

T&A Consulting

-  India Market Entry
-  Inward Investment Attraction
-  Trade Advisory
-  Supply Chain Solutions
-  India Incubation Center

Business with India Starts Here ...



Background

T&A is a boutique advisory firm with extensive experience of working with European Inward Investment Attraction agencies where India is a key market and have been delivering a range of programmes to identify outward investment opportunities from India with focus on certain key sectors

T&A has an in-depth understanding of the Indian market to identify potential outward investment leads by Indian companies

T&A has created and actively maintain a database repository of pre-screened and classified listing of business establishments with whom we interact directly

T&A has built a network of relationships in key sectors of the Indian economy including financial services, logistics, ICT, automotive, life sciences, gems & jewellery, advanced manufacturing, clean technology, education & training, electronics and food & drink and healthcare

T&A has an extensive network of contacts with key influencers including industry associations, government representatives and decision makers at fast growing Indian companies and these networks present the opportunity for our clients to capitalise on investment leads across the full spectrum of Indian business

Track Record

A proven track record of delivering high quality, cost effective and successful market information of the Indian Trade and Foreign Direct Investment sector

Publisher of a unique monthly newsletter with exclusive focus on Outward Foreign Direct Investments (OFDI) from India and captures important deals, emerging trends, policy regulations and major industry players

Management team with extensive experience of trade and investment promotion activities India, whose regional and cultural expertise is well recognised by key organisations in Europe and India

International assignments include:

- ✓ **Strategic Advisor Switzerland Trade & Investment Promotion**
- ✓ **India representative of SIX Swiss Exchange to attract Indian listings**
- ✓ **India Trade advisors to Invest Northern Ireland**
- ✓ **Partner with local Welsh consulting firm for International Business Wales - International Trade Opportunities Programme**
- ✓ **Approved list of “Advisory Service Providers” by US Commercial Service, Canadian High Commission, MATRADE (Malaysia External Trade Development Corporation) and Australian Trade Commission**

Public Sector Services

Investment Attraction

Benchmarking FDI attractiveness

Investment incentive policy development

Targeted investment attraction and promotion

Analysis of outward investment & trends & opportunities

Database development

Detailed follow up with high potential outbound investment

Generation of prequalified leads

Due diligence support

Government advocacy

Sales & negotiation support

Trade Promotion

Snapshot reports of key industries of interest to clients

Opportunities Identification

Targeted market research reports

Advocacy with government regulatory bodies

Database development

Organization of trade and reverse trade missions

Matchmaking

Negotiations

On-going sales and marketing representations

Knowing the Market



Enterprise Profile

Most OFDI are undertaken by private enterprises seeking to internationalize their operations through horizontal acquisitions and Greenfield investments

The flow of Indian FDI into developing region until recently was through establishment of new production entities owned jointly or wholly by Indian investing firms

The process of Indian FDI in developing region has, however, acquired a new dimension of late with a number of Indian firms adopting acquisition as alternative strategy of market entry.

On average, Indian companies are much smaller in scale compared to their Chinese counterparts but have much higher proportion of international sales in case of Chinese companies

Profile of an Indian company emerges to be one of a fast growing and rapidly internationalizing company that is publicly traded and privately managed

Indian investing firms are more willing to produce the products and services locally than just perform marketing operation

Proven Track Record



Switzerland Trade & Investment Promotion (STIP)

We are currently working as strategic advisors to Swiss Business Hub, India(SBHI), Consulate General of Switzerland to identify Indian companies; who may have expansion plans in Europe (*i.e. European Headquarters/Sales Office, Research and Development centre, Logistics Hub, Trading Hub, Corporate structures such as holding and principal companies*) and may involve a presence in Switzerland

- **Focus Sectors** – Financial Services, Life Sciences, Logistics, Gems & Jewellery and Information & Communication Technology
- **Investor Road Show** – To organize investors meet across India including management meetings for senior representatives of STIP and various cantons of Switzerland
- **Market Intelligence** – In-depth assessment of the trends on outbound investment from India of various sectors which can be targeted by STIP and target readership consisted of the Swiss State Secretariat for Economic Affairs (SECO), cantonal and regional investment promotion bodies, Osec Business Network Switzerland and the Embassy of Switzerland

Proven Track Record



SIX Swiss Exchange

We are currently the Official SIX Swiss Exchange India Representative, mandated to identify Indian companies who have capital raising plans to either list bonds, GDRs, or equity securities on SIX. Our services include consultancy with regard to marketing approach, market intelligence, attendance at relevant networking events, company visits etc.

