

The Government vision for a strengthened focus on India

India should be part of Denmark's and Danish companies' equation for growth. The Danish Government launches a targeted strategy towards India focussing on the public sector (Central Government and States) as well as the private sector, basing itself on India's 12th five year plan. The aim is to strengthen the interest in Danish solutions and models within Danish core competence sectors and contribute to an increased Danish involvement in India, including from small and medium-sized operators.

India is among the world's fastest growing economies with annual growth rates of 6-8 % and a middle class increasingly moving towards western consumer goods. In the coming years, substantial public investment is expected to ensure maintenance of an inclusive Indian growth, which will benefit the entire Indian population. *Inter alia*, special attention is paid to green growth, expansion of infrastructure, and healthcare. It is important that Denmark actively seeks out and addresses the match between Indian requirements and Danish positions of strength. In this context promotion of Danish competences and positions of strength is crucial.

The basis for a strengthened Danish presence in India is the India-Denmark Joint Commission Agreement of December 2010, signed by the two countries' foreign ministers. In December 2010, the first meeting of the bilateral Joint Commission (established in 2008) was held. The Commission will be the driving force of the Indo-Danish cooperation in the future and has annual meetings, including in selected sectors. The Agreement implies a strengthening of the sectorial cooperation with India in all areas of mutual interest. Joint Indo-Danish Working Groups have been established to promote sectorial cooperation in areas such as shipping, environment, food processing and agriculture. The Agreement paves the way for the introduction of new frameworks for the sectorial cooperation, as well as the strengthening of existing frameworks: the so-called MOU's (Memorandum of Understanding). As such, the Agreement is the starting point for intensifying and retaining Indian decision-makers' attention to Danish solutions.

The Government's General Growth Market Strategy includes a number of transversal approaches which will be implemented in the strategy for India. Initially, the focus is on strengthening the ties with the growth markets through relation building, while at the same time maintaining the close dialogue with Danish operators on their needs and priorities.

Furthermore, emphasis is on export promotion initiatives. Specifically, collective export missions are directed even more towards the specific areas of Government priority. 50 % of the funds for commercial missions are earmarked for the BRIC and other growth markets,

ensuring that the proportion of SME's using the export promotion scheme is increased or at least maintained. Emphasis is also on developing further the *Export-start Growth* and *Vitus Growth* programs, which offer individual tailor-made services to Danish SME's in the growth markets, thus enabling even more SME's to achieve success on new markets. Another export promotion target is to strengthen the local presence in the growth markets (e.g. focusing on sectorial expertise and corporate social responsibility (CSR)) and develop programs, which support collective export initiatives aimed at specific and greater business options in the growth markets.

The Trade Council and the Export Credit Fund (EKF) are establishing a Finance Consultancy team in Copenhagen in order to enhance Danish enterprises' knowledge on and access to export- and investment financing.

To alleviate the barriers faced by Danish companies in the growth markets, the Government aims to intensify the work within the Market Access Advisory Committee (MAAC) under the EU Commission. Furthermore, Denmark will make use of both multilateral and bilateral negotiations on trade liberalization and improve its services for companies in order to facilitate market access and improve framework conditions for Danish operators in the growth markets.

On the basis of the joint marketing schemes, the Government will initiate specific initiatives targeted at the growth markets. This includes increasing the knowledge of Danish products, solutions and key areas of strength. The promotion of Denmark will be supported by other initiatives including the Strategic Action Plan of the International Panel of Culture for strengthening cultural exchange with the BRICS countries including India. The Action Plan aims to promote Denmark as a country and enhance cultural export and intercultural dialogue.

Furthermore, the Government supports the investment promotion efforts in Asia through a number of outreach activities and through the recruitment of local investment counsellors for the *Invest in Denmark* scheme. Moreover, the investment promotion potential on other growth markets is being identified. Finally, the Government will retain and expand cooperation with the BRIC countries within research and education.

This strategy includes a brief exposition of the opportunities and challenges in the Indian market followed by an analysis of areas, in which there is particular convergence between market potential in India and Danish positions of strength. Next, some typical barriers, which foreign companies face in India, are described. Finally, the Government priorities and sectorial initiatives to improve Danish business opportunities in India are specified.

A number of sectors and focus areas have been under consideration in the preparation process. In addition to the areas mentioned in the General Growth Market Strategy, the Government focus for its efforts in India lie within the following areas:

1. Green growth
2. Health and welfare services
3. Shipping and "Blue Denmark"
4. Food and agriculture
5. Research, development and education

Box

The main features of the Government efforts towards India are:

- Give priority to long-term relation building and intensify political, administrative, technical and commercial cooperation and active exchange between Danish and Indian operators.
- Enter more partnership agreements and MoU's and create new platforms for cooperation and use these pro-actively to create growth. The outset of this is the India-Denmark Joint Commission Agreement.
- Strengthen the export promotion efforts to the benefit of i.a. SME's.
- Strengthen the promotion efforts to increase knowledge about Danish positions of strength.
- Strengthen the efforts to reduce trade barriers in India bilaterally, through EU and in multilateral fora.
- Increase focus on investment promotion including enhancing focus on the political level.

