



## ON LINE EVENT

Date: 23rd & 24th March 2021

# Fostering EU-India collaborations in Digital Transformation B2B networking sessions in the Fashion & Textile sector.

### Background:

COVID-19 pandemic has shattered economies & businesses worldwide however we have also seen how businesses that have innovated and adopted technology are able to tide through this era of contactless delivery / operations. Digitalization has found a new meaning because of the pandemic; it is being embraced by more sectors. It has become imperative to accelerate digital investments in response to evolving customer needs, use new data and AI to improve business operations, modernize technology capabilities to boost development velocity, and increase organizational agility to deliver quickly. **According to a report pre-COVID from SAP, 84% of companies regard digital transformation as crucial, yet only 3% have actually finished a company-wide effort.** So this is an opportune time for businesses to focus on their digitisation and transformation needs. Businesses which are adapting to this change are more likely to succeed in the new digital paradigm even in the post-COVID-19 era in new normal.

India is a leading destination for delivery of digital services. **70-75% of global digitally skilled resources (~680K) are based out of India in FY 2019.** The country is a hotbed for digital innovation with a rich ecosystem comprising service providers, tech providers and start-ups engaging in global delivery, investing in Digital IP / solutions, and creating Centre of Excellence (CoE).

### Key partners/ stakeholders:

Enterprise Europe Network ([EEN](#)), Global Business Inroads ([GBI](#)), [Unioncamere Piemonte](#)- EEN Sector Group Textile & Fashion, National Association of Software and Service Companies ([NASSCOM](#)), Ministry of Electronics and Information Technology ([MeitY](#)), Government of India.

### Event Format:

This is a focussed B2B event to match-make European and Indian businesses. The format will be as follows:

#### Preparation of B2Bs:

- European companies to share their requirements using this [form](#). This will help us curate and suggest the right Indian match before the meetings. We will need to receive these requirements at least 10 days before the event.
- The profiles of the Indian companies and their expertise shall be shared prior to the event so that meetings can be finalized.



## PROGRAMME DAY I:

- Plenary Session with Government of India, EEN fashion & textile sector group Representatives, NASSCOM and GBI setting the context of the program
- B2B meetings
  - Each EU company will have meetings with at least 4 Indian companies suited to their requirements. (No registration fees)
  - This will be a virtual event, please refer to the following link for the [format](#).

## Post Event:

- Emails will be sent connecting the European companies with Indian companies for direct post-event follow up. European companies and Indian companies will be supported if they need any post-event follow up.

## **Event Agenda:**

**Date: 23<sup>rd</sup> March 2021**

<b>CET Time</b>	<b>IST Time</b>	<b>Agenda</b>
<b>10:00-10:05</b>	1430-1435	Opening by Global Business Inroads – Enterprise Europe Network India – Leena Thomas, Director, GBI
<b>10:05-10:10</b>	1435-1440	Context setting, NASSCOM- Gagan Sabharwal, Senior Director – Global Trade Development, NASSCOM
<b>10:10-10:15</b>	1440-1445	Keynote Speaker from India focused on digitization in the fashion and textile industry
<b>10:15-10:20</b>	1445-1450	Keynote Speaker from EEN Sector Group Fashion & Textile
<b>10:30-13:00</b>	1500-1730	B2B Meetings between EU and Indian companies

## **DAY II:**

**Date: 24<sup>th</sup> March 2021**

<b>CET Time</b>	<b>IST Time</b>	<b>Agenda</b>
<b>10:30-13:00</b>	1500-1730	B2B Meetings between EU and Indian companies

## Who can participate – from Europe:

SMEs, small companies from textile & fashion industries, innovative brands and Large multinational organizations and also the Indian division of the European organizations who need support in developing technology solutions or boosting the digital side of their brand and are interesting in creating international partnerships.

## Who will participate – from India:

The Indian companies with expertise in digital sectors like - Engineering and R&D (includes Industry 4.0, PES, Embedded systems), AI, IoT, M2M, SAAS, Blockchain, Software Development, Big Data Management, Automation, etc. and will include the large companies to established SMEs and startups.

### Organizers:

#### About EEN:

The [Enterprise Europe Network](#) provides support for [Small and Medium-sized Enterprises](#) (SMEs) with international ambitions. The Network's aim is to help businesses innovate and grow internationally. The Network is active in more than 60 countries worldwide. It brings together 3,000 experts from more than 600 member organisations, such as chambers of commerce and industry, technology poles, innovation support organisations, universities and research institutes, regional development organisations etc.

#### About Unioncamere Piemonte:

[Unioncamere Piemonte](#) is the association of the Chambers of Commerce of the region, the Regional Union of the Chamber of commerce of Piedmont Regio. It serves and represents the interests of the Regional Chamber System and pursues the Chambers' common goals.

As member of the Enterprise Europe Network, that works to support the internationalization and innovation of SMEs, Unioncamere Piemonte supports and promotes the general interests of the economic system and fosters initiatives that favour the development and internationalization of the region's economy as well as the competitiveness of its enterprises. institutional voices of a system of about 400 thousand companies in which over one and a half million employees are employed: it represents the gateway to the regional business system, to the national and European network Chambers of Commerce and investee companies.

