

EMBASSY OF INDIA
BERLIN

Rödl & Partner



MAKE IN INDIA MITTELSTAND!

**“INTRODUCTION OF MAKE IN INDIA
MITTELSTAND PROGRAMME”**



Initiated by **Embassy of India Berlin** in **September 2015** and driven by Government of India's National Programme, **MAKE IN INDIA**



Embassy of India
Berlin, Germany

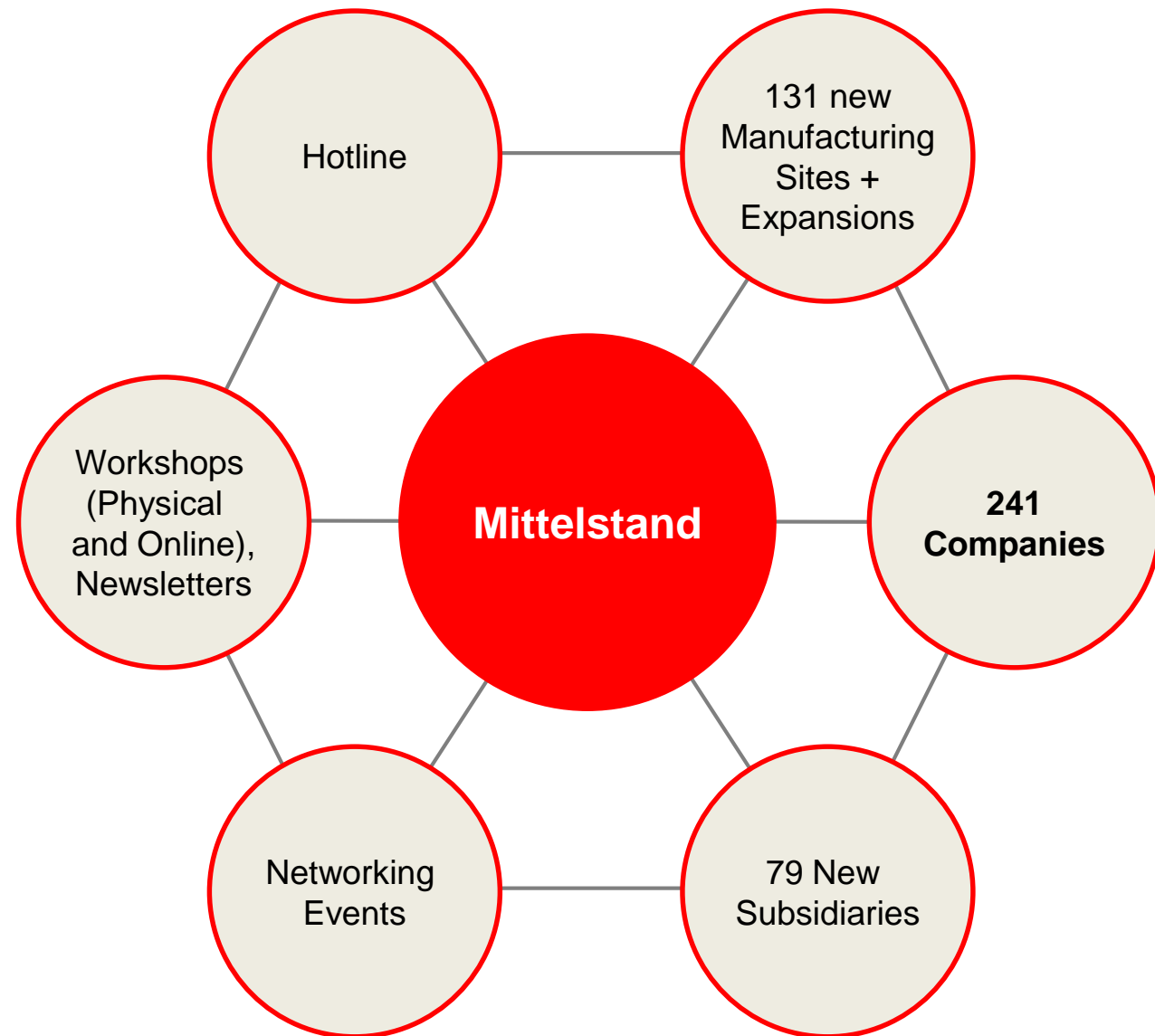


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Managed by Embassy of
India Berlin

