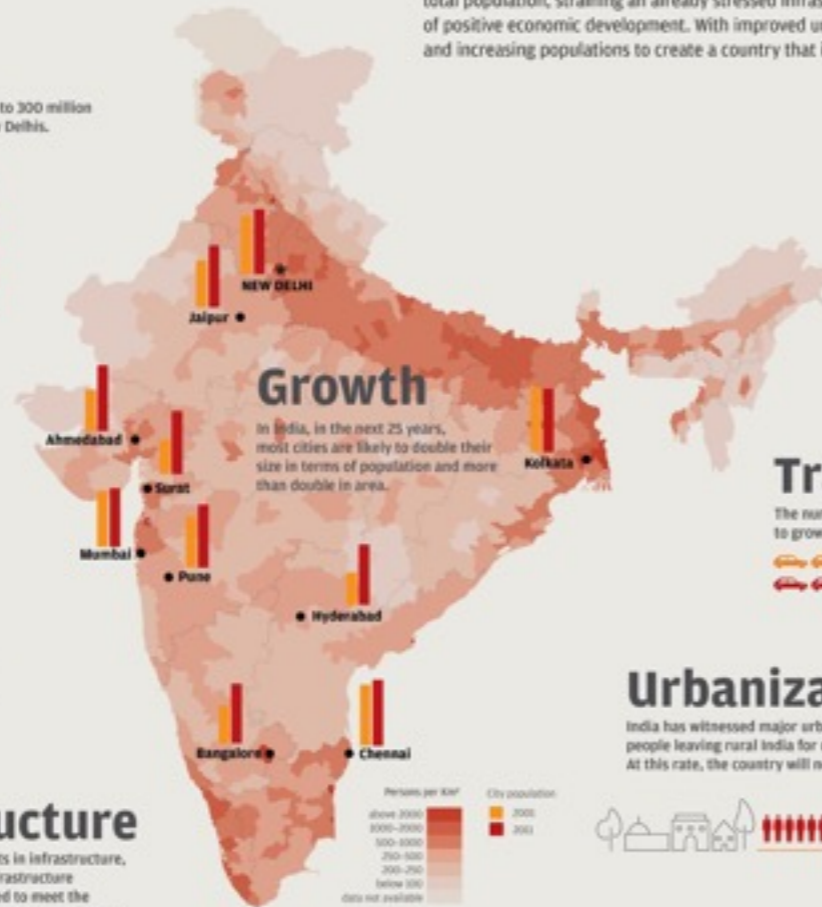
Only 74% of urban households in India are served by piped water supply. No Indian city has piped water 24 hours a day, seven days a week—4 to 5 hours of supply per day is the average.

Infrastructure

Despite increased investments in infrastructure, an estimated \$1 trillion in infrastructure improvements will be required to meet the country's resource needs over the next 5 years.

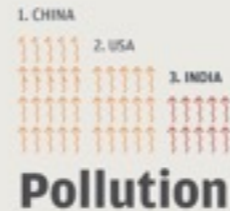
Sustaining Growth in India through Better Urban Planning

With a population of more than 1.2 billion, India is projected to be the world's most populous country by 2025. By 2050, it is estimated that India's urban population will constitute nearly half of the country's total population, straining an already stressed infrastructure. The good news: urbanization is an indicator of positive economic development. With improved urban planning, India can tackle urbanization challenges and increasing populations to create a country that is poised for sustainable growth.



Growth

In India, in the next 25 years, most cities are likely to double their size in terms of population and more than double in area.

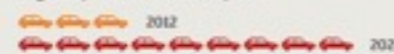


By 2015, India is expected to become the world's third largest emitter of carbon dioxide—it ranked fifth in 2005.

Pollution

Transportation

The number of private vehicles in India is expected to grow by more than 3 times by 2021.

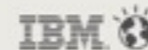


Urbanization

India has witnessed major urbanization in recent times, with an estimated 30 people leaving rural India for urban areas every minute during the next 20 years. At this rate, the country will need some 500 new cities in the next two decades.



