

**eMesai – Business Support Instruments – India**

Tuesday, 31 August 2021 | Virtual Event I

10:00 AM EET – 11:30 AM EET | 09:00 AM CET – 10:30 AM CET

**BACKGROUND**

The objectives of the workshop are:

- To share knowledge of how the eMesai project supported EU SMEs in their exploration of the Indian market, especially considering the COVID-19 pandemic situation.
- To highlight the available business support instruments provided by EBTC for EU SMEs venturing into the Indian market.
- To gather insights, identify synergies and areas of interests to strengthen business collaborations between India and the Baltic countries.

**Draft Programme Agenda**

Time EET (am)	Session	Speaker
	<b>Login to the Session – Login details will be shared upon registration</b>	
<b>Opening Session</b>		
10:00 – 10:05	<b>Welcome Address</b>	Mrs. Stina Jonsson, Project Manager at RISE.
10:05 – 10:15	<b>Opportunities and Challenges in doing Business in India</b>	Mr. Joel Fernandes, Associate Director Europe, European Business and Technology Centre (EBTC) and key expert to the EU-India Policy Dialogue Project
10:15 – 10:30	<b>Support extended by the eMesai project to EU SMEs in doing business in India</b>	Mr. Christoffer Andersen and Ms. Simone Jonsson, Project Managers at RISE.
10:30 – 10:40	<b>Protecting your Intellectual Property when doing business in India</b>	Ms. Hana Onderkova, IP Expert, India IP SME Helpdesk
<b>Panel Discussion</b>		
<i>India – Baltic Relations and Business Opportunities</i>		
<b>Moderated by Mr. Joel Fernandes, Associate Director Europe, European Business and Technology Centre (EBTC)</b>		
10:40 – 11:20	<ul style="list-style-type: none"> <li>• Ms. Agnė Jaraitė, Head of International Relations and Protocol Department, Kaunas Chamber of Commerce, Industry and Crafts(tbc)</li> <li>• Mr. Janis Tilibs, Head of the EU projects department at The Latvian Chamber of Commerce and Industry (tbc)</li> <li>• Ms. Grace Nathaniel, Project Manager – India, Estonia Asia Trade Agency, Enterprise Estonia (tbc)</li> <li>• Artūras Jurgelevičius, Head, Indo-Baltic Trade Council (tbc)</li> <li>• Henrik Fridén, Program Manage, Swedish Governmental Agency for Innovation Systems (Vinnova) (tbc)</li> </ul>	
11:20 – 11:25	<b>Q&amp;A and Interaction with Participants</b>	
<b>Vote of Thanks</b>		
11:25 – 11:30	Mr. RanjithKumar Jambulingam, Senior Manager Projects, European Business and Technology Centre	

**ABOUT THE ORGANISERS:**

**eMesai:** eMesai project strives to increase the Central Baltic SMEs export to Sub-Saharan Africa, India and UAE countries through JOINT export competence building and JOINTLY applying export support tools among SME business networks.

eMesai is unique export support partnership because it is setting up a sustainable Central Baltic CROSS-BORDER collaboration model by ICT Clusters in Estonia, Latvia and Sweden for increasing export in target markets.

Estonian ICT Cluster, Latvian IT Cluster and RISE (Research Institutes of Sweden) are the project partners for eMesai.

**European Business and Technology Centre:** EBTC was institutionalised as a multi stakeholder project in 2008 and co-funded by the European Commission that transitioned into an independent not-for-profit organisation.

EBTC contributes to the economic ecosystem of the fastest growing economy and its natural partners for a multilateral cooperation, through collaborations for sustainable technologies and innovations.

EBTC's collaborative platforms, clusters and body of knowledge cater to the demands of governments and the private sector for enhanced economic activity. EBTC is self-sustainable and uniquely positioned as an enabler for economic development and opportunities.