

Fostering EU-India collaborations in Digital Transformation B2b networking sessions

COVID-19 pandemic has shattered economies & businesses worldwide however we have also seen how businesses that have innovated and adopted technology are able to tide through this era of contactless delivery / operations. Digitalization has found a new meaning because of the pandemic; it is being embraced by more sectors. It has become imperative to accelerate digital investments in response to evolving customer needs, use new data and AI to improve business operations, modernize technology capabilities to boost development velocity, and increase organizational agility to deliver quickly. **According to a report pre-COVID from SAP, 84% of companies regard digital transformation as crucial, yet only 3% have actually finished a company-wide effort.** So this is an opportune time for businesses to focus on their digitisation and transformation needs. Businesses which are adapting to this change are more likely to succeed in the new digital paradigm even in the post-COVID-19 era in new normal.

[Global Business Inroads \(GBI\)](#), we has partnered with National Association of Software and Service Companies ([NASSCOM](#)) to build an **India - Europe digital transformation networking platform** to promote partnerships between EU technology, engineering and R&D companies with Indian digital tech companies for collaboration. These will be virtual B2b networking events (**no registration fees**) to promote **India-Europe Digital Cooperation** and support European companies interact with experts from leading Indian IT companies from the digital space and have curated B2B meetings. These will be a series of events. The first edition was on 9th December 2020 and the next events will be taking place in February, March and April 2021.

India is a leading destination for delivery of digital services. **70-75% of global digitally skilled resources (~680K) are based out of India in FY 2019.** The country is a hotbed for digital innovation with a rich ecosystem comprising service providers, tech providers and start-ups engaging in global delivery, investing in Digital IP / solutions, and creating Centre of Excellence (CoE).

Who can participate – from Europe:

Large multinational organizations, SMEs, small companies from Automotive / Mobility, Energy, Maritime, Water, Food / Agri, Aerospace, Industrial, BFSI, Pharma, CPG, Retail, Healthcare, Manufacturing Logistics, and other related sectors.

Who will participate – from India:

The Indian companies with expertise in digital sectors like - Engineering and R&D (includes Industry 4.0, PES, Embedded systems), AI, IoT, M2M, SAAS, Blockchain, Software Development, Big Data Management, Automation, etc. and will include the large companies to established SMEs and startups.

About NASSCOM:

NASSCOM is the premier trade body and chamber of commerce of the Tech industry in India and comprises over 2800 member companies and over 3000 Startups. NASSCOM is also known as largest incubator of tech startups of India and has also initiated various programs such as '[10,000 Startups](#)', Centre of Excellence ([COE on IOT](#)) and [AI & Data Sciences](#) with a purpose to support and Startups from these domains.

About GBI:

Global Business Inroads (GBI) is an international business and management consulting entity based in Bangalore, India. GBI has experience in effectively engaging with both public and private sectors in India, Asia, North America, South America, the Middle East and Europe. GBI is also a Business Cooperation Center of Enterprise Europe Network (EEN) in India with expertise in technology transfer, project management, and ecosystem development in the clean-tech, life sciences, healthcare, biotechnology and information and communication technology (ICT) sectors. GBI has recently launched the digital event series in December 2020 to foster collaboration between Europe-India and a series of events planned for 2021.

Details of the first event:

Date	9th December 2020
Number of participants and total B2B meetings	21 Indian companies and 10 EU companies participated in the event and over 40 B2B meetings were accomplished.
Case studies	<p>A Spanish software company has requirements to offshore some of the workload to Indian Companies and they want to connect with Indian companies with expertise in AR/VR, IoT, AI and Blockchain technologies to provide additional services to their clients. Based on this 6 B2B meetings were organised.</p> <p>An Italian fashion company had requirements to integrate their web platform with augmented reality, launch e-commerce services and big data management. Based on this 4 B2B meetings were curated.</p> <p>A manufacturing cluster from Ireland had requirements for their members to increase productivity and improve competitiveness through Industry 4.0 solutions focused on automation, data analytics, process improvement, industrial IoT, predictive maintenance, smart factories, Augmented and virtual reality (AR/VR), digital twins, etc. 4 B2B meetings were organized.</p> <p>Greece maritime cluster was interested to meet Indian digital technologies in application to the shipping and trade industry for their members. 4 B2B meeting was successfully organised.</p> <p>We received very positive feedback from the EU companies and we are expecting some of these meetings to reach the next stage of business opportunities between the EU and Indian companies.</p>
Upcoming editions	This is a series of events and the 2nd edition is on 23rd & 24th February 2021 . Later, the next series is planned for March, April 2021 (TBC).

Testimonials:

The sessions went well and we received positive feedback from the European participants and following are some of the testimonials:

“Fantastically organised, perfect timing..I cannot imagine a better performance.” - TERALCO (Enrique Martín Gullón, BoD member & Senior Advisor)

“I really enjoyed the whole event, and I feel that it was worth my time and effort. I had really interesting discussions with all four companies that I met and exchanged information on their offerings & capabilities. Overall I am impressed with the quality of the Indian companies that I met (i.e., with the range of products and services they offer; their global presence; their portfolio of customers; the flexible arrangement of service contracts they offer; and, the certificates of Quality that they carry). I am satisfied with the overall quality of the event, its organization, planning & execution of the B2B networking. I do not see any need to improve the event as it stands, in terms of its original purpose of helping Indian companies reach out and offer their services in response to the challenges facing companies worldwide in their digitization plans.” - STRATEGIS (Gregory S. Yovanof, Ph.D. Managing Director)

NASSCOM EU Digital Business Matching Session
In partnership with GBI
Session 1: 9th December 2020

CET Time	IST Time	Agenda
1000-1005	1430-1435	Opening by Director, Global Business Inroads (GBI) / Enterprise Europe Network – India, Mrs Leena Thomas
1005-1010	1435-1440	Context Setting, Senior Director, NASSCOM, Mr Gagan Sabharwal
1010-1015	1440-1445	Remarks by Joint Secretary, Ministry of Electronics and Information Technology, Mr Rajiv Kumar
1015-1020	1445-1450	Remarks by Head of Trade Section, Delegation of the EU, Ms Renita Bhaskar

TORINO FASHION WEEK
NEW DIGITAL EVENT 2020
3 - 9 Oct

IDEAM Industry Cluster
RTCF Stream Two LIT

Industry Consortia
Existing clusters run on a voluntary basis.

- Limerick for Engineering:** 40 companies, 50% of which are SMEs.
- Limerick for IT:** 23 companies, 75% of which are SMEs.
- Precision Turned Parts Manufacturing Association (PTMA):** 35 SME member companies.

IDEAM: Irish Digital Engineering & Advanced Manufacturing Cluster
- A one-stop-shop for Manufacturing SMEs in all aspects of digital transformation

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