

NEWSLETTER

IBCC

Ref. September 2021



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PINK OCTOBER

In the 1990s, the international Pink October movement was created, which aims to raise awareness and sensitize the population about preventive care and treatment of breast cancer. Thus, the methods of diagnosing the disease become more accessible and the risks of mortality from breast cancer can be reduced. Since 2010, INCA (National Cancer Institute) has joined the Pink October movement in Brazil, promoting events, lectures, presentations and materials on the topic, aiming to disseminate educational information and increasingly enable the early diagnosis of breast cancer for alleviate the serious damage caused by the disease.

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Breast cancer *awareness* month

**Fight like
a woman!**

Prevent and take
care of yourself!

Do the self-examination



IBCC NEWS

REGISTRATION UPDATE

In order to keep our records up to date and ensure that all our Associates and Partners are receiving all our communications without any problem, the IBCC is carrying out a registration update of your mailing. For this reason, we ask that you pay attention to your Inbox, as soon all our Associates will receive an information conference email. We hope to be able to count on your collaboration for this initiative!

SEPTEMBER'S NEW ASSOCIATE MEMBER



NEW ASSOCIATE SEAL

Seeking to accompany the new visual identity of the India Brazil Chamber of Commerce, we decided to renew our exclusive seal for members! The seal now features a sophisticated and elegant new design to enhance the identity of IBCC partner companies.





IBCC NEWS

CONGRATULATIONS, ACG BRASIL!



The India Brazil Chamber of Commerce would like to congratulate ACG Brasil for its R\$300 million investment in expanding the production of capsules in Pouso Alegre - MG. ACG Cápsulas has set a target of increasing production by 2.2 billion units per month by the year 2026. IBCC is proud to be part of this history and celebrates ACG's investment to expand its production capacity.

NEW OFFICE IN RIO DE JANEIRO



Presidente Wilson Avenue, number 231.
14th Floor, Room 108.
Centro - Rio de Janeiro.



AGENDA OF THE INDIA'S AMBASSADOR IN BRAZIL IN MINAS GERAIS AND IN RIO DE JANEIRO

During the month of September, the distinguished Ambassador of India in Brazil, Mr. Suresh Reddy, was present in the states of Minas Gerais and Rio de Janeiro to carry out institutional visits and meetings with the objective of discussing ways to improve and develop the India- Brazil relationship in these regions. The Ambassador met with important government and corporate figures to monitor and discuss the growing Indian participation in the states of Minas Gerais and Rio de Janeiro. Thus, the Honorary Consulate General of India in Minas Gerais and the Honorary Consulate General of India in Rio de Janeiro, together with the support of the India-Brazil Chamber of Commerce, were pleased to accompany the Ambassador on his agenda.



Visit in BiotechTown, Betim - MG



Visit in SAE Towers, Nova Lima - MG



Visit in the factory of Jaguar Land Rover, Itatiaia - RJ



Christ the Redeemer, Rio de Janeiro - RJ





MAHATMA GANDHI'S BIRTHDAY

October 2nd, 2021

Place: Mahatma Gandhi Square, Centro - Rio de Janeiro.

In commemoration of Mahatma Gandhi's 152nd birthday, the Honorary Consulate General of India in Rio de Janeiro together with the Indian Embassy in Brasilia organized a ceremony to honor the important Indian leader. The event had the institutional support of the India Brazil Chamber of Commerce, the Friends of India Association and the Rio de Janeiro City Hall, in addition to the distinguished presence of the Ambassador of India in Brazil, Mr. Suresh Reddy, of the Honorary Consul General of India in Rio de Janeiro, Mr. Leonardo Ananda, and the Municipal Secretary of Urban Planning of Rio de Janeiro, Mr. Washington Fajardo. In addition, the celebration had the auspicious presence of part of the Indian community in Rio de Janeiro, the group Filhos de Gandhi and admirers of Mahatma Gandhi and his values.



