



Promoting European
Clean Technologies in India &
Tackling Climate Change

ebtc

European Business and Technology Centre

EBTC is a programme co-funded by the European Union



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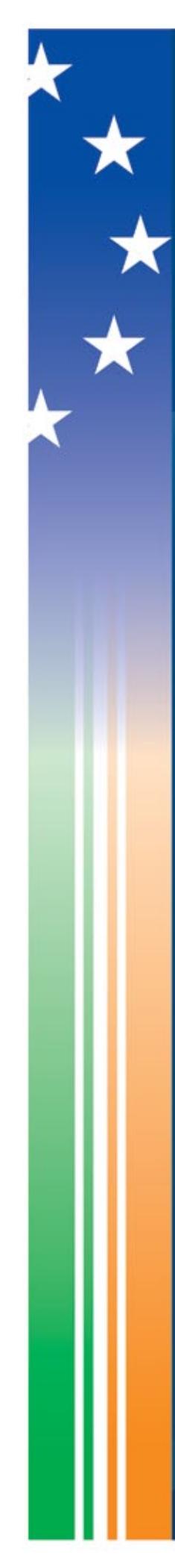


European Business and Technology Centre

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EBTC

Mission & Vision

As one of the largest and fastest growing markets in the world, with more than 1 billion inhabitants, India offers great opportunities for European companies. However, trade with India represents only 1.8% of total EU trade and the EU market share in India has plunged over the last decade. Access to the Indian market is not easy for European business. Even if the Indian government has embraced globalisation, European companies still face many difficulties when trying to enter the Indian market.

India also faces serious challenges from climate change. To secure sustainable development, the country must therefore identify areas in its booming economy where clean technology can be used. This is where a close cooperation between the European and Indian business, scientific and research communities can make a difference.

Against this background, EBTC has been established as a **point of reference** for European companies and researchers wanting to enter the Indian market, with focus on **climate change** technologies.

Activities are organised in key sectors: **Biotechnology, Energy, Environment, and Transport**. For each of those sectors, top level research institutes have joined forces with leading business and universities in a knowledge triangle that will benefit European business, science and technology.

EBTC operates as an **intelligence hub** and in **synergy** with existing service providers from EU member states and Indian counterparts.

EBTC is part of the European Union's Global Europe strategy and the Small Business Act, which try to enhance Europe's competitiveness in a globalised market. EBTC therefore benefits from financial support from the European Commission, through its Delegation in New Delhi.



EBTC

A Service Provider for European Business & Research Communities

Are you interested in exploring business or research opportunities in India?

Whether you are an entrepreneur running a company in Europe, a research organisation, or an academic at one of Europe's universities or institutes, EBTC can help you identify and exploit the best opportunities for interacting with India – be it in the area of biotechnology, energy, environment, and transport.

Which services are offered?

- Advice on technology transfer matters related to securing, developing, and marketing intellectual property in India
- Assistance in dealing with the legal, regulatory and bureaucratic procedures in India
- Promoting the transfer of clean technologies
- Identifying and facilitating relationships with businesses, research partners, suppliers and customers
- Access to leading-edge market intelligence
- Assessment of market potential and feasibility studies
- Providing information on sources of finance
- Facilitating trade fair and conference participations
- Project development support

Where to find EBTC?

