



R&D in India Breakfast Seminar December 7th, 2010

One of the greatest challenges for corporate west is to create products faster, cheaper and to customers in future emerging markets. In order to do this, the new product development needs to integrate local knowledge.

India has for long been a well known destination for IT and Business Process Outsourcing. Now India is growing as a strategically important market for advanced R&D projects for global companies, and also from Indian IT companies who are making significant impact on a global scale. Other areas are Biotech, Pharma and Telecom. These are ambitious R&D projects for local as well as external markets.

During this morning meeting, we will highlight the following issues:

- What are the driving forces behind this trend?
- What possibilities are there for Swedish and Indian companies?
- Which competitive advantages does India have compared to other nations?
- Problems can arise for Swedish companies and how do you address them?
- What does the future look like for this business?

Mr. Bengt Johansson, Deputy Trade Commissioner and Head of the Swedish Trade Councils office in Bangalore, will be our speaker on the subject today and can share experience from various industries.

Where: Swedish Trade Council,
Klarabergsviaduktuen 70

When: December 7th 2010

Cost: Free, but registration is
binding 3 days prior to event.
No shows will be debited
SEK200.

Register to: info@sibc.se

Program

- 08.00 Registration and
breakfast
- 08-30 Speech, discussion
and questions
- 09.30 Mingle or possible a
case study.

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