



GLOBAL BUSINESS INROADS (GBI)

Your opportunity to commercialize and internationalize



About GBI

Global Business Inroads (GBI) is an International business, Technology and Innovation management platform, that is specialized in scaling technology market access and deployment. GBI has expertise in technology transfer and project management with focus on sectors related to the **UNSDGs, Climate Action, Bio/health tech and Digital Transformation.**

GBI has a presence in India, Europe, UK and USA. GBI has also executed programs in APAC and Africa.

15 years of proven success stories - Supported over **200 institutions**, SMEs, corporates, government bodies, start-ups in various capacities

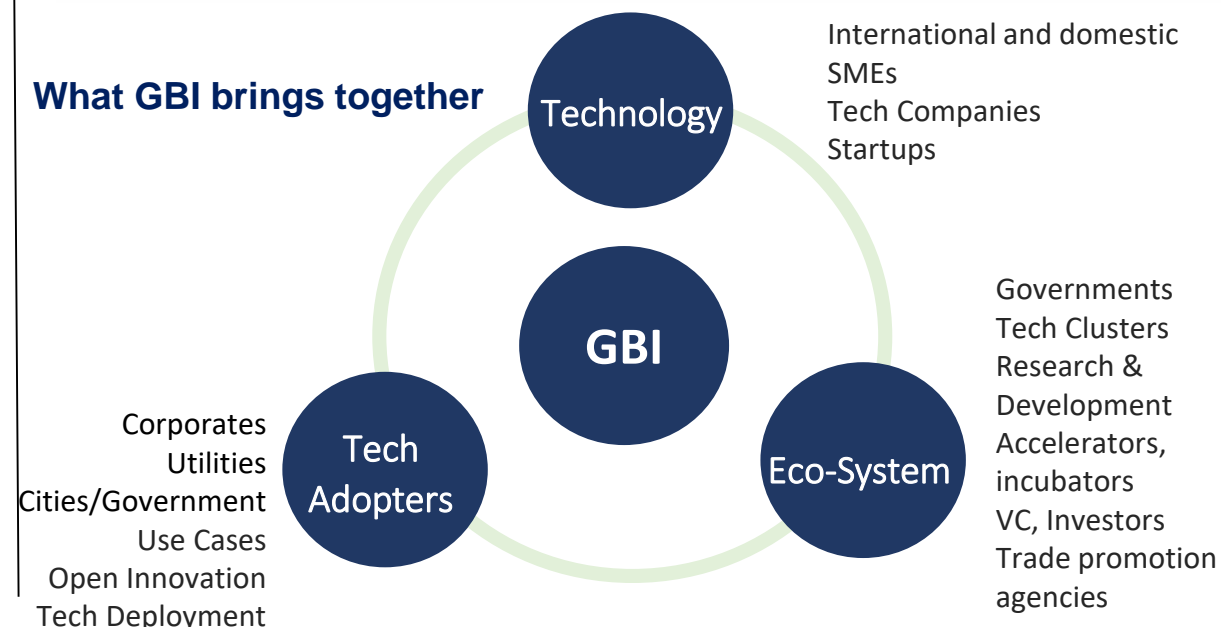
GBI Team

The GBI team consists of **15 techno-managerial experts having cumulative experience of 60+ years** with expertise in various fields: international business, technology transfer, project management, market research and ecosystem development.

The team has worked on bi/multilateral programs focused on innovation management, technology and knowledge transfer.



What GBI brings together





GBI Vision

Impacting a billion lives by getting technology providers together with adopters in India to provide solutions for clean energy, water, sanitation, transport, agritech and health care



UN SDG's:

GOAL 3: GOOD HEALTH AND WELL-BEING

GOAL 6: CLEAN WATER AND SANITATION

GOAL 7: AFFORDABLE AND CLEAN ENERGY

GOAL 9: INDUSTRY, INNOVATION, AND INFRASTRUCTURE

GOAL 11: SUSTAINABLE CITIES AND COMMUNITIES

GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

GOAL 13: CLIMATE ACTION

GBI USP and Global Networks



GBI GLOBAL
BUSINESS
INROADS
CONSULTING EXCELLENCE DELIVERED

GTI GLOBAL[®]
TECHNOLOGY
INTERFACE



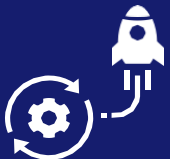
800+
Technology
Suppliers



100+
Technology
Adopters



50+
Global Tech
Clusters



250+
Incubators &
Accelerator
Network



GBI has implemented around 10 EU-India technology transfer and innovation projects focused on biodiversity, circular economy, climate action, lifesciences and digital involving 28 EU Member States and 10 Indian States.



GBI is an International Network Partner of the Enterprise Europe Network (EEN) in India. Connecting 600+ global innovation hubs with India and Sri Lanka for innovation, technology and business collaborations.



GBI is the EIC partner in India to provide services to EIC innovators and help them with Indian and US market access



GBI is a representative of the Maryland Department of Commerce, USA in India. GBI provides various market access and mentorship services for companies from Maryland.