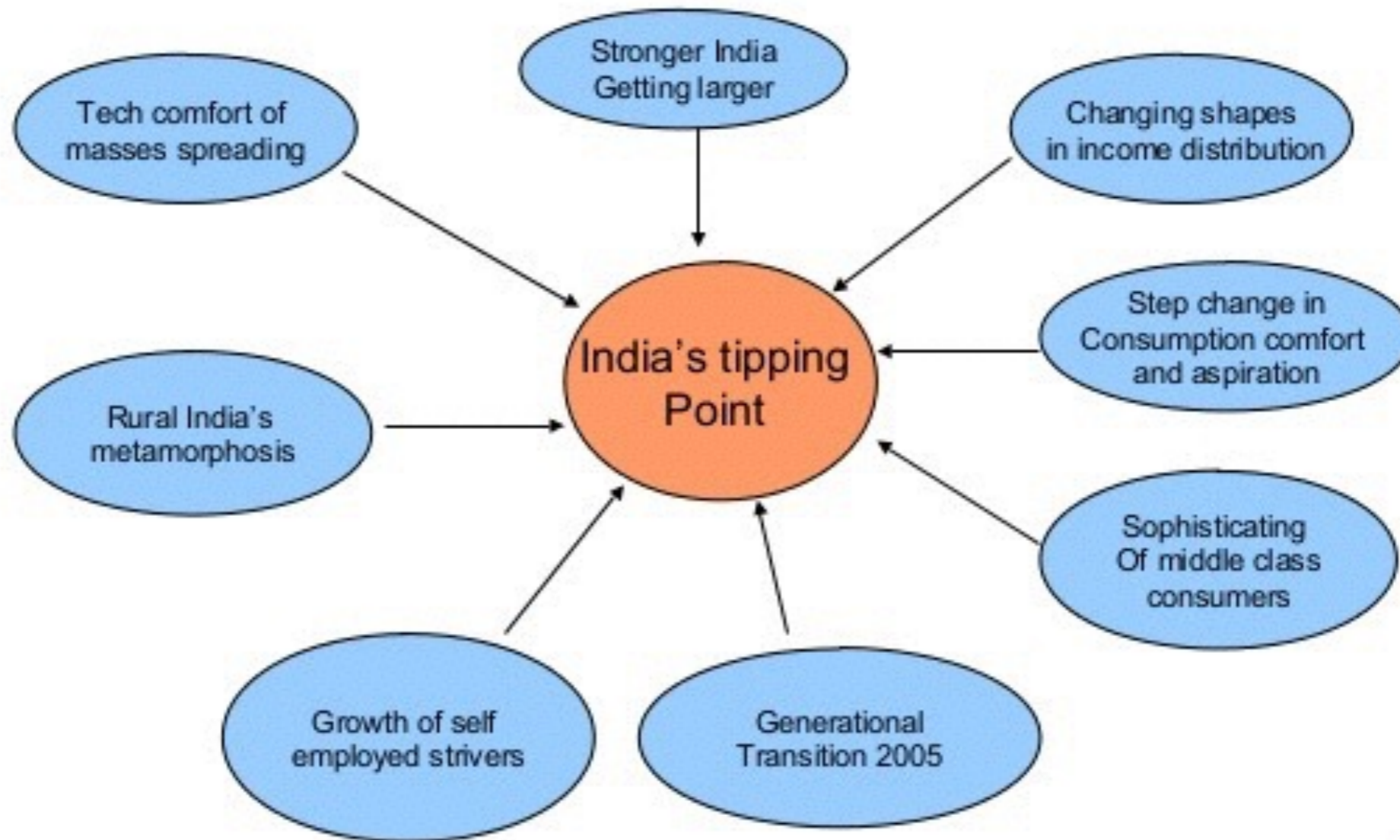
For more information on how IBM is helping to build smarter, more sustainable cities visit www.ibm.com/india/urban