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INFORMATIVE CORONAVIRUS INDIA AND BRAZIL VACCINATION NUMBERS



INDIA

906 MILLION
OF APPLIED DOSES

246 MILLION
OF FULLY VACCINATED PEOPLE



18,1% OF THE POPULATION VACCINATED

BRAZIL



242 MILLION
OF APPLIED DOSES

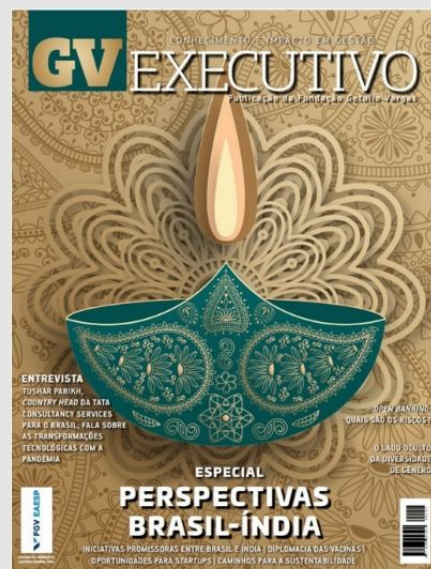
94 MILLION
OF FULLY VACCINATED PEOPLE



44,5% OF THE POPULATION VACCINATED

GV EXECUTIVO MAGAZINE BRAZIL-INDIA EDITION

FGV-EASP launched the India Brazil edition of its magazine, GV Executivo. This edition has the participation of large businessmen responsible for fostering the India Brazil relationship and also senior diplomats, such as the Ambassador of India in Brazil, Mr. Suresh Reddy and the Brazilian Ambassador to India, Mr. André Correa do Lago, as well as the Hon. Consul General of India in São Paulo, Mr. Amit Kumar and the President of the India Brazil Chamber of Commerce and Honorary Consul General of India in Rio de Janeiro, Mr. Leonardo Ananda, who wrote articles for the magazine with renowned professors of the institution. IBCC congratulates FGV-EASP for the initiative and it is an honor for us to be partners with this important institution. [Click here to access the magazine.](#)





OPPORTUNITIES AND CHALLENGES:

On the way to India in internationalization process

Adriano Andrade

INTRODUCTION

In a globalized era, with a favorable space for innovation and entrepreneurship, the corporate world is faced with an extremely competitive environment in which it is necessary to study and apply various strategies to remain in the market.

Among the numerous alternatives, the internationalization of companies gains emphasis when applied to the balance between challenges and opportunities, and this process can range from a simple foreign trade operation (import and/or export) to the direct performance of a particular company in another country. In this sense, considering the more than 190 countries that make up the International System, a series of factors must be analyzed for the development of a clear and comprehensive Strategic Planning to define the steps to be followed when implementing the internationalization of any business model. Through this analysis, it is possible to identify aspects such as market feasibility, risks and opportunities, for example, which will provide the development of scenarios that will help in the company's decision-making.

In this context, in view of the prominence that India has been gaining in the world economy, being identified as a focal point by the most varied businessmen around the world when it comes to internationalization, this work will make a brief general analysis about the Indian market, without focus on a specific sector, presenting the opportunities, challenges and other aspects to be considered when deciding to internationalize for this great Asian player. For development, the work was based on bibliographic consultations, specialized blogs, newspapers and business magazines, among other qualitative sources, in addition to the application of knowledge acquired during the MBA Course in International Business Management with a focus on International Business Management offered by the Massachusetts Institute of Business in partnership with ABRACOMEX, from Brazil.

DEFINING THE TARGET MARKET: INDIA

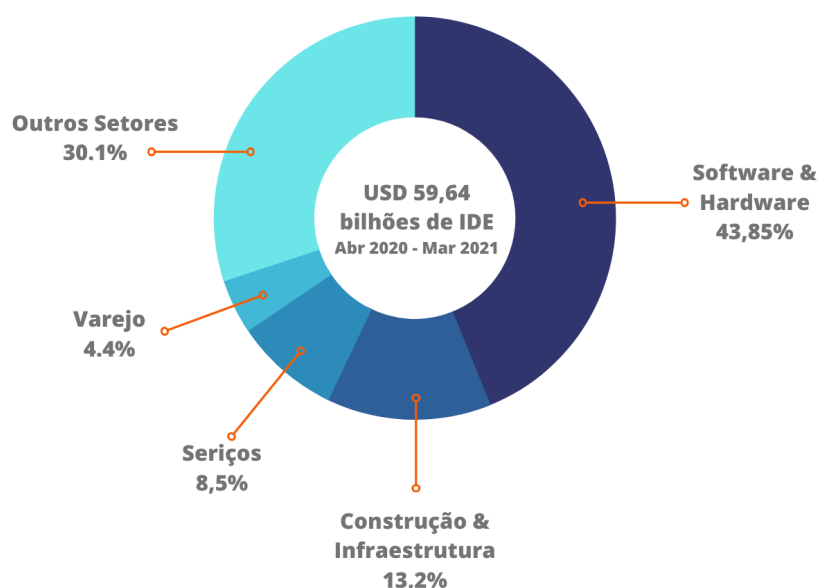
When deciding to internationalize a company, according to João Alfredo Nyegray in his work “International Projects – Strategies for business expansion”, it is necessary to establish a comprehensive plan for the entire process, studying the markets and their viability to provide a successful performance. For this reason, this section will briefly present India and its economic and political characteristics, and then analyze the opportunities and challenges to be found in this market.



India is a country located in South Asia, which had its independence in 1947 under the leadership of Mahatma Gandhi, who preached a revolution based on peace. Standing out as the largest democracy in the world with its population of 1.3 billion inhabitants, the country concentrates 03 of the ten world megacities declared by the United Nations (UN). According to data from the Indian Brand Equity Foundation (IBEF), India is the fastest growing economy in the world and is expected to become one of the three largest economic powers within the next ten to fifteen years, having already reached a GDP of US\$ 2.71 trillion (Fiscal Year 2021).