GBI has collaborated with the Malaysian Global Innovation and Creativity Centre (MaGIC) on Global Market-Fit Programme (GMP) to provide assistance for startups to accelerate growth in new markets.



GBI and Prosper Africa are working on developing initiatives to increase innovation, trade and investment between the African Union and India



GBI is the Indian representative of EBN (European Business and Innovation Centre Network)- not-for-profit that serves global communities of people that use innovative business as a driver for regional development.



GBI is a Global Ambassador, India for InBIA, a network connecting 2000 innovation hubs around the world - that provides a wide range of services to assist entrepreneurial organizations in enabling high-impact programs.



GBI is a member of the Aspen Network of Development Entrepreneurs (ANDE), which is a global network of organizations that propels entrepreneurship in developing economies.



GBI has collaborated with the US Market Access Center Inc. is a Silicon Valley-based start-up accelerator & innovation enabler that helps international tech companies with global market access.



GBI is a partner of Cambridge Cleantech, UK to support the growth of sustainable, clean technology companies in the UK and around the world.



GBI has worked with and supported Swissnex on programs related to innovation. GBI was also nominated as an expert to mentor Swiss start-ups with India market access.

EEN INDIA- GBI

Global Business Inroads (GBI) "EEN India – GBI" is an International Network Partner of the [Enterprise Europe Network \(EEN\)](#) in India.

- The Network manages Europe's largest online database of business opportunities to collaborate with SMEs.
- EEN India – GBI support corporates, SMEs, and startups by facilitating access to innovation and technology in the Indian and global markets and find partners for business/technology collaborations.
- EEN brings together 3,000 experts from more than 450 member organizations – all renowned for their excellence in business support. The Network is active in more than 40 countries world wide.
- If you are seeking business or academic partners to manufacture, distribute, co-develop, and supply your products, ideas, and services – please write to EEN India – GBI @ info@globalbusinessinroads.com).



GBI-EIC Partner

- **Global Business Inroads (GBI) is the Partner of the EIC** to provide services to EIC innovators and help them with Indian and US market access.
- The services GBI provides to EIC innovators include:
 - India & USA Market Access (technology validation, business partnerships and investment)
 - India & USA market Pilot Project Deployment with local partners
 - Missions to international events in India & USA for partnership development and market access



Technology Management Interface (TMI)

GTI GLOBALTM
TECHNOLOGY
INTERFACE



GTEC
GLOBAL TECHNOLOGY EXPERIENCE CENTRE

GTI Helpdesk

Market Entry Process Made Easy – Integrated Technology Management Interface (TMI)

Global Technology Interface® (GTI®) – Display and Discover: www.globaltechinterface.com

Technology Showcase

Display the technology; Discover the technology seekers

Technology Management Interface (TMI)- Develop and Deploy

Market Validation

Market research – Understanding the needs and potential of the market, Technology viability assessment, feasibility studies, SWOT/Competitor Analysis

Identification and Due Diligence on prospective partners, clients, distributors/importers in the relevant sectors .

Identification of local use cases and public and private sector opportunities, tenders, etc.

Capacity Building, Mentorship

Market Discovery and Visit

Ecosystem development

Connect and facilitate meetings with potential partners and customers (virtual and/or physical)

Organize Trade Missions, cross-border tech and innovation programs, events. workshops

Commercialization/ Deployment

Local representation and/or Follow up support with partnership agreements, deal-making

Technology Indigenization (bill of materials, supply chain, pricing), IP Management, Technical support

Business analytics & strategy; Business Model Development;

Technology demonstration and deployment, IP Management, Finance and Investment Advisory, Company Incorporation and Government Liaison

Global Tech Experience (GTEC) Platform

Access to piloting, demo and use cases Internationally

Global Technology Interface® (GTI®)

Display, Discover, Develop, Deploy



A portal for global collaborations

www.globaltechinterface.com

GTI is an online platform for companies, entrepreneurs, MSMEs, startups, and R&D institutions to showcase innovative technologies and discover new market opportunities with the objective to foster collaborations in technology, science, research, and business while saving time and money.

Tech Displayer - Tech Scouter
Connect
Facilitate
Identify Early Opportunity
Open Innovation

Global Tech Experience Centers (GTECs)



**Launched in
October 2018**



Value added services

A living lab for startups to demonstrate and deploy technology.

- Physical space to showcase technology/innovation
- The objective of this is to get Indian users/customers to experience the technology.
- Providing use cases in partnership with the public and private sector for tech demo.
- Mentorship and advisory services to improve / indigenize technology and business models

- Idea validation
- Market access Boot camps
- Technology pitch events
- Access to innovation calls & challenges from corporates and government
- Accelerator Programs - India market development programs , International market access missions
- Access to capital

GTI Helpdesk for Internationalisation

The objective of the GTI Helpdesk is to help companies with international market access in India, EU, UK, USA, Africa, and Southeast Asia. Through the helpdesk companies looking at internationalisation can avail continuous and consistent support with their queries related to international market access and associated services.

GTI provides online marketplace and virtual connect with potential partners / stakeholders.