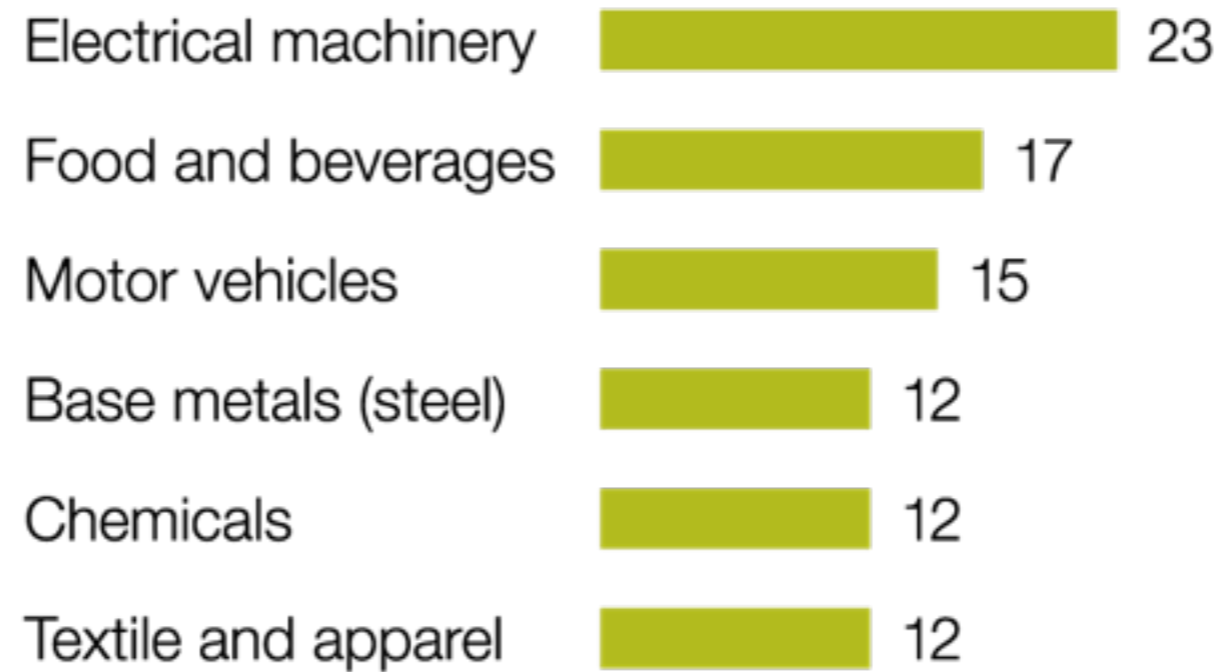
“In 2013-14, 24 of India’s 29 states grew at rates in excess of 5.5%, with the wealthiest one, Maharashtra (capital Mumbai), recording a growth rate of 7.3%. Some of India’s states such as Bihar, Madhya Pradesh, Meghalaya and Tripura recorded growth rates over 9%. **The next round of economic growth will thus take place in India’s emerging states and cities, with rapid development in rural areas.**”



India's Tipping Point



Compound annual growth rate of per capita consumption,¹ 2009–25, %



¹Based on consumption per 1,000 people; motor vehicles based on sales of vehicles per 1,000 people.

Source: Global Insights; McKinsey analysis

“There are opportunities in nearly every sector. However major shifts are underway in India driven by a series of strategic **development initiatives including Make in India (MII), Digital India and Skill India.** India’s development initiatives and rapid economic growth means growing opportunities in emerging sectors such as **digital innovation, energy and sport to name a few.**”

*



KEY POLICIES FOR BUSINESS DEVELOPMENT INVOLVING ALSO FOREIGN CAPITAL

What is Make in India ?



- Make in India is an international marketing campaigning slogan coined by **Narendra Modi**, The prime minister of India **on 25th September 2014** to attract businesses from around the world to invest and manufacture in India.
- Make In India is a new national program designed to transform India into a global manufacturing hub.
- Through Make In India initiative government will focus on building physical infrastructure as well as creating a digital network.



