

Swiss-Indian Chamber of Commerce

PROMOTION OF SWISS SME TRADE & INVESTMENT IN INDIA

Roadshow in Switzerland – March to May 2010
Mission to India October 24 to 31, 2010

INTRODUCTION

India's past growth, coupled with its relative resistance to the global economic downturn and political stability has generated an increased interest among Swiss SMEs in the country as a business destination. However, due to what are perceived as the operational complexities of the Indian market, Swiss SMEs are often hesitant to take first steps or uninformed about what these steps should be. Once in India, they often face the challenge of adequately protecting their interests.

SICC's Roadshow in Switzerland and Mission to India aims to assist Swiss SMEs in their efforts to export to and/or invest in India. The envisioned support will bring the following benefits to Swiss SMEs:

- Invest limited resources in a more strategic manner in order to achieve better business results in India.
- Add value to local Indian products, and/or introduce new products in response to the need for equipment and technologies.
- Identify and mobilize the right partners (managers and/or joint-venture partners).

The roadshow and mission is for SMEs in the following sectors:

- Equipment and machinery manufacturing (precision, electrical and non-electrical)
- Life sciences, pharmaceutical, bio-tech, med-tech and allied industries

The target sectors in India have been identified according to the following considerations:

- Compatibility with sectors where Switzerland has proven leadership and expertise;
- Sectors in India where existing consumer demand has not adequately been met;
- Sectors in India where potential market demand has been identified but remains dormant. In the latter case, Swiss SMEs have the opportunity to create new niche markets in the country.

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DES KANTONS BERN
UNION DU COMMERCE ET DE L'INDUSTRIE
DU CANTON DE BERNE**


CHAMBRE DE COMMERCE FRIBOURG
HANDELSKAMMER FREIBURG • CHAMBER OF COMMERCE FRIBOURG


C V C I **Chambre vaudoise
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Chambre Valaisanne
de Commerce et d'Industrie
Walliser Industrie-
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GREATER GENEVA BERNE area
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ROADSHOWS IN SWITZERLAND – March to May 2010

In the first half of 2010, SICCC is organizing five seminars about opportunities for Swiss SMEs in India's machine and life sciences sectors, and to provide details about the SME Mission to India which will take place from October 24 to 31, 2010.

Seminar I: Greater Zurich Area

March 23, 2010
Zunfthaus zur Meisen
Zurich, Switzerland

Seminar II: Luzern / Central Switzerland

March 24, 2010
Hotel Continental Park
Luzern, Switzerland

Seminar III: Greater Basel Area

Basel
April 8, 2010
Credit Suisse AG
Basel, Switzerland

Seminar IV: Greater Geneva Berne area - GGBa

Geneva, Vaud, Neuchatel, Fribourg, Valais, Jura, Berne
April 29, 2010
Lausanne, Switzerland

Seminar V: St. Gallen and Eastern Switzerland

May 19, 2010
Chamber of Commerce and Industry St. Gallen-Appenzell
St. Gallen, Switzerland

MISSION TO INDIA SCHEDULE

Calender	Group 1/Machinery	Group 2/Life Sciences
Sunday, October 24, 2010	Arrival in Delhi	Arrival in Delhi
Monday, October 25, 2010	Delhi	Delhi
Tuesday, October 26, 2010	Delhi / Baroda	Delhi / Hyderabad
Wednesday, October 27, 2010	Baroda	Hyderabad
Thursday, October 28, 2010	Baroda / Pune	Hyderabad / Bangalore
Friday, October 29, 2010	Pune	Bangalore
Saturday, October 30, 2010	Pune / Mumbai	Bangalore / Mumbai
Sunday, October 31, 2010	Departure for Switzerland	Departure for Switzerland

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Seminar III: Greater Geneva Berne area - GGBa

April 29, 2010

Mövenpick Hotel Lausanne
Avenue de Rhodanie 4
1000 Lausanne 6
Switzerland

PROGRAM

- 17:00 to 17:30** **Registration**
- 17:30 to 17:40** **Welcome Statement**, Philippe D. Monnier, Executive Director, Greater Geneva Berne area (GGBa)
- 17:40 to 18:00** **Introduction to India as a Business Destination for Machinery and Life Sciences Sectors**, Pierre Schaufelberger, Nestlé; Board Member, Swiss-Indian Chamber of Commerce
- 18:00 to 18:20** **Legal Factors and Intellectual Property Rights – What an SME in India Needs to Know**, Franz Probst, Probst Attorneys at Law; Chairman, Swiss-Indian Chamber of Commerce
- 18:20 to 18:40** **Bobst AG: A Swiss Machine-Building Company's Experience in India**, Rodolphe Keller, President Bobst India Pvt. Ltd.; Board Member, Swiss-Indian Chamber of Commerce
- 18:40 to 19:00** **Roche AG: A Swiss Pharma Company's Experience in India**
Dr. Hubert Witte, Head, Patent Department Basel, Roche
- 19:00 to 19:15** **SME Mission to India, October 2010 - Information / Q&A**, Dorit Sallis, Managing Director, Swiss-Indian Chamber of Commerce
- 19:15 to 20:00** **Networking Reception**

The seminar languages will be French and English.

This event is being supported by Osec with funding from the Confederation's Stabilization Program (special funding package) and designed to provide immediate and effective support to the Swiss economy.

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REGISTRATION

Admission Fee (Please pay cash at the door.)

- Member of SICC; Bern-CCI; CCF; CCIG; CNCI; CVCI; CVsCI;
Centre Patronale; Bioalps; Swiss Biotech Association CHF 50.-
- Non-Member CHF 75.-

Each participants is kindly requested to fill out and fax this registration form to SICC: +41 44 221 0085.

Firm/Organization:.....

Last Name: First Name:.....

Address:

Phone:..... E-mail.....

Signature: Date:

I would like to participate in the October mission to India. Keep me informed. Yes; No

Questions: Please contact Dorit Sallis, Swiss-Indian Chamber of Commerce: email dorit.sallis@sicc.ch; tel +41 44 226 90 61. For more information about SICC, visit www.sicc.ch

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