India Case Studies

Circular Innovation Cohort for Plastics & Textile/Fashion Waste Management MSMEs



- Program to accelerate and help Indian circular MSMEs in plastic/textile waste management become investable with global market access opportunities.
- **60 SMEs were shortlisted** from an application pool that attracted **140 MSMEs** from the following areas - waste collection, segregation, processing and waste to value.
- The profiles have been **showcased on EEN POD** to facilitate EU-India business collaboration opportunities.



GBI is supporting acceleration to EU and Global Markets via:

<ul style="list-style-type: none">• Tailored capacity building program focusing on business strategy, market readiness and investment readiness of each enterprise.• Enhancing Global Visibility and Discoverability of technology solutions via Technology Showcase• Concurrent Market Discovery for innovators across major global markets (EU, US, UK, LatAm, India and Africa)	<ul style="list-style-type: none">• Detailed Market and Technology Validation process, including Market Research and Technology Viability Assessment• Curated match-making with potential partners and customers in multiple geographies• Market Visits• Commercialization/Deployment support
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Global Bio India

[Biotechnology Industry Research Assistance Council \(BIRAC\)](#) engaged [Global Business Inroads \(GBI\)](#) as international facilitation partner for [Global Bio-India 2024](#) to facilitate global participation. As partners of BIRAC, GBI coordinated a mission of International Biotech start-ups and ecosystem stakeholders to India during **Global Bio-India, 12th-14th September 2024 and 4th-6th Dec, 2023** at **Bharat Mandapam, New Delhi**.

GBI facilitated the international participation of 31 participants from 15 countries in 2024, featuring

- 15 biotech companies,
- 5 incubators/accelerators/universities,
- 3 investors, and
- 4 global panel speakers.
- The 15 participating countries included Sweden, USA, Japan, UK, Colombia, Hungary, Czech Republic, Israel, Serbia, Poland, Sri Lanka, Bulgaria, Malaysia, France, and Netherlands.

GBI also facilitated a “**Global Panel Roundtable**”. The roundtable aimed to provide an interactive forum where representatives from international embassies, national governments, and country representatives showcased their region’s expertise and explored opportunities for cross-border partnerships in the area of biotechnology with a focus on promoting bio innovation and biomanufacturing..



Digital Innovation Projects

GBI networked and collaborated with 50+ tech and Innovation hubs, Investor networks, Public and Private sector networks focused on Digital Innovation to promote business and investment from the EU and Africa.

Project	Description	Results
India-EU & Africa digital networking sessions	GBI collaborated with the NASSCOM and the Ministry of Electronics & Information Technology (MeitY), Gov of India , to create a platform to support European and African companies to digitally enable their businesses or service.	400+ B2b meetings
EU VC connect for Indian Start-ups	GBI set up a platform in partnership with NASSCOM , to facilitate contact between the European investor community and Indian startups.	60 EU investors and 21 Indian startups
EU-India Digital Business Networking Platform	GBI collaborated with the EU Commission to setup a platform to connect EU digital solution providers (including digital SMEs and start-ups) and Indian companies (large corporates, SMEs, and start-ups).	40+ b2b meetings
India VC Connect for EU Start-ups	GBI setup a platform for the EU Commission to connect the Indian investor community to EU start-ups. This platform also enabled the capacity building of Indian and EU investors and start-ups on cross-border investments and growth opportunities.	30 Indian investors and 7 EU startups
Digital Investment Forum – Roundtable	GBI organised an EU-India Digital Investor and Business Forum aimed at creating a dialogue between policymakers and business and investment stakeholders	90+ Stakeholders





EU Case Studies

EU & India Electric Vehicle Battery Recycling Technologies Exchange 2024 - EEN

GBI collaborated with the **Delegation of the European Union to India** in cooperation with The **Office of the Principal Scientific Adviser to the Government of India** on an initiative to enhance collaboration between EV battery recycling solution providers and adopters from the EU and India.

The goal was to facilitate the exchange of innovative solutions, foster impactful partnerships, and support the deployment of cutting-edge technologies. This was organized under the umbrella of the **EU-India Trade and Technology Council (TTC)**.

- **6 EU and 6 Indian technology SMEs and start-ups were shortlisted** and pitched to a panel of experts on June 20.
- From the six start-ups, three start-ups were selected to visit Electric vehicle battery recycling facilities and meet with stakeholders in India and EU respectively.
- Access and insight into the broader EV landscape of India and EU.
- Ecomet – EU-India EV battery recycling
- For Indian start-ups – EEN nodes shared EOIs and AWEX and Brabant region clusters received the mission.
- GBI supported the companies with market access and partner/project identification in India.



