

MAKE IN INDIA MITTELSTAND!



**Make in India Business Support Programme for  
German Mittelstand and Family Owned  
Enterprises**



MAKE IN INDIA MITTELSTAND!

**- Workshop/Seminar-**

**“Indian Food and Beverage Market  
Assessment and Opportunities for German  
Mittelstand”**

**in cooperation with**

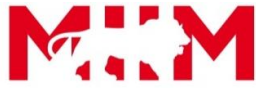
**Bundesvereinigung der  
Deutschen Ernährungsindustrie  
OAV – German Asia-Pacific Business  
Association**

14th November, 2016 from 1430 to 1730 hrs  
at  
Embassy of India, Tiergartenstrasse 17, 10785 Berlin

Timing	Topics
1430-1435 hrs	<ul style="list-style-type: none"> <li>▪ <b>Introductory Remarks</b></li> </ul>
1435-1440 hrs	<ul style="list-style-type: none"> <li>▪ <b>Welcome Address from Guest of Honour</b></li> </ul>
1440-1450 hrs	<ul style="list-style-type: none"> <li>▪ <b>Introduction and Status-quo to MIIM Programme</b></li> </ul>
<b>Indian F&amp;B Sector Positioning –Status-quo</b>	
1450-1530 hrs	<ul style="list-style-type: none"> <li>▪ <b>Key macroeconomic indicators</b> <ul style="list-style-type: none"> <li>▶ F&amp;B sector's economic positioning</li> </ul> </li> <li>▪ <b>Indian F&amp;B market development 2010-15</b> <ul style="list-style-type: none"> <li>▶ Market development 2010-15 (by market definition: Dairy, Fruits and vegetables, Grains and cereals, Fisheries, Meat and poultry, alcoholic and non-alcoholic beverages)</li> <li>▶ FDI policy and status-quo</li> <li>▶ Top Indian and foreign players</li> <li>▶ Trade development and partner countries</li> <li>▶ Recent M&amp;A deals</li> </ul> </li> <li>▪ <b>Regulatory framework and Government initiatives: Central/ State level policy and infrastructure</b></li> <li>▪ <b>Value Chain concept</b> <ul style="list-style-type: none"> <li>▶ Availability of raw materials</li> <li>▶ Logistics (especially for perishable items)</li> <li>▶ Manufacturing hubs and production technologies</li> <li>▶ Distribution channels</li> </ul> </li> </ul>
1530-1540 hrs	<ul style="list-style-type: none"> <li>▪ <b>CASE STUDY: Indian/ European company from FOOD PROCESSING Sector</b></li> </ul>
1540-1550 hrs	<b>Break</b>

	<b>Futuristic Outlook</b>
<b>1550-1630 hrs</b>	<ul style="list-style-type: none"> <li>▪ <b>Food &amp; Beverage market development – 2020</b>(estimated)</li> <li>▪ <b>Growth Drivers</b> <ul style="list-style-type: none"> <li>▶ Demographics: Rising disposable incomes/ spending power of consumers; consumption trends</li> <li>▶ Center and State policies</li> <li>▶ Infrastructure and Export promotion</li> </ul> </li> <li>▪ <b>Trends</b> <ul style="list-style-type: none"> <li>▶ Evolving products and price strategy</li> </ul> </li> <li>▪ <b>Challenges</b> <ul style="list-style-type: none"> <li>▶ Traditional consumption patterns</li> <li>▶ Supply chain and logistics</li> <li>▶ Technology gap</li> </ul> </li> </ul>
<b>1630-1645 hrs</b>	<ul style="list-style-type: none"> <li>▪ <b>CASE STUDY: Indian/ European company from BEVERAGES sector</b></li> </ul>
	<b>Opportunities for European/German companies and key success factors</b>
<b>1645-1710 hrs</b>	<ul style="list-style-type: none"> <li>▪ <b>Current positioning of European companies</b></li> <li>▪ <b>NEW ENTRANTS: Brief overview of India plans</b></li> <li>▪ <b>Key success factors for developing sustainable business for BVE members</b></li> <li>▪ <b>Opportunities across value chain (equipment/ product/ distribution/ services)</b></li> </ul>
<b>1710-1725 hrs</b>	<ul style="list-style-type: none"> <li>▪ <b>Q&amp;A Session</b></li> </ul>
<b>1725-1730 hrs</b>	<ul style="list-style-type: none"> <li>▪ <b>Closing remarks</b></li> </ul>
<b>1730 hrs</b>	<b>NETWORKING Reception</b>

[Registrations for the event can be made by sending an email to  
[commercial@indianembassy.de](mailto:commercial@indianembassy.de)]



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