KEY POLICIES FOR BUSINESS DEVELOPMENT INVOLVING ALSO FOREIGN CAPITAL

OFFERING NEW ENVIRONMENT TO INVESTORS

KEY PLAYERS OF GLOBAL CORPORATE SECTOR INVITED FOR LAUNCH

THE MODUS OPERANDI

8-member expert panel set up jointly by Department of Industrial Policy & Promotion and FICCI

TEAM INVEST INDIA WILL

- 1 Interface with global investors
- 2 Redress grievances, act as helpdesk
- 3 Suggest reforms to Centre, States
- 4 Resolve policy issues

World Bank report ranks India **134th out of 189** nations on ease-of-doing-business parameters

- Invites to be sent to **30,000 top firms**
- Digital India Campaign to give **push to manufacturing**
- **25 identified sectors** including auto, food processing, IT, defence and entertainment

- Get manufacturing growth to **sustainable 10% over long term**
- Centre to work with States to **de-bureaucratise and deregulate**
- Help simplify **business procedures**, usher in **mindset changes**



The team will try to resolve issues within 48 hours. [Otherwise] it will go to the dept.'s nodal officer [to fix] within 72 hours. — **DIPP OFFICIAL**

KEY POLICIES FOR BUSINESS DEVELOPMENT INVOLVING ALSO FOREIGN CAPITAL

Focus on different sectors

- The focus of “make in India” program is on creating jobs and skill enhancement in 25 sectors



AUTOMOBILE



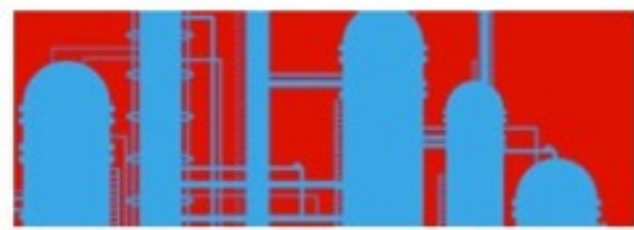
AUTOMOBILE COMPONENTS



AVIATION



BIOTECHNOLOGY



CHEMICALS



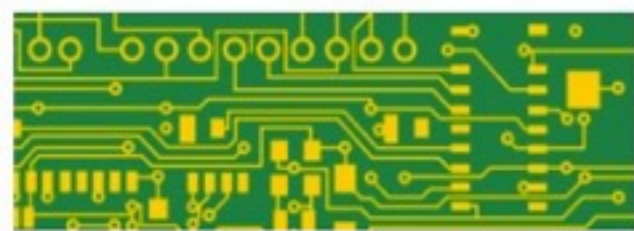
CONSTRUCTION



DEFENCE MANUFACTURING



ELECTRICAL MACHINERY



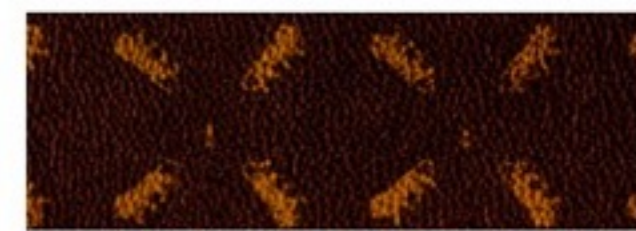
ELECTRONIC SYSTEMS



FOOD PROCESSING



IT AND BPM



LEATHER

KEY POLICIES FOR BUSINESS DEVELOPMENT INVOLVING ALSO FOREIGN CAPITAL



MEDIA AND ENTERTAINMENT



MINING



OIL AND GAS



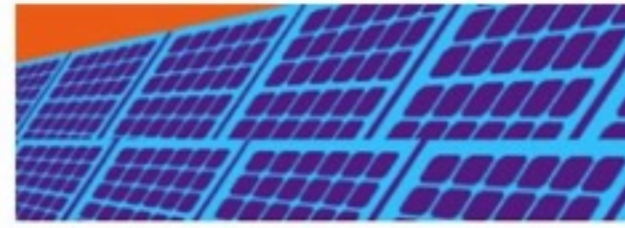
PHARMACEUTICALS



PORTS AND SHIPPING



RAILWAYS



RENEWABLE ENERGY



ROADS AND HIGHWAYS



SPACE



TEXTILES AND GARMENTS



THERMAL POWER



TOURISM AND HOSPITALITY



WELLNESS

Discount no matter what is offered

Best quality at least price

Shell life of the product monitored

At times, in distribution pay only when sold (Park and Sell)