WalloniaTech – India (WTI) Program, EEN India-GBI



- The program aimed to provide an opportunity for Indian startups to access Europe through the Walloon/Belgian ecosystem, which was identified as a key CleanTech/Life Sciences Hub
- The call was facilitated on the Global Technology Interface ([GTI](#)®) platform, **41 innovative Indian startups applied** for the program out of which **17 startups were shortlisted** to pitch to a jury of experts in **New Delhi and Hyderabad**.
- Virtual capacity building sessions were conducted for the startups.
- **6 companies were selected for a physical immersion trip**
- These six companies **visited Wallonia from Dec 4th -8th, 2023**, where they benefited from a tailored business program designed to meet their specific needs and projects.
- Through **B2B meetings and informative sessions**, participants had the opportunity to connect with potential business partners, particularly in Wallonia, and explore the viability of establishing a European presence.
- **Mestastop Solutions** established a European subsidiary in Wallonia, Belgium in May 2024



EU-India Innovation Cooperation in the Biofuels Sector

Objective:

GBI has executed a 9-month research and innovation project in collaboration with the European Commission to increase cooperation between the EU and India in the biofuels sector. The project focused on three areas: **Advanced Biofuels for 1) Aviation, 2) Maritime transport 3) from biomass**. Stakeholders across the supply chain and air and marine transportation ecosystem from EU and India were involved in this pilot initiative.

Scope of Work:

- Research and Mapping of India Biofuels Sector and Stakeholders, Opportunities and Challenges was carried out by GBI and a report was prepared to build knowledge amongst policymakers, business and financial institutions.
- Through a series of interactions, meetings and awareness raising events in 2023 the project showcased and connected the European and Indian advanced biofuel ecosystem, **challenges and opportunities in technology, market, innovation, and funding** to strengthen the ongoing collaboration for clean and sustainable growth.
- **15+ EU-India B2B and B2G meetings were organised**
- Connected and facilitated meetings between a **German company Muenzer to Pandit Deendayal Energy University (PDEU) in Gujarat, India**, to work with them to manage the biggest challenge in biofuels projects, i.e. – feedstock supply. In collaboration with PDEU, Muenzer will set up a process to collect feedstock in Gujarat State and set up a used cooking oil to biofuel plant in PDEU campus.



EU-India Thematic Workshop for Promotion of Investment in the Digital Sectors

The EU Delegation commissioned GBI to **research and publish 4 thematic reports**. The process included consultative focus group meetings that lead to the mapping respective ecosystems' strengths, gaps, initiatives, activities and opportunities for EU-India business and investment.

- The four thematic studies giving an insight into strengths, gaps, initiatives, activities and opportunities for EU-India businesses here: [Microelectronics](#) | [Cybersecurity](#) | [Smart Cities](#) | [Digital Health](#).
- Post which GBI also **organized 4 thematic workshops** to present, validate and complement the findings and conclusions of the studies and focus groups. The workshops were organized a part of the Digital Investment Forum (DIF), **on the side-lines of the first EU-India Trade and Technology Council (TTC) meeting which took place on 16 May, 2023 in Brussels**.
- **150 stakeholders registered and participated** across all the four workshops.
- The four reports and the consultative workshops were well received by a diverse group of participants that included EU and Indian corporates, SMEs, start-ups, universities, R&D organisations, representatives of EU Member States, business associations & networks, amongst others. **The workshops resulted in validating the reports and the audience appreciated the findings.**



Twinning Innovation Projects



EU-India Innovation Partnership (EIIP)

- EIIP was launched as a pilot initiative in April 2018 with the aim to strengthen the innovation dimension of EU-India Cooperation.
- It promoted the exchange of ideas and a mutual understanding of each side's innovation ecosystems.
- This facilitated co-creation and the development of new and innovative products and services.
- Through this pilot initiative, the EIIP network created an active community of incubators, accelerators, start-ups, investors, corporates and public sector organizations.

EU-Sri Lanka Innovation Partnership (EUSLIP)

- This initiative aimed to connect the innovation and start-up ecosystems in Europe, India and Sri Lanka.
- A network of incubators and accelerators from Europe, India and Sri Lanka were supported with networking to explore opportunities for matchmaking, scaling up, co-creation, co-development and co-investment for incubators, accelerators and start-up entrepreneurs and innovators.
- The EU-South Asia Start-up Help Desk - Hands-on Support was provided to selected startups for internationalization.
- EU-South Asia Investor Networking Platform - connected the three major angel and investor networks with the objective to explore cross-border investments.
- EU-South Asia Corporate Innovation Platform - Corporates were invited to share problem statements and scout for start-ups.

400+

Stakeholders

29+

Bilateral &
Multilateral
Incubator-Incubator
Partnerships

90

Incubators &
Accelerators

50+

Benefitting
Start-ups

200+

Stakeholders

60+

EU & SE
Asian Start-ups

10+

Corporates

3

Investor
Networks

Cross-border Innovation Programs: textiles, circular fashion, digital, medtech



As a significant contributor of greenhouse gases resulting in climate change, the fashion industry needs to act to cut its gas emissions as clothes, footwear and household textiles are responsible for water pollution, greenhouse gas emissions, and landfill.

GBI coordinated a multi-stakeholder interaction focused on:

- **Sharing of knowledge and best practices**
- Co-development of sustainable products (challenges and opportunities were explored)
- Digitalisation as a path to achieve sustainability
- Policy development

A total of 85 stakeholders participated and 36 networking and B2b meeting were recorded.

