

# Resuming Business in Emerging Markets: India

Take-aways from the corporAID-web event  
1<sup>st</sup> October 2020

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# Panelists

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**Reuben Abraham** | CEO, IDFC Institute

**Jitendra Devlia** | Managing Director, ENGEL India

**Christoph Pfeifer** | Deputy Head, Advantage Austria New Delhi

**Thomas Schulz** | Vice President Brand Management Group, Constantia  
Flexibles

**Frank Schuster** | President METAI, ENGEL

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# Topics of discussion

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- **Current challenges for Austrian companies in India**
- **Success factors for resilience**
- **The way forward**

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# Current challenges for Austrian companies in India

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- 700 Austrian companies doing business in India
- 153 subsidiaries of Austrian companies in India
- Biggest challenges according to Advantage Austria:
  - Unstable position of the local government in India and limits by legislation (e.g. lock down, border clearance)
  - Fall in demand
  - Acquisition of new customers

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# Success factors for resilience

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- Work with a 100 percent Indian management
- Support for existing customers in their daily struggle
- Spot on crisis communication by the government and companies
- Show Indian customers that you are a good neighbour and reliable
- Diversify the supply chain

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# The way forward

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- No indication that Austrian companies are pulling out of India
- Indian market as a long-term game
- Confirmation of important role of Austrian companies for future sustainable development (e.g. recycling of plastics and packaging is an important contribution to a more sustainable India)
- Achieve long-term instead of short-term commitment by the government to sustainability
- Do things on a smaller scale in India, but do them well

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