People want to experience luxury and quality goods even when they cannot afford them (all of the Italian brands are very appealing in such regards), increasingly banks and credit cards are utilised for that



Believe in Volumes Sale to sustain aggressive competition which is very normal in today's business environment

You can sell only what you truly believe in

A strong local business negotiator is needed with Foreign Companies

To work long term ample margins are needed

Seek market with the least competition

Focus on innovative appealing products or services

Focus on the least upfront investment and stability of the Foreign Company in order to develop business



Utilised mostly in unorganised sectors
(not corporate)

People are totally chosen from a known
circle

Closed internal business dynamics

Least chance of fraud

Reciprocal support at bad times of
business

Many times verbal commitments
wanted and utilised on total faith



Food (Restaurants and Luxury Gourmet)

Clothing (western fashionable in larger cities)

Cellphones, automobiles and other technology

Tourism

High investment in primary education inclusive of the digital field



Need a strong sound plan depending upon the product and place where it is placed

Financial investment to recruit and set-up office for bulk sales

Lots of patience to get momentum for business

Holding capacity (being able to afford not to sell right away, build a brand, even locally)

Acceptance to changing strategy as per market conditions

WHAT IS RURAL MARKETING

- Rural marketing is defined as any marketing activity in which one dominant participant is from a rural area.





PHASES OF BUSINESS DEVELOPMENT IN INDIA GIVEN THE CONTEXT AND OPPORTUNITIES:

OUR APPROACH

The founders are *Project Leaders* that coordinate a long trusted skilled workforce and professionals involved on a project-to-project basis, specific to the field know-how; for this the community / local network belonging as entrepreneurs plays a key role.

PHASE 1: Surface *scanning of the targeted market* through networked communities on the field to identify actual opportunities (free of charge, yet full cooperation needed from the organisation).



PHASE 2: Organisational and linked operational market analysis (SWOT and PESTLE) relevant to the targeted market in macro and the fundamental micro, community and network level terms. We actually introduce the client to relevant networks and concrete prospects. Hand-in-hand operations with the client begin. This hand-to-hand approach regarding all of the phases of project development is what characterises our services on the ground field.

PHASE 3: Marketing, sales and operations strategy developed jointly with the client; at this stage there is a full integration of the specific know how of the client relevant to the product and service with the unique characteristics of the targeted market.

PHASE 4: Proactive management and of all of the operational logistics and bureaucratic operations and issues relevant to the movement and sales of goods or deployment of services.



PHASE 5: Management and continuous feedback (from the ground field) and dialogue relevant to commercial (marketing and sales) implementation.

PHASE 6: Broader consolidation of development and implementation of market penetration strategy.

PHASE 7: On the ground field management of **further developments** within the targeted market. Some possibilities to decide upon: actual opening of an own branch; development of long lasting relationship with technical partners; development of joint-ventures etc..



OUR **VALUE ADDED** TO
SMALL AND MEDIUM SIZE ORGANISATIONS:

- THANKS TO OUR **OPERATIONAL MODEL** WE CAN WORK IN MANY FIELDS
- FINANCIAL AND TIME MANAGEMENT **EFFICIENCY**
- FRIENDLY, DIRECT APPROACH, **CONCRETE AND DOWN-TO-EARTH**
- EFFECTIVE AND EFFICIENT **TEAM PLAYING** WITH A MARKED SENSE OF LEADERSHIP AND **RESPONSIBILITY**
- LONG LASTING **GLOBAL EXPERIENCE**

“Your effective and efficient branch abroad”



ORGANIZATIONAL DEVELOPMENT AND INNOVATION.

INTERNATIONAL BUSINESS DEVELOPMENT.

***“Lasting results through Knowledge for Action & Action for Knowledge:
facilitating critical thinking, stimulating practical action.”***

***READY TO WORK WITH PROSPECTS ON PROJECT DEVELOPMENT PHASE 1:
FREE OF CHARGE, YET COOPERATION NEEDED***

Thank You for Your Attention

ध्यान देने के लिए आपका धन्यवाद

for further information: www.synergypathways.net

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