The Innovate for Digital India Challenge 2.0

- GBI worked with the Department of Science and Technology (DST), Govt of India on the Innovate for Digital India Challenge 2.0, **to support 10 Indian start-ups with India and US market acceleration.**
- With GBI's support, **USMAC** planned and, implemented the US market access program, consisting of a 4-day boot camp, virtual mentoring for 4 weeks and a 15 day Soft landing program in Silicon Valley for the selected Indian start-ups.



EU - India & Sri Lanka - Digital MedTech

- In association with the **Start-up Campus Germany and EEN – Hungary**, **GBI organized a virtual tour to help EU MedTech companies to understand and connect with the Indian and Sri Lankan innovation ecosystem.**
- The focus was on the showcase and connection of the EU MedTech & Digital Health start-ups and innovative SMEs, with the health technology ecosystem builders - the medical technology users/ adopters - from India & Sri Lanka.
- **81 matchmaking requests sent and 33 B2b meetings were held .**



Biodiversity/Climate Action Programs

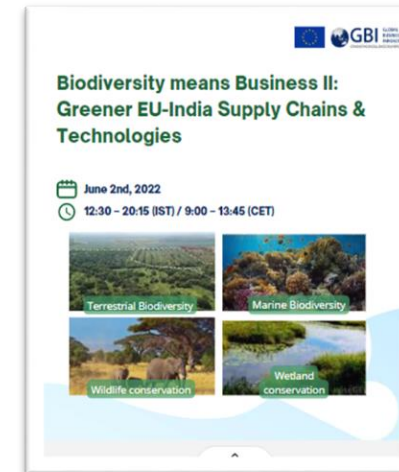
GBI engaged and connected with innovation hubs globally to address challenges focused on Biodiversity conservation and climate action. GBI scouted and identified a competitive pool of 80+ global organizations that offered disruptive solutions focused on biodiversity conservation. GBI facilitated multiple B2B and G2G interactions between the various stakeholders.

Lead the Green Change - Biodiversity Means Life Campaign an EU Biodiversity Outreach in India

- To encourage more bilateral collaborations in research, innovation, technology and business, GBI collaborated with the EU Delegation for the '**Biodiversity means Life**' campaign.
- GBI identified and brought together various stakeholders – including citizens, creators, think tanks, academia, innovation hubs, technology companies, private sector, among others – with an interest in nature and biodiversity, and is the foundation of sustainable development and a bilateral, economic, and political topic for dialogue between India and the EU.

The Central Highlands Restoration Project (CHiRP)

- CHiRP was facilitated by GBI, **Commonland**, The Nature Conservancy, and supported by the **IKEA Foundation** to restore the landscape in the region and help local stakeholders to elevate the agroforestry sector and improve their local economy.
- **GBI facilitated multiple stakeholder engagements and showcased technologies and best practices to Village Level Entrepreneurs (VLEs) in the region for tech adoption and deployment.**



Lithuania- India Cooperation in Tech and Innovation

A program of the Embassy of Lithuania to India
implemented by GBI



GBI supported the strengthening of cooperation between India and Lithuania in tech, innovation, SME, and start-up ecosystems and create business and investment opportunities between the 2 regions.

GBI facilitated:

- Cross border investments, technology, business, and research collaborations
- Connection of the innovation, SME, and start-up ecosystems from Lithuania and India
- Cross-border tech and innovation programs, events and interactions focused on healthcare, life sciences, and digital transformation.

Connecting Brussels with India: Green Hydrogen - Hub Brussels

The Use of Raw Materials for Hydrogen Production – Collaboration between India and Belgium

GBI in collaboration with **Hub Brussels** and the **Consulate General of Belgium in Mumbai** organized a multi-stakeholder interaction to showcase 2 Belgian Companies – Solvay and Umicore focused on **solutions for green energy production** to support the targets of India's National Hydrogen Energy Mission (NHEM).

GBI identified relevant policymakers, potential customers, and industry experts from India to collaborate with the Belgian Companies.



