Access India Initiative Italy

Program Brief

PROMOTING MAKE IN INDIA IN ITALY

Initiative Promoted by

Embassy of India
Rome, Italy

भारत सरकार
GOVERNMENT OF INDIA

knowledge Partners

winh
CROSSBORDER
BUSINESS
CONSULTANCY

UJA®
Audit • Tax • Legal • Advisory

Main Partner

INVEST INDIA
NATIONAL INVESTMENT PROMOTION
& FACILITATION AGENCY

09.03.2023

About the Access India Initiative (AII) - Italy

The Concept

The Access India Initiative (AII) promoted by The Indian embassy in Rome and the Indian Government, is a strategic twelve-month program composed of several Roadshow, webinars and workshops around Italy to promote economic relations between India and Italy. The initiative, which falls within the broader national **Make in India program**, aims to give a significant acceleration to business and economic-commercial development between Italy and India.

The AII program intends to **support Italian companies to better understand the characteristics of the Indian market and provide them with a platform** of professionals and government institutions that can assist them in their first steps to accessing the market.

The Embassy of India in Italy has selected WINH and UJA Global Advisory as knowledge partners for the 2023 program.

The Objectives

01

Promote
Assist Italian companies interested in India to understand the opportunities offered by the market;
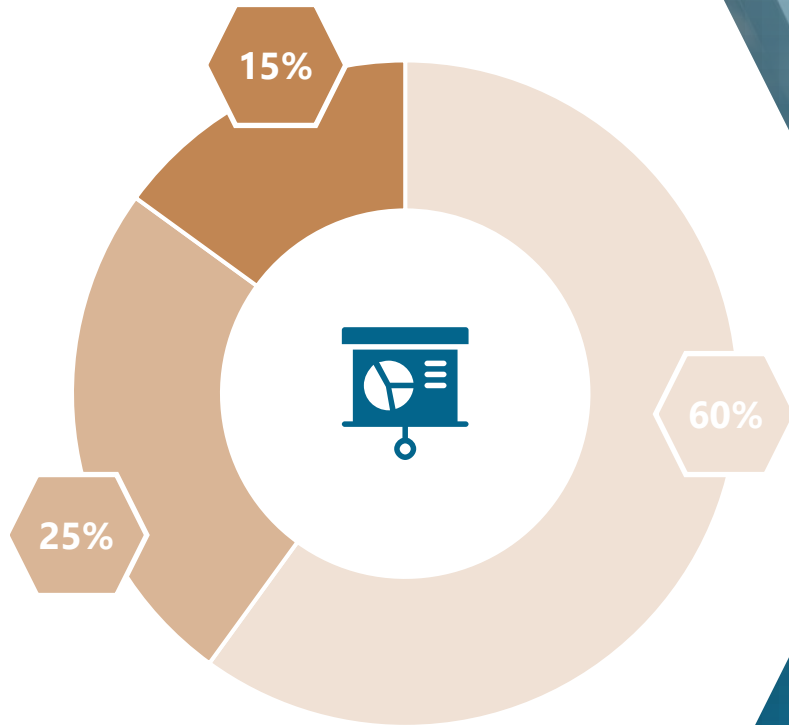
02

Support
provide companies with all the tools needed to evaluate commercial or industrial investment in India

03

Facilitate
Create structured relations between Italian and Indian institutions able to facilitate the realization of market entry projects into India.

Target Audience

15%

60%

25%

All aims to target companies, Industrial Associations/Federations & Regional administration in Italy

Companies

Industry associations /federations

Regional Administration

The program is addressed to owners, CEOs, Board members, institutional relations, commercial/export/area managers of the above stakeholders in order to target the following companies:

Group 1: SMEs that want to open production facilities. This group will have full access to the program.

Group 2: SMEs already engaged in import-export operations with India. Only those companies with a long-term strategic vision and aiming to create on-site facilities will have access to the program.

Target Sectors

Start Ups & Finance

Biotechnology and Medical devices

IT & AI

Textile & related machinery

Automotive & Suppliers

Energy & Renewables Sector

Food Processing, Agro & Cold Chain

Leather processing machinery
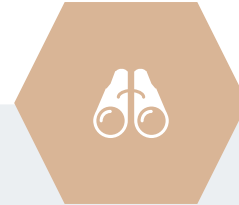
Infrastructure & Railway

Gems and Jewelry

PROMOTING MAKE IN INDIA IN ITALY

Promotional Assets

Kick-Off Event

- 29 March 2023

- Half day of panels with institutions and representatives of companies involved in the India-Italy dialogue.

- The event will have media coverage on main financial news outlets in Italy and India

2023 Program Events

- Around15-20 events including roadshows, Webinars and Workshops throughout 2023

- These events will be organized together with industry associations and fairs around Italy

Marketing Material

- Dedicated website with updates, news and information on the upcoming events

- Dedicated social media handles (Linkedin, facebook)

Publications

- Quarterly publications in dedicated sector magazines

2023 All Program Calendar (up to June 2023)

	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
Kick Off	☒									
Roadshows		☒	☒ ☒	☒	☒		☒	☒	☒	☒
Webinars		⊟		⊟	⊟		⊟		⊟	
Workshops (Potential All Members)			⊞	⊞				⊞		⊞

AII Kick Off Event Flow

Registration & Welcome Coffee

09:30

Registration & possibility to initiate network

Vote of Thanks

10:30
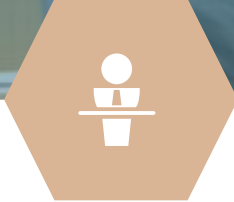
Consul General of India to Milan

AII Program Presentation

10:45

WINH
UJA
Embassy of India in Rome

Keynote Speech

11:00

Ambassador of India to Italy

Indian Market Opportunity

11:15

Invest India Government Agency

All Kick Off Event Flow

Round Table: Italian Success stories in India	Round Table: Indian Financial Setting	MOU Session	Networking Lunch	End of the Event
11:30	**12:20**	**13:00**	**13:10**	**15:00**
Italian company 1 **Italian company 2** **Italian company 3** **JV company** **Confederation representative** **Moderator**	**Italian Bank 1** **Indian Bank 1** **Moderator**	**3 MOUs will be signed between Italian and Indian companies**	**Indian Lunch with possibility to network**	**Event Closure**

All Program Event Flow

Roadshows

- **April**
Agro food processing

- **May**
Artificial Intelligence & IT

- **May**
Start up & Finance

- **June**
Automotive

Or

- **June**
Food Processing – Anima (MOU with Industrial Food park India)

Webinars

- **May**
Textile Machinery – may/June

- **June - Anima**
Food processing to energy efficiency - May

Workshops

- **May**
Successful market entry strategies and risk mitigation

- **June**
Legal and fiscal environment. Adopting correct strategies to ensure compliance.

Thank You