



ashurst

# Doing business in **India**

Tuesday 28 April 2009



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MUNICH NEW DELHI NEW YORK PARIS SINGAPORE STOCKHOLM TOKYO WASHINGTON DC

# Doing business in

## About the seminar

India is an increasingly important market for Swedish companies. There are now more than 100 Swedish subsidiaries in India and over 1,200 Swedish companies do business with India, each at a value of over SEK 1m per year.

- Sweden is one of the top ten largest investors in India
- There is a 25 per cent growth rate of Swedish companies in India
- India is Sweden's third largest export market in Asia

What do you need to know when doing business in India? Is India really that different from doing business in European countries? What should Swedish companies consider when entering the Indian market? What are the up-and-coming trends?

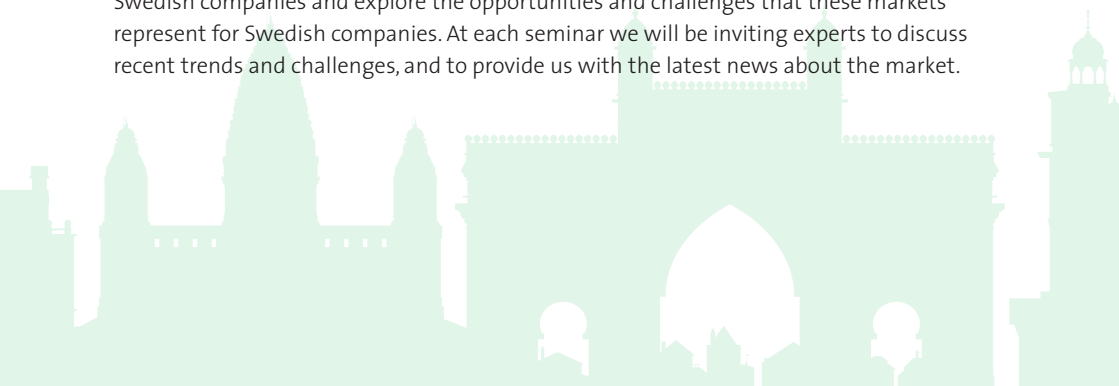
This breakfast seminar, hosted by Ashurst and the Sweden India Business Council will cover key issues relevant to doing business in India.

## Booking

To book your place, please contact Heléne Tullare on +46 (0)8 407 24 48 or email [helene.tullare@ashurst.com](mailto:helene.tullare@ashurst.com) by 15 April 2009.

## “Doing business in...” seminars

Ashurst's “Doing business in...” seminars are targeted at interesting markets relevant to Swedish companies and explore the opportunities and challenges that these markets represent for Swedish companies. At each seminar we will be inviting experts to discuss recent trends and challenges, and to provide us with the latest news about the market.