T&A's mandate with SIX Swiss Exchange is the following:

- **Market Intelligence:** Identify within the Indian landscape key sectors, market structure, market development, target companies, potential issuers, and relevant influencers such as Investment Banks, Law Firms; Auditors; Private-Equity; and Venture Capital investors. We maintain qualified leads on CRM.
- **Sales and Marketing:** Leverage joint sales, marketing, and market intelligence support through marketing materials such as newsletters, presentations, information material etc; participation in relevant and pre-agreed networking events to increase awareness about SIX Swiss Exchange; Quarterly Road shows; and joint customer visits.

Proven Track Record**Invest In Finland (IIF)**

We provide India representation to Invest in Finland, Finpro . This involves maintaining relationship with the network of Indian companies and key influencers in the Life Sciences and Data Centre sectors where discussions have been going with regards to investment opportunities in Finland.

- **Opportunity Study** - Evaluate India's market attractiveness, potential for inwards investment activities and identify the most appropriate route to target and enter the Indian market
- **India Outbound** - To identify fast expanding Indian companies who can be potential investors into Finland by utilizing the knowledge on the Finnish market opportunity and core competence areas
- **Market Visits** – Meetings of Indian companies with Finnish companies, regulatory authorities, institutions, professional bodies, science parks, national technology institutes and recommend most appropriate market entry route

Proven Track Record**San Antonio, Texas, USA**

T&A organized Inward investment attraction seminar for San Antonio, Texas and scope of services included:

- **Identification of Target Companies** – List of Indian companies who can be potential investors into San Antonio
- **Management** – Key people in management responsible for decisions with regards to outbound investments such as Geography Head (U.S.A), Head Corporate Strategy, Head International Business etc.
- **First level contact** – Email highlighting the business proposition in San Antonio's key sectors such as Life Science, Information & Communication Technology, Oil & Energy , Automotive Industry etc.
- **Follow up** –Active follow up to gauge their interest regarding investment opportunities in San Antonio and to gather feedback received from Indian companies



Location: Hotel ITC Maurya
Kamal Mahal 1 - Ballroom
Diplomatic Enclave, Sardar Patel Marg,
Chanakyapuri New Delhi -110021
011 2611 2233

Program Overview

The Mayor of San Antonio, the **Honorable Julián Castro**, will lead a mission organized by the Alamo Asian American Chamber of Commerce to seek out links and investment opportunities in diverse sectors, including; Oil & Gas, Renewable Energy, Auto-Manufacturing, Bio-Technology, Health Care, and education.

Event Highlights

- Learn how to take advantage of the business opportunities in San Antonio, strategically located in North America
- Hear about the opportunities in each sector i.e. Oil and Gas, Renewable Energy, Medical and Biotech, Education, Auto Manufacturing, Financial and Insurance
- Meet with experienced government officials, industry cluster leaders and members of the private sector



Seminar Agenda

11:00 hrs	Registration
11:30 hrs 13:00 hrs	<p>City of San Antonio Investment Location Promotion Event</p> <p>Welcome to the Group and delegation</p> <p>Overview on the following sectors (10 minutes each) and Q&A</p> <ul style="list-style-type: none"> ✓ Economic Profile of San Antonio ✓ Oil and Energy ✓ Automotive Industry ✓ Bio-Healthcare ✓ Public Education ✓ IT Sector
13:00 hrs	Networking Lunch

Scope of Work

1

Investor Identification

2

Investor Qualification

3

Investment Seminar/Round Table Discussion

4

Investor Road show

Investor Identification

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Pre agreed factors such as annual turnover, market share, number of employees, professional management team, technological expertise

Proven track record of overseas presence by way of subsidiaries, acquisitions, manufacturing units, R&D set up, sales offices etc.