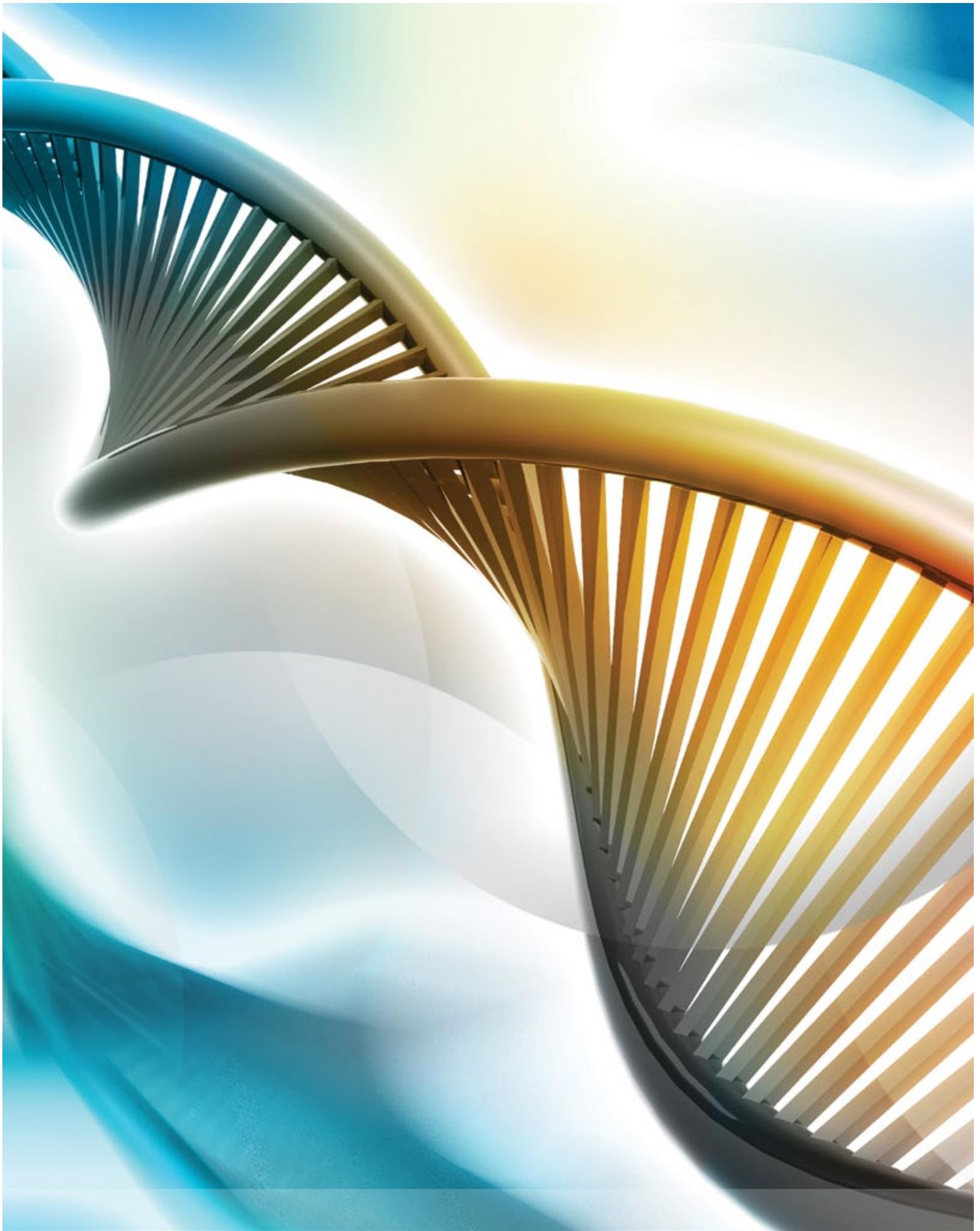
- 1 head office in the heart of New Delhi
- 3 regional offices in Mumbai, Bangalore and Kolkata
- Establishment of 2 additional antenna offices in planning stage



Facilitating EU - India Trade & Investment Relations

European businesses and researchers still face significant obstacles when trying to enter the Indian market. It is EBTC's core objective to address the main market access barriers, as well as familiarise the EU business and science community with the local business environment. Identifying challenges and opportunities to increase trade and investment between the EU and India is therefore at the centre of EBTC's activities:

- Regular monitoring of EU-India trade relations
- Detecting and striving to remove barriers to trade & investment
- Identifying and highlighting opportunities for expanding trade and investment
- Organising workshops and seminars on specific market access issues, such as Sanitary and Phytosanitary (SPS) Standards, Protection of Intellectual Property Rights (IPR), Technical Barriers to Trade (TBT), etc.



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Promoting EU - India cooperation in **Biotechnology**

Main facts:

- Opportunities for EU-India collaboration in biotechnology are multifold.
- The Indian biotech industry grew threefold in just five years to report revenues of US\$ 3 billion in 2009-10, a rise of 17% over the previous year. All major sectors – BioPharma (\$1.9 billion), BioServices (\$573 million), BioAgriculture (\$420.4 million), BioIndustrial (\$122.5 million), and BioInformatics (\$50.2 million) - continue their double-digit growth.
- The BioPharma industry offers a wide scope for business and technology transfer.
- The BioAgriculture sector is vital for India to meet the increasing food demands of its growing population, with limited arable land and depleting water resources.
- BioInformatics and BioServices, with a well-developed R&D capability, are ideal for outsourcing.