# India

## Programme

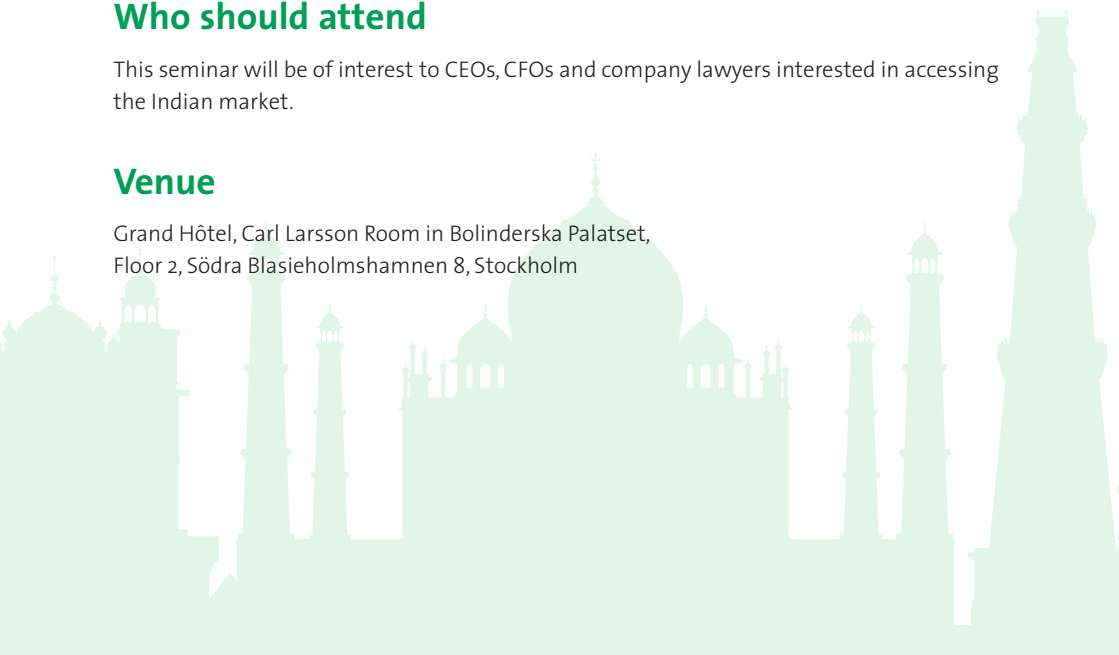
- 8.00 am**      **Breakfast and registration**
- 8.30 am**      **Welcome and introduction**  
Jonas Bergh, Head of Ashurst Stockholm
- 8.40 am**      **Trends in the Indian market**  
Jens Wernborg, head of the Swedish Trade Council's Mumbai office and Global Sourcing Practice Asia
- 9.00 am**      **Dos and don'ts – Practical examples from establishing a business in India**  
Richard Gubbins, Head of Ashurst India Group  
Preet Malik, Senior adviser, former Ambassador  
Sujoy Bahita, Associate, Ashurst India group
- 9.30 am**      **Q&A and close**

## Who should attend

This seminar will be of interest to CEOs, CFOs and company lawyers interested in accessing the Indian market.

## Venue

Grand Hôtel, Carl Larsson Room in Bolinderska Palatset,  
Floor 2, Södra Blasieholmshamnen 8, Stockholm



## Ashurst

Ashurst LLP is an elite legal practice advising corporates, financial institutions and governments, with core businesses in mergers and acquisitions, corporate and finance. With a team of over 200 partners and 800 lawyers in 13 countries, we provide advice of the highest quality to organisations around the world.

Ashurst opened its first Nordic office in Stockholm in 2007 when we merged with AJB Bergh Advokatbyrå. There are currently 40 lawyers including six partners. The office specialises in company law, M&A and private equity, real estate, commercial and corporate, IP/IT, competition/antitrust, employment, banking, leveraged and structured finance, project finance, tax, litigation and arbitration.

The liaison office in New Delhi was set up in 1994. Ashurst is the first, and remains the only, European law firm to have a licensed office in India.

Ashurst has developed good contacts and relationships with the legal, accountancy, banking, finance and business communities and governmental and regulatory agencies in India. Accordingly, the New Delhi liaison office is able to provide our other offices with an extensive range of valuable information and knowledge of the Indian scene.

## Sweden India Business council

The Sweden India Business Council (SIBC) is the business network organisation between the Swedish and Indian business community. Our main objective is to enhance our member's knowledge of how to access the Swedish and Indian markets. We do this through a variety of interesting gatherings in order to facilitate networking. Our membership base ranges from the large well-known Swedish giants to small and medium (SME) sized companies. Some have been in India for a long time and some have recently established operations. About 60 per cent of the membership base are SMEs.

SIBC was established in May 2003 following an initiative by several Swedish companies inspired by the fast and promising developments in India. SIBC is a co-operation between the Confederation of Indian Industry (CII) and the Confederation of Swedish Enterprise. Today we also have a co-operations agreement with the Federation of Indian Chamber of Commerce and Industry (FICCI). SIBC endeavours to strengthen business relations between Sweden and India, and support the growth of trade and investments.