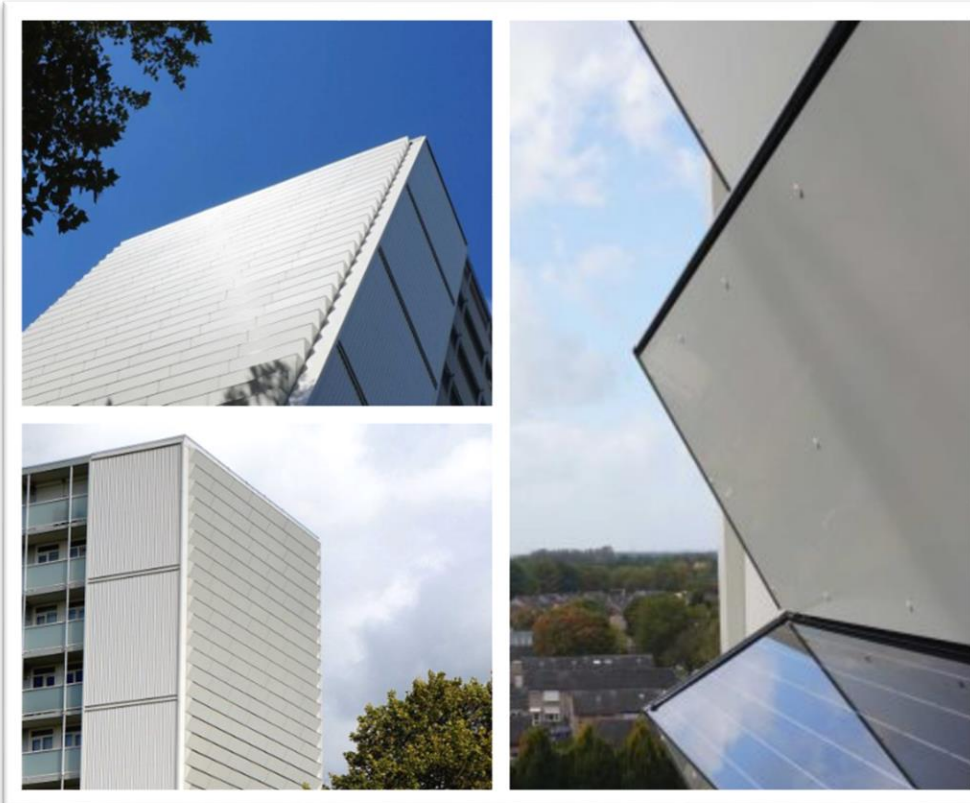
Consulate General of
the Kingdom of Belgium
in Mumbai



Keynote addresses were provided by Mr. Pierre-Emmanuel Brusselmans, Consul General Of The Kingdom Of Belgium in Mumbai and Mr. Amit Verma, Director (Energy) at NITI Aayog, Government of India

ZIGZAGSOLAR®

Solar Facades for Buildings



Objective:

GBI has been supporting **ZigZag Solar** – a Dutch façade solar solution - to **setup and demonstrate an innovative solution** that harvests solar energy, converts heat into electricity, blocks heat and unwanted radiation from entering the buildings. ZigZag Solar has developed an affordable façade system with integrated solar panels that contributes to the fight against climate change, air pollution, congestion of the electricity grid and the high cost of electricity. As a result, there is a higher value of the building and lower operational cost.

Scope of Work:

- Provided information on the market potential in India.
- Facilitated connects with local vendors to streamline and localize the supply chain.
- Developed a pipeline of projects with architects, project developers, engineering firms, municipalities, building owners especially new constructions and renovations, for residential and commercial buildings.
- Currently we are facilitating the pilot deployment of the solar façade with a large real estate developer in Bangalore, India who are setting up a business park and one of the leading energy universities in India based in Gujarat.
- GBI is also involved with the overall project management, identification of funding, deployment and monitoring of the pilot project.

Technology Deployment: Space Layer, Portugal



Real time air quality monitoring & forecasting



Scope of work:

Space Layer Technologies (SLT), a Portugal-based start-up, developed a platform that aggregates environmental data, and by means of machine learning algorithms forecasts air pollution in time and space. They are looking to demonstrate and deploy their platforms in India

Services Delivered :

- Business development through stakeholder matchmaking
- Qualitative and quantitative market analysis.
- Technology Evaluation
- Technology Protection and Valorization strategy design
- Meetings and workshops with local stakeholders



UK Case Studies

Unlocking the Value Chain for EV and Micromobility in India - March 2025

Global Business Inroads (GBI) in collaboration with **Connected Places Catapult** supported a delegation of 7 UK SMEs to explore collaborations in Chennai and Kolkata as part of 'Unlocking the Value Chain of EVs and Micromobility in India' programme. This initiative was shaped following a multi-year programme of research to understand the challenges and opportunities related to EVs and micromobility in India.



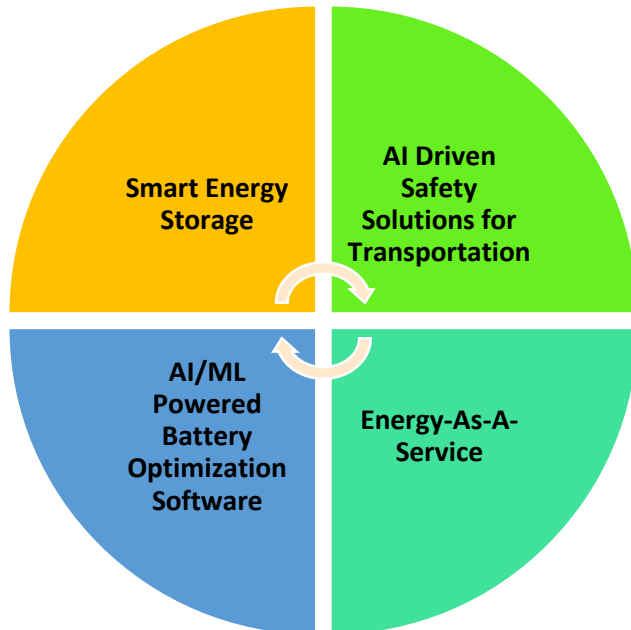
AEGIS ENERGY

ALLYE

DOCK-Y



HYPERMOTIVE



Connecting UK with India: Innovation for Transport and Energy System (ITES)



GBI supported **The Energy Systems Catapult (ESC)**, as partner in India, **including the Indian Institute of Science (IISc)**, on the **Innovation for Transport and Energy Systems (ITES)** initiative.