With more than 50 unicorn startups in its territory, according to the Business Standard newspaper, from Mumbai, India shows itself as a great encourager of innovation and entrepreneurship, providing favorable environments to export and receive the most varied organizations. According to the Department for the Promotion of Industry and Domestic Trade (DPIIT) in IBEF, 2021, the flow of Foreign Direct Investment (FDI) capital in India was US\$529.63 billion between April 2000 and March 2021, indicating that government efforts to improve the ease of doing business and relax FDI standards have produced results. India's FDI inflow was US\$59.64 billion between April 2020 and March 2021 and data from that period indicate that the software and hardware sector attracted the largest FDI inflow into the country, accounting for US\$26.15 billion, followed by construction and infrastructure activities, which reached US\$7.88 billion, services sector with US\$5.06 billion and trade (retail) US\$2.61 billion. Speaking of sectors that drive the Indian economy, it is possible to highlight agriculture, mining, pharmacy, electricity, information technology and internet of things, construction, manufacturing and tourism (IBEF,2021).

Distribuição Setorial de IDE na Índia em Bilhões de Dólares.
Abr 2020 - Mar 2021



Fonte: Composição Própria baseado nos dados do IBEF, 2021



SOME MAIN OPPORTUNITIES

From the data presented above, the first point that can be seen as an opportunity is the size of the consumer market that India has. With 1.3 billion people in a single territory, there are many possibilities to be explored in the most varied business areas. Currently, India is almost becoming the most populous country in the world according to the average projections of the UN Population Division, the South Asian country is expected to surpass China in 2027, reaching 1.47 billion people while its neighbor will be with 1.46 billion inhabitants. Still linked to the demographic issue, the country has excellent educational institutions with global recognition, providing a large qualified and often cheap labor force, encouraging foreign companies to operate in the country by outsourcing their operations or even establishing a physical presence in India.



Then, among the government initiatives to attract foreign direct investment in India, Make in India attracts the attention of many managers around the world for offering various incentives, such as fiscal and bureaucratic, for companies foreign companies can settle in Indian territory, moving the economy through the generation of jobs and access of the population to new products and services. Furthermore, the country inherited from British colonization, in addition to English as one of the official languages that makes India's communication with other countries

possible, a gigantic railway network that connects the entire country, supporting logistics when added to the other positive aspects of infrastructure that the country has, such as the large ports and airports and the second largest road extension in the world.

SOME MAIN CHALLENGES

In an internationalization process, the intercultural factor is one of the main challenges to be faced. According to Nyegray, "cultures and customs shape not only the behavior of a society, but also that of the companies that are present in it".

For this reason, there is a need to adapt the behavior, as well as the business model to be used, so that the operation meets the expected objective. Indian culture, in turn, has centuries of history, with strong features and is present in all spheres such as political, social and corporate.



The Indians, for example, value, according to the India Brazil Chamber of Commerce Business Culture Guide, for a friendly and long-lasting relationship, based on mutual trust, making the procedures a little longer than those of western custom. For this reason, getting to know some cultural points will certainly help in conducting business, giving support to the realization of great partnerships. In addition, India emerged from the union of different regions and, therefore, the country has 22 official languages, and more than a thousand dialects, with Hindi and English as the most spoken throughout its territory. In this, operations in different locations may need different adaptations, even if they are in the same country.

Additionally, the geographic factor must be considered, which, due to the great distance, can cause some setbacks, such as return time by e-mail from companies due to the large time zone, and high freight rates when dealing with foreign trade.

Although with great potential for development, some very promising sectors are still not organized and/or do not have institutions that regulate them clearly. At this point, some companies should seek help from partners that translate the ways of operating in the country, which can generate an extra cost related to the operation. Among the companies that can help in these cases, I highlight the role of chambers of commerce, industry federations and export-promoting institutions.

CONCLUSION

Given the above, it is noted that internationalization has been increasingly carried out as a strategy for expanding and sustaining business by entrepreneurs from the most diverse organizations in order to become more competitive in a highly globalized world.

When considering India as the focal point of the internationalization process, it is strongly recommended that the responsible manager study the market to know its behavior towards the sector in which it operates, producing material that helps the construction of a broad planning. In general, India is a country in constant economic growth, which has several factors in its favor when it comes to offering an innovative, young and well-structured environment to welcome companies from different fields and modes of operation.

Based on the market study prepared, it is necessary to try to identify the opportunities and challenges to be found throughout the entire process. Among the main opportunities that India offers, the broad consumer market also translates into a wide offer of qualified and often cheap labor, attracting the interest of large and small businessmen spread around the world.



Furthermore, the Indian government is a great generator of initiatives that encourage foreign direct investment in the country, providing a movement of the economy through the generation of jobs and access to new products and services. Good infrastructure is another factor that adds to the country's positive points, especially if you consider logistical operations. With regard to challenges, Indian culture has strong particularities that are present in all environments, in addition to having different languages in different regions, making companies adapt to their customs. In addition, some sectors are, in a way, disorganized and this factor makes it difficult for companies interested in this market to understand, making them need to hire specialized institutions to receive assistance.

In the end, it is possible to see India as a favorable environment to host foreign companies, offering a series of opportunities. In parallel, a well-thought-out process must have a market study and a plan to help identify the risks and challenges to be faced so that the study of strategies can control them and reduce their influence on the business.

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THANK YOU!

धन्यवाद

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