Promoting EU - India cooperation in Energy

Main facts:

- India is the most developed renewable energy market in South Asia, with an annual turnover of about \$500 million.
- The demand-supply gap in power is currently at 8% and is one of the key drivers of renewable energy in the country.
- The Indian Government expects the renewable energy sector to grow to \$19 billion from 2008 to 2012, with renewables making up 20% of the 70,000 MW of total additional energy planned from 2008-2012.

Solar Energy: Market potential for processed raw material for solar cells, large capacity Solar Photo-Voltaic (SPV) modules, film solar cells, SPV roof tiles, inverters, charge controllers etc. Scope for R&D with regard to improving solar photovoltaic cells and solar thermal technologies. The Launch of National Solar Mission has given a big impetus to solar energy in India, leading to an installed capacity of 20,000 MW by the end of the 13th Five Year Plan in 2022.

Wind Energy: India is at the fifth spot worldwide in harnessing wind energy. Still there are vast coastal areas yet untapped.

Biomass Energy: 540 million tons of crop and plantation residues are produced every year, a large portion of which is either wasted or used inefficiently.

Small Hydro Projects: There is opportunity for small hydro power projects given India's numerous rivers and their tributaries.

Energy from Wastes: Large potential exists due to an increasing quantity of garbage in urban areas caused by rapid urbanization and industrialization.

Biofuels: A national biofuel policy calls for blending at least 20% biofuels in diesel and petrol by 2017, apart from extending incentives to encourage its production in wastelands.

Clean Coal: With the bulk of power generated from thermal stations using coal as raw material, the scope for clean coal technologies, both for mining and for upgrading low grade coals currently used is huge.



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Promoting EU - India cooperation in Environment

Main facts:

- India's environmental challenges are diverse and wide-ranging, requiring quick answers to prevent further degradation of the environment:

Waste water: With depleting water resources, pressure on industry to recover and recycle waste water is mounting. More than 300,000 SMEs in India, with 90% of them employing no wastewater treatment, offer considerable scope for technology transfer.

Clean Development Mechanism: India is a major player in the field of CDM. Projects are in the sectors of energy efficiency, fuel switching, industrial processes, municipal solid waste and renewable energy.

Clean air technology: Urban air quality in India has been declining due to upward trends in power consumption, industrialization and vehicular use, crying for urgent technological solutions.

Waste management: The growth in municipal solid waste in India's urban centres has outpaced the population growth in recent years, needing viable cost effective solutions.

Chemical management: A vast chemical industry, populated by SMEs, with poor environmental and safety standards, requires environmentally sound and sustainable management.



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Promoting EU - India cooperation in Transport

Main facts:

- With the rapid growth of urbanization, industrialization and vehicles, the need for new technologies has become urgent, in particular with regard to the effects this is having on climate change.
- Various modes of transport cause considerable air pollution. Thus, the scope for improving the efficiency of existing transport modes is considerable.
- Sustainable transport solutions: There is a large potential for introducing cleaner transport technology solutions which do not damage the present and future conditions for life, save energy, reduce space requirements for transport and diminish pollution.
- Opportunities exist in IT services to the transport and logistics community.
- Port development, road networks, air cargo routes and railroad infrastructure also offer opportunities.



EBTC's Partnerships - A Key Factor of Success

EBTC is working hand in hand with existing networks, initiatives, partners, and institutions - both in Europe and India - in order to identify synergies and create a real European added value.

EU Member States & bilateral Chambers of Commerce:

EBTC is working in close cooperation with the bilateral Chambers of Commerce of the EU Member States, Embassies' commercial and science & technology departments and regional trade promotion agencies.

EBTC's Indian Counterparts Committee (ICC):

A high-level group of Indian counterparts - leading business, sectoral and industry

associations - acts in an advisory capacity for EBTC. The ICC meets twice a year and regularly provides expertise & support to the Centre. Thanks to this fruitful partnership with the Indian community, EBTC gains access to a network that stretches across the entire Indian sub-continent.

EBTC Partners in Europe:

EBTC partners in Europe are ensuring the full outreach to the EU business and research community. Through tapping into the European Chambers Network, the European Enterprise Network and other relevant innovation networks, EBTC can ensure that every single potential client, anywhere in Europe, is informed about its activities.

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