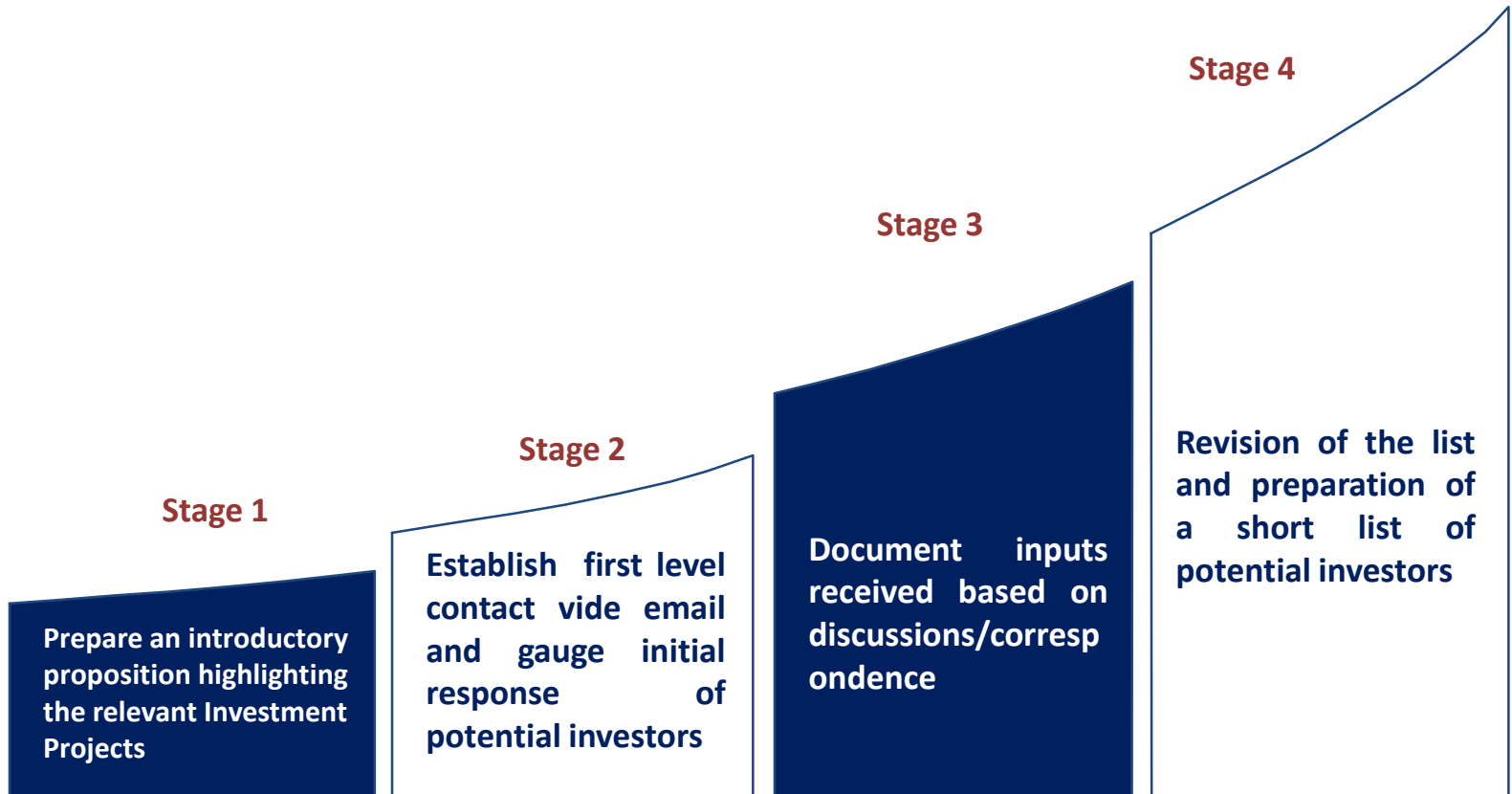
More weightage if the company has prior investments in developed economies like Europe, USA

Investment by large private equity firm or a public offering whereby aim of funds infusion is to expand company's operations in new geographical markets

Media releases, analysts meet/analysts reports, annual reports, industry journals are studied to document proof of company's plans for international expansion

Company is given ranking on a scale of 1-5 to indicate its initial attractiveness as a potential investor

Investor Qualification



Investment Seminar/Roundtable Discussion



Market intelligence list of prospective investors for cities where Investment Seminars/Round tables are planned

Arrange invitations for the Investment Seminar jointly with Inward investment attraction agency

Arrange country/region briefing and supporting marketing literature

Introduce the delegation to various decision makers during the Investment Seminar

Document discussion points, feedback and requests for further information/clarifications

Investors Road Show ..

Company Shortlist



- Establishing and validating market intelligence list of prospective investors for cities covered during the roadshow
- Shortlisting target companies that have high potential for outbound investments and concrete interests to invest in Europe

Company Qualification



- Verifying interest in Europe through pre-discussion with relevant senior management member/s among target companies

Arrange Management Meetings



- Arrange one to one management meetings with companies that confirm interest in pursuing an exclusive discussion with the Investment delegation

Investors Road Show

Preparation of Company Profiles



- Preparation of company profiles with whom management meetings have been confirmed & also preparing the travel itinerary

Leading the Delegation



- Lead the delegation for selected one to one management meetings and introduce the delegation to decision makers

Circulation of Prospects



- Assistance towards preparation of final prospects

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