



DOING BUSINESS IN INDIA

One-Day Executive Education Programme



Tentative dates:

9th and 10th February 2022
(delivered in two half day sessions)



Times for both sessions:

09.30 (GMT) to 13.00 (GMT)

Are you looking to enter, expand or grow your **business in India?**

Why **India?**

- The largest democracy and one of the fastest growing economies in the world
- With a population of 1.3 billion people, India has a rapidly expanding middle class with one of the largest global youth populations
- Government of India reforms have created a conducive business environment
- Post-Brexit, India has become an even more important market for UK goods, services and technologies
- UK and India have agreed an Enhanced Trade Partnership (ETP) and 2030 Roadmap to double bilateral trade within the next decade
- UK and India are working towards achieving a comprehensive Free Trade Agreement (FTA)

What are the aims and practical **outcomes of this executive education?**

- Provide an overview of the Indian economy and market landscape;
- Understand the Indian legal and regulatory considerations for market entry;
- Identify emerging business opportunities with a focus on key UK-India government flagship initiatives;
- Understand the challenges and common pitfalls for UK businesses;
- Understand the cultural differences and considerations when doing business;
- Help formulate a business plan



Who is this programme for?

- Leaders of UK-based SME businesses and entrepreneurs seeking to enter or expand into the Indian market and learn more about the economy, business culture and opportunities in India and other relevant matters.

What is the format?

- Virtual delivery via online platform with interactive discussions.

What topics and modules will be covered?

Day 1:

Introduction to speakers and delegates

Topic 1: Overview of the business landscape in India and the Indian economy

Topic 2: Market entry strategies –How and where to set up business in India

Topic 3: Business culture in India, business etiquette, business communication

Interactive sessions with networking breaks

Day 2:

Topic 4: Regulatory aspects of doing business in India

Topic 5: Nuggets from India-UK 2030 Roadmap and emerging business opportunities

Topic 6: Overall structure and key considerations when developing a business plan for the Indian market

Q&ASession

Participation:

- As the number of places are limited, participation is subject to availability. It is recommended that you make an early application by contacting IBG on the stated email below.

How much will the course cost?

GBP 299 plus VAT
(per delegate)
to be paid 14 days
before commencement

End of course:

Each delegate to receive electronic course completion pack, including copies of presentations and certificate of participation.



About the India Business Group (IBG)

India Business Group is a leading UK based business advisory consultancy, which provides expertise, strategic support and connections to help organisations, particularly SMEs reach new markets and form partnerships in the UK-India corridor. IBG has worked with a range of business, educational, Governmental, sporting and cultural organisations within the UK and India to foster links, partnerships and cross border collaborations.

About SP Jain Institute of Management and Research (SPJIMR)

SP Jain Institute of Management and Research is a leading school of management situated in Mumbai, the heart of India's commercial and financial centre. Inaugurated in 1981 by the then UK Prime Minister, Late Hon'ble Margaret Thatcher, the Institute is consistently ranked among the top ten business schools in India. SPJIMR offers a variety of management programmes and innovative courses for executives, entrepreneurs and businesses, with faculty members who are market leaders in their respective fields.



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