

Experiences of a Swiss environmental company entering the Indian market

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Introduction: India - a fascinating country with a long history

- Thousands of years of history and culture
- Enormous size of the country
- Democracy
- Rule of law (common law) and bureaucracy
- English
- Growing wealth
- One of the countries of the future

India - Target market for recycling and waste treatment (1/2)

- Growing waste problem and environmental concern
- Household waste, industrial waste, special waste
- Export: Demand for high-tech and modern products
- 1. Getting customers
 - Exploring the market: IFAT, trade organisations, networks
 - Meeting the customer
- 2. First order
 - Contract
 - Negotiations
 - Financing

India - Target market for recycling and waste treatment (2/2)

- 3. Design and deliveries
 - Design
 - Export, containers, temperature
 - Setting-up and tests
- After-market service
- Setting-up business unit
 - Legal
 - Headhunting
 - Board, accountancy and administration
- Growth

Cultural challenges

- Negotiations
- Mutual understanding
- Bridges

Outside Europe

- Outside the single market and bilaterals
- Transportation distance and time
- Climate & temperature
- Time shift

Conclusion: India - a great future

- Country and continent with a great future
- Hard challenges to enter
- ... But great success stories

THANK YOU