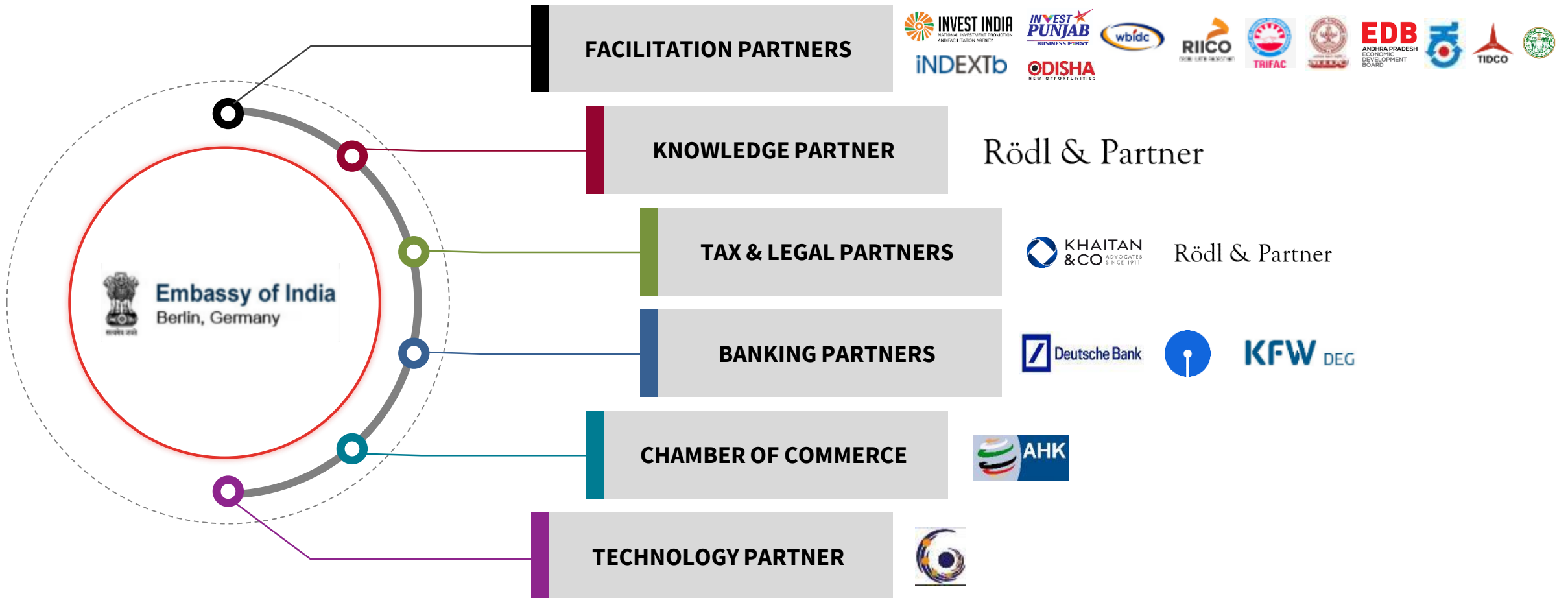
„Handholding“

Networking



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MIIM PARTNER NETWORK – ONE STOP SHOP FOR MARKET ENTRY SERVICES



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1. ONBOARDING FORM



■ MIIM Onboarding Form – Helping Us Understand Your Needs

Interested companies are invited to complete a brief form covering:

- ☐ Company Overview: General details, business activities, and global presence
- ☐ India Focus: Current presence, market understanding, and investment plans
- ☐ MIIM Expectations: How we can best support your India journey

2. PERSONAL OR VIRTUAL MEETING



■ Personal Meeting / Call with Company Representative

- ☐ Discuss India-related plans, potential challenges, and specific support expectations from MIIM
- ☐ Evaluate investment plans and timelines to determine the best approach for onboarding

3. ONBOARDING



■ Onboarding & MIIM Network Integration

- ☐ Upon a positive onboarding decision, the company will receive an official onboarding letter via the MIIM email/hotline.
- ☐ The company becomes part of the **MIIM network**, gaining access to expert support and industry connections.
- ☐ MIIM partners will begin providing tailored assistance after official onboarding.
- ☐ Ongoing investment facilitation and guidance will be available through the MIIM hotline.

Key Support Topics



Transparency on Tax and legal topics (custom duty, procedures, incorporation etc.)



Liaisoning with government authorities/ Industry stakeholders



Emerging Market-Entry Financing



Human Resource Identification and Recruitment



Land Allotment and Location Analysis



Market Assessment, Technical Feasibility, and Strategy Formulation



Co-operation models execution – JVs/ acquisitions

MIIM – 9+ YEARS OF HIGHLIGHTS

“MIIM has been successfully achieving its overall objective of supporting the national programme – Make in India since Sep 2015”



IDENTIFIED GERMAN MITTELSTAND...

241 Members

Onboarded with
**consolidated turnover
of ~88 bn EUR**

...WITH INDIA INVESTMENT PLANS...

2,2 bn EUR

declared investments

72 Manufacturing plants

59 Expansions

79 Subsidiaries

...FOR PROVIDING FACILITATION SUPPORT...

~ 500 Queries

handled via hotline

128 Workshops

customized / common

75 Webinars

8 Exchange Platforms

...TO ACHIEVE MAKE IN INDIA OBJECTIVES

**~ 448 mn EUR
Implemented**

20 manufacturing
plants; 7 expansion; 8
subsidiary set up

**~ 591 mn EUR
In-Progress**



■ Programme run by the Indian Embassy in Berlin

- ☐ Legalisation processes and visa queries
- ☐ Easier access to relevant state investment agencies and authorities

■ Networking: Creating synergies

- ☐ Connecting with company representatives with similar plans
- ☐ Numerous events with fellow Mittelstand companies

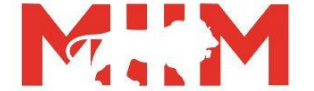
■ Facilitation of market entry

- ☐ MIIM-Partners are competent and established service providers
- ☐ „Handholding“ - mitigation of potential risks

■ Free membership

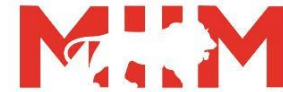
- ☐ Answering of general questions, general support via network and events are all free of cost
- ☐ Non-binding membership

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THANK YOU FOR YOUR ATTENTION!



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MIIM Hotline

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