Scope of work:

- **40 UK innovators** from the EV and Energy sector were part of the ITES initiative.
- Conducting masterclasses on doing business in India, market opportunities, legal, tax, **IP guidelines**, partner identification, etc.
- GBI supported **2 UK innovators with pilot projects in India**.



UK-India Net-Zero Innovation Program: Connection Manchester Region with Bangalore



GBI supported the Connected Places Catapult (A Innovate UK program) to facilitate the “UK – India Net-Zero innovation Twinning Programme” which focused on supporting UK and Indian innovation districts to find and share novel approaches for addressing net zero challenges through the development of robust and mutually beneficial twinning programme.

The aim of the programme was to create opportunities to establish collaborative relationships between the research and innovation ecosystems in the UK and India, in order to **address net-zero challenges**.

As a part of this programme, a high level delegation from Manchester **visited Bangalore** from the 13th to the 17th of March for a series of interactive **workshops** and site visits to key innovation districts and projects in Bangalore focused on net-zero and sustainability.



Meeting with Ms. Kiran Mazumdar-Shaw, Executive Chairperson – Biocon Limited and Biocon Biologics Limited

Interaction with Ms. V Manjula IAS, Commissioner - Directorate of Urban Land Transport (DULT), Government of Karnataka



Indoor Air Quality Monitoring



Scope of Work:

We are supporting arbnco, UK to pilot and deploy their indoor air quality monitoring system in India under the Innovating for Clean Air (IfCA) programme.

This is a 2-year joint UK-India initiative to provide UK and Indian SMEs with the opportunities to test interventions related to improving air quality and electric vehicle usage in Bengaluru. The programme is funded by Innovate UK

Services Delivered:

- Market Research and demonstrating their technology by providing technical assistance on the ground through GTEC@NTTF
- Setting up demo wall for air quality sensors at GTEC@NTTF

Connecting Wales with India: Promoting Business and Investment into Wales

GBI supported the Welsh government connect with Indian business keen on expanding to Wales/investing in Wales from:

Jaipur region :

- GBI coordinated the visit of representatives of the [Welsh Government](#) to have a workshop and meetings in Jaipur city for two days, with Indian incubators and companies (SMEs, start-ups and corporates) that are keen to expand their business to UK/Europe via Wales, UK. These meetings and workshops allowed Jaipur companies to interact with the Welsh delegates and explore opportunities to invest and expand their business to Europe via the Wales region in Mobility, Automotive and Aerospace Industries, Renewable Energy and Semiconductors sectors.
- Meeting with 10 targeted and Indian companies were set up.

Bangalore region :

- GBI promoted Wales to various startups and SMEs at Bangalore Tech Summit (BTS) 2023 from the Cybersecurity, Med tech, Renewable Energy, Aerospace and Mobility sectors. GBI shared these company contacts with the Welsh government which helped them further set up business meetings in Bangalore with a curated group of 8 Bangalore companies exploring expanding to Wales
- GBI coordinated with Karnataka Government to include Wales in a panel session at BTS and a GBI team member presented the Wales Soft-Landing program designed by the Welsh Government to support India tech businesses to 'soft-land' in Wales.



Llywodraeth Cymru
Welsh Government

Connecting Northern Ireland with India



GBI supported Invest Northern Ireland (NI) to undertake a multisectoral lead generation activity to help identify relevant Indian companies to achieve the FDI objectives.

- GBI created a database of 150 companies from India from Lifescience/Healthcare and ICT, Digital & Creative sectors. GBI did an extensive market research to identify Indian companies who were interested in expanding to Europe/UK via Northern Ireland.
- The database included the company details, contact details of the key CXOs/decision makers, and rationale for selection.



GBI coordinated and organized an Invest NI workshop in Bangalore.

- GBI coordinated the invitations to relevant Indian stakeholders from digital sectors of ICT and healthcare to participate in the workshop.
- GBI also handled all logistical arrangements for the workshop.



US Case Studies

EU – USA Dialogue on Circularity for Cities, May 22nd 2024, Boston



GBI brought together stakeholders in Boston focused on circularity technologies, innovation, projects, business and investment with EU stakeholders and cities and explored how EU-US cities can collaborate through a 2-hour hybrid workshop in Boston, Massachusetts.

Objective of the workshop:

- To launch an EU-US dialogue on Circularity for Cities.
- To bring together stakeholders in Boston from the public and private sector focused on circularity technologies, innovation, projects, business and investment with EU stakeholders and cities
- Explore how EU and US cities can collaborate on the topic of circularity/circular economy
- Best practice exchange between EU-US cities
- Sharing of technologies and technology needs between EU and US cities
- Promoting cities as a living lab to pilot and scale circular technologies and solutions
- Identifying financing and investment opportunities.



