



URÍA MENÉNDEZ

How European companies could assist India

Jorge Martí Moreno
Brussels, 21 November 2014



On 2006: “*India Inc.: Why the biggest democracy is the next great economic superpower*”.

Time Magazine

On 2012: “Who ever thinks that is visiting an emerging country, soon will realize about this fallacy: In New Delhi, India has emerged”.

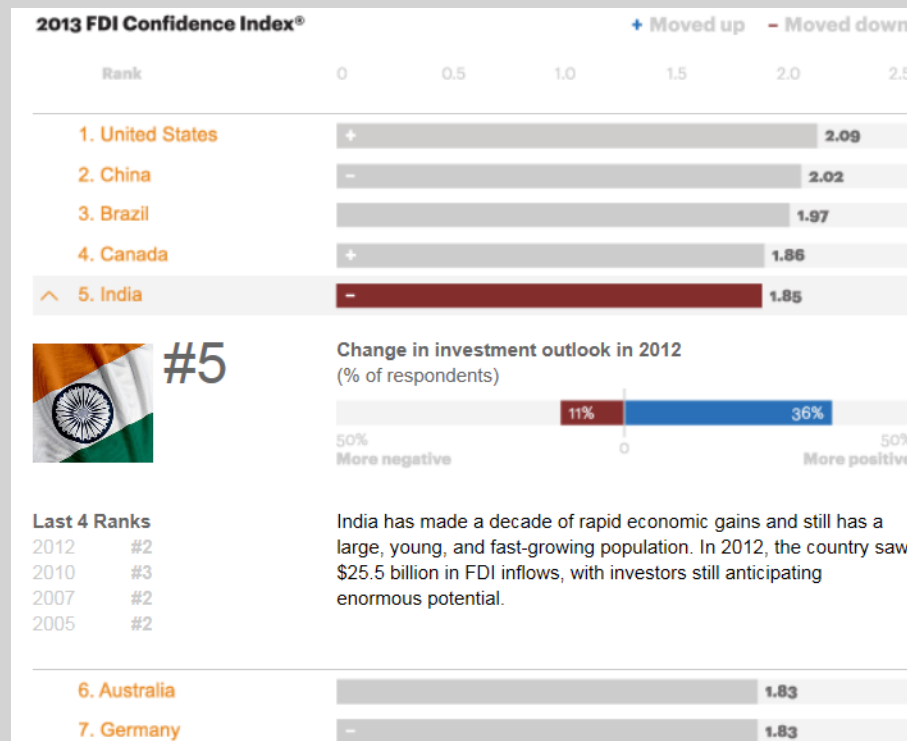
Swiss Magazine

1. A Business Opportunities' country: India

- In XVIIth Century, China represented 48% of world's commerce and India 36%.
- In XIXth Century, China represented 6% and India 3%.
- In XXIst Century, China and India are going to be what it was normal 400 years ago.

1. A Business Opportunities' country: India

- India, the 5th most attractive country for the FDI on 2013

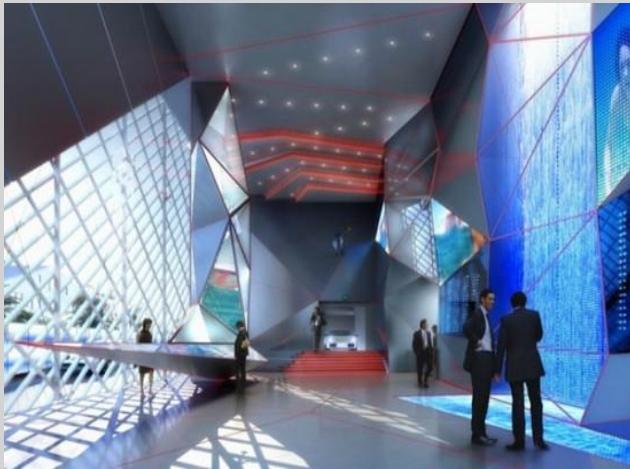


Fuente: A.T. Kearney Foreign Direct Investment Confidence Index®, 2013

2. General aspects.

- 2nd World's most populated country (1.200 mill.).
- 52% of the population under 25 years old.
- Second technology world's power (40% of the IT global market).
- 50 years of stable democracy.
- 5-8% annual GDP increase.
- 4th world economic position.
- G-20 member.

3. India: Contrast and Opportunities country.



3.1 India: A market to sell

- Growing middle class.
- 400 millions of potentials consumers.
- Need for branded products.

- Main export sectors from EU to India:
 - Technology
 - Chemist
 - Raw materials
 - Mechanics and constructions
 - Fashion

3.2 A country where do business: Remains much to be done.

- Needs to be covered of:
 - Infrastructures and equipment.
 - Renewable energies.
 - Tourism.
 - Banking.
 - Telecommunications.
- Luxury decoration sector: 25% annual increase.

4. Tradition: Present and Future



4.1 Present and future: Not able to be without being in India.

“In a few years, India will be 3rd world’s power, behind China and USA, with 88% equivalent size to the American economy“

IE Business School

“One of the world’s economic engines in the XXI century. World’s most powerful middle class, leader in engineer formation, English is spoken in all territory and is specialized on high technology sectors.”

PWC (The World in 2050: Beyond the BRICs)

“In the seven main cities of the country, houses valued over one million dollars are 30% of the real state market.”

Jones Lang La Salle

5. The 12 Modi's government challenges: How can Europe help

- Increase energetic capacity.
- Tier II's cities urbanization.
- Job creation: "Make in India"
- Defense sector.
- Improve conditions for health and hygiene.
- Improve infrastructures.

Thank you



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