#### About GBI:

[Global Business Inroads \(GBI\)](#) is an international business and management consulting entity based in Bangalore, India. GBI has experience in effectively engaging with both public and private sectors in India, Asia, North America, South America, the Middle East and Europe. GBI is also a Business Cooperation Center of Enterprise Europe Network (EEN) in India with expertise in technology transfer, project management, and ecosystem development in the clean-tech, life sciences, healthcare, biotechnology and information and communication technology (ICT) sectors. GBI has recently launched the digital event series in December 2020 to foster collaboration between Europe-India and a series of events planned for 2021.

### About NASSOM:

[NASSCOM](#) is the premier trade body and chamber of commerce of the Tech industry in India and comprises over 2800 member companies and over 3000 Startups. NASSCOM is also known as largest incubator of tech startups of India and has also initiated various programs such as '[10,000 Startups](#)', Centre of Excellence ([COE on IOT](#) and [AI & Data Sciences](#)) with a purpose to support and Startups from these domains

### About MeitY:

The [Ministry of Electronics and Information Technology \(MeitY\)](#); is an executive agency of the Union Government of the Republic of India. It is a standalone ministerial agency responsible for IT policy, strategy and development of the electronics industry. It provides policy guidelines to all government and state public sector organizations. Its guidelines are also frequently adopted by private sector organizations in regulated industries, like financial services and telecommunications.

### **Details of the 1st edition of India - EU Digital Networking Series:**

Date	9th December 2020
Number of participants and total B2B meetings	21 Indian companies and 10 EU companies participated in the event and over 40 B2B meetings were accomplished.
Case studies	<p>A Spanish software company has requirements to offshore some of the workload to Indian Companies and they want to connect with Indian companies with expertise in AR/VR, IoT, AI and Blockchain technologies to provide additional services to their clients. Based on this 6 B2B meetings were organised.</p> <p>An Italian fashion company had requirements to integrate their web platform with augmented reality, launch e-commerce services and big data management. Based on this 4 B2B meetings were curated.</p> <p>A manufacturing cluster from Ireland had requirements for their members to increase productivity and improve competitiveness through Industry 4.0 solutions focused on automation, data analytics, process improvement, industrial IoT, predictive maintenance, smart factories, Augmented and virtual reality (AR/VR), digital twins, etc. 4 B2B meetings were organized.</p> <p>Greece maritime cluster was interested to meet Indian digital technologies in application to the shipping and trade industry for their members. 4 B2B meeting was successfully organised.</p> <p>We received very positive feedback from the EU companies and we are expecting some of these meetings to reach the next stage of business opportunities between the EU and Indian companies.</p>

## Upcoming editions

This is a series of events and the 3rd edition is on **23rd & 24th March 2021**. Later, the next series is planned for April 2021 (TBC).

## Testimonials:

The sessions went well and we received positive feedback from the European participants and following are some of the testimonials:

“Fantastically organised, perfect timing..I cannot imagine a better performance.” - TERALCO (Enrique Martín Gullón, BoD member & Senior Advisor)

“I really enjoyed the whole event, and I feel that it was worth my time and effort. I had really interesting discussions with all four companies that I met and exchanged information on their offerings & capabilities. Overall I am impressed with the quality of the Indian companies that I met (i.e., with the range of products and services they offer; their global presence; their portfolio of customers; the flexible arrangement of service contracts they offer; and, the certificates of Quality that they carry). I am satisfied with the overall quality of the event, its organization, planning & execution of the B2B networking. I do not see any need to improve the event as it stands, in terms of its original purpose of helping Indian companies reach out and offer their services in response to the challenges facing companies worldwide in their digitization plans.” - STRATEGIS (Gregory S. Yovanof, Ph.D. Managing Director)

CET Time	IST Time	Agenda
1000-1005	1430-1435	Opening by Director, Global Business Inroads (GBI) / Enterprise Europe Network – India, Mrs Leena Thomas
1005-1010	1435-1440	Context Setting, Senior Director, NASSCOM, Mr Gagan Sabharwal
1010-1015	1440-1445	Remarks by Joint Secretary, Ministry of Electronics and Information Technology, Mr Rajiv Kumar
1015-1020	1445-1450	Remarks by Head of Trade Section, Delegation of the EU, Ms Renita Bhaskar

**IDEAM Industry Cluster**  
Industry Consortia  
Existing clusters run on a voluntary basis.  
**Limerick for Engineering:** 40 companies, 50% of which are SMEs.  
**Limerick for IT:** 23 companies, 75% of which are SMEs.  
**Precision Turned Parts Manufacturing Association (PTMA):** 35 SME member companies.  
**IDEAM: Irish Digital Engineering & Advanced Manufacturing Cluster**  
- A one-stop-shop for Manufacturing SMEs in all aspects of digital transformation

**TORINO FASHION WEEK**  
NEW DIGITAL EVENT 2020  
3 - 9 Oct

**Technology Services @ CG**  
Business & Predictive Intelligence  
Reporting / Data Analytics | ML / Data Engineering  
Digital Services & Intelligent Process Automation  
Modern Workplace | Custom Applications | Intelligent Process A  
Infrastructure & Platform Services  
Cloud | DevOps | Integration & C  
IT Service Management