Connecting Maryland with India: Maryland Department of Commerce



GBI as the **Maryland Department of Commerce office in India** provided export assistance services to Maryland companies seeking to expand their presence in India. GBI also facilitated tech and innovation programs between Maryland and India.

GBI supported 7 Maryland companies with:

- Market research and entry strategies
- Competitor Analysis
- Partner Identification
- Due Diligence of Indian companies
- Legal and advisory services.
- Facilitating trade missions.

S&M Engineering



The Innovate for Digital India Challenge 2.0

GBI worked with the Department of Science and Technology (DST) on the **Innovate for Digital India Challenge 2.0**, where we supported the top 10 Indian start-ups in an 8-week accelerator program with our partners T-Hub and USMAC.

USMAC Is a high-level tech accelerator that specifically supports non-US start-ups with US market access programs, with a focus on Silicon Valley entries.

Deliverables:

GBI supported the India market access program by facilitating curated one-to-one meetings with potential customers, partners, and investors for the start-ups.

With GBI's support, USMAC planned and implemented the US market access program, consisting of a 4-day boot camp, virtual mentoring for 4 weeks and a 15 day Soft landing program in Silicon Valley for the selected Indian start-ups.





South Asia & South East Asia Case Studies

Bridging Malaysia – India B2B partnerships

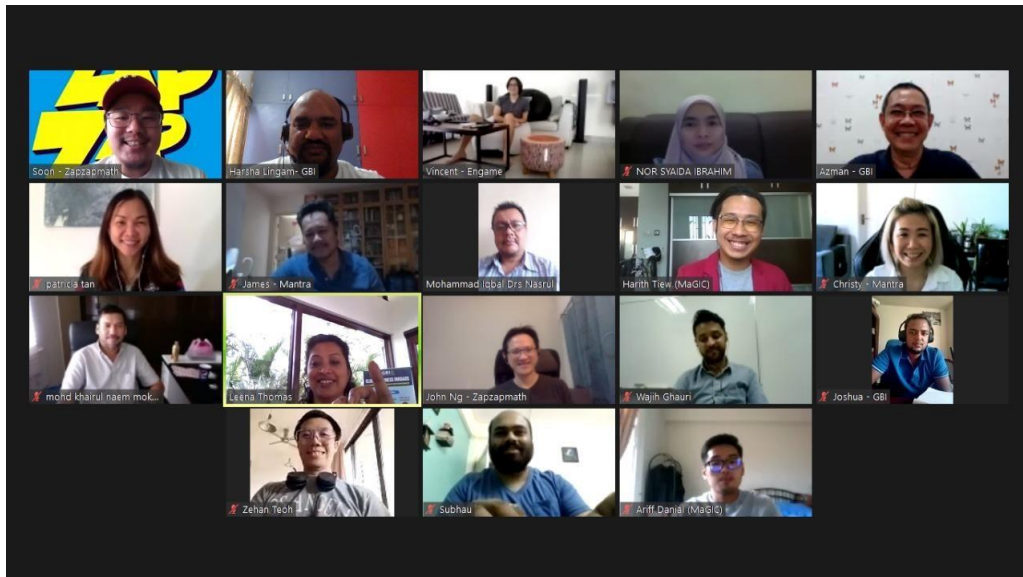


Scope of Work:

GBI facilitated a program for a **Malaysian government entity - Malaysian Global Innovation & Creativity Centre (MaGIC)** to support startups to access the Indian market. The Global Market-Fit Programme (GMP) provided a platform for high-growth innovative start-ups to explore cultures, understand ways of business, and gain international market access in countries beyond ASEAN

Deliverables:

- GBI has collaborated with MaGIC to support Malaysian tech startups in the fields of Wastewater treatment, AI, Industry 4.0, EdTech & Food to access the Indian market through collaborations with Indian organizations.
- This program aims to assist the five Malaysian startups in navigating the common obstacles when expanding to other countries, by collaborating with partners to establish bilateral launch pads to expedite global expansion.
- **Facilitated over 30 B2b meetings for 5 Malaysian startups**



CASE STUDY: Program Management

TAITRA & the Center for Green Economy (2017)

**Bridging cleantech partnerships between
Taiwan & India**



Scope of Work:

GBI aided the Govt. of Taiwan's TAITRA (Taiwan External Trade Development Council) and CGE (Center for Green Economic of Chung-Hua Institution for Economic Research) in scouting for strategic partners to collaborate bilaterally cleantech projects between India and Taiwan.

Deliverables:

Identifying key business opportunities for international trade and projects.
Set up meetings with leading Indian cleantech and green policy institutions such as Enzen, CII, Volvo (India), TERI, KUM, and iDECK - which opened up several proposal opportunities.

The GBI team was consequently invited to the "Taiwan Cleantech Business Mission" held in Taipei on 17th-20th of October, 2017, in order to explore more green business opportunities between India and Taiwan. GBI Director, Leena Pische Thomas delivered a keynote on clean-technology opportunities in India. GBI is currently supporting a Taiwanese energy storage start-up (Gloria Energy Asset Co.) enter the Indian market.

Our clients (excerpt)



EMBASSY OF
THE REPUBLIC
OF LITHUANIA
IN INDIA



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