Opportunities and challenges in India

India is the world's biggest democracy. With its population of 1.2 billion and annual growth rates at 6-8 % India qualifies for the group of emerging great economic powers. Very substantial investment programs worth billions of DKK are foreseen in a number of sectors in the years to come.

Denmark's export of goods to India stood at 3.2 billion DKK in 2011 compared to 1.2 billion DKK in 2000. This is equivalent to an annual growth of around 8.9 % from 2000 to 2011. In spite of the rapid growth, Denmark has lost market shares compared to countries such as Germany, Sweden, Finland, Austria, Belgium and the Netherlands. In 2011, Denmark's export was 1.8 % of the total export to India from this group of countries, which is a decline from about 2.5 % in 2000 and 3.5 % in 2005.

Conversely, Denmark has the highest export of services to India among this group of countries. With an export of US\$ 555 million, the transport sector contributes an overwhelming part of the export. The transport sector and in particular the sea transport sector represents 92 % of the services export to India. For the other countries used for comparison, services generally contribute only a minor part to the total exports to India

India stands out from the other BRIC countries in a number of areas. Firstly, India has a very young population (60 % of the population is under 30 years of age). This demography demands an extensive effort in the area of education. Secondly, extensive innovation called "frugal" or "reverse" innovation. is taking place in the so called "off-grid India" – around 700 million people without adequate access to electricity, drinking water, roads etc., creating a market for cheaper, simpler and more robust and energy efficient goods and services.

American companies have realized the opportunities of this *Bottom of the Pyramid* (BoM) market and have therefore developed products to be sold at a significantly reduced price and suitable for multiple usages. Denmark is still largely absent in this market. However, this market entails considerable business opportunities and could provide access to an innovative boost of our competitiveness.

The private sector in India is largely focused on the domestic market although major operators are becoming increasingly international. The private sector is dominated by a number of large conglomerates and family-owned business groups. They are very diversified and some geographically focused. They share a strategic interest to attract new western technology and investment and often have a well-developed business cooperation with both Indian and foreign companies.

In India public sector engagement is essential and the public sector is largely the focal point. Public management is exercised through five-year plans in which overall priorities and focus areas are determined, including areas and quantity of investment. In the 12th five-year plan, which began 1st of April 2012, public private partnerships (PPP) will be the overarching instrument in the implementation of the plan.

1.1. The Sectors:

Market analysis, Danish positions of strength and focus areas

The Danish initiatives should focus on areas where there is a match between Danish core competences and priorities identified in the five-year plan.

Green Growth

Energy and Environmental Technology

In order to reduce dependency on imported oil and to contribute to stop global warming India wishes to expand the use of new and renewable energy and enhance extradition and recycling of raw materials. Large stakes are set on renewable energy such as wind- and solar power, biofuels and hydropower. The use of gas and nuclear power will also increase and with regard to coal, prospectively only power plants of the type *Super Critical Boiler*, which are considerably more efficient than conventional technologies will be built. Danish companies are frontrunners within these technologies and have good opportunities to establish additional exports of Danish solutions.

A number of initiatives are also foreseen in the water sector including projects for wastewater treatment and rainwater harvesting. An overview of the total volume of accessible water, along with monitoring of the water quality and the condition of water pipes, are necessary. At present, water is transported over long distances, resulting in a considerable waste. Hence, there is a need to set up a large number of facilities for rainwater harvesting, including pumping equipment. Generally, inexpensive and effective solutions are required.

It is not just the quality of water that needs improvement. In general, air quality is poor in major Indian cities creating a need for appropriate monitoring equipment. Energy friendly buildings adapted to the local conditions are required throughout the cities. Similar efficiency measures will take place in the industrial production. For years, major Danish consultancy companies have specialized in the water and sanitation sector, accumulating great expertise, particularly because this sector has been a longstanding focus area in Danish development policy. A 700 million strong population without direct access to drinking water and inadequate infrastructure etc. gives a particular potential in this area.

The forward-looking action in the environment sector should focus on helping to solve specific environmental challenges in India, while creating a market for Danish environmental solutions. At present, a demonstration project in the wastewater field is ongoing. The goal is to disseminate the model to other sectors and other geographical areas.

Box:

To exploit the opportunities within the fields of environment and energy, the Government will:

- Identify opportunities for offshore wind energy and biomass in India with a view to promoting Danish solutions.
- Strengthen export promotion in the field of energy technology.
- Expand wastewater treatment and water supply demonstration plants in India and expand the existing cooperation to include sewage sludge.
- Disseminate the model on demonstration projects from waste water to other sectors and other geographical areas.
- Test and demonstrate Danish environmental solutions under Indian conditions, and build up knowledge.
- Strengthen export promotion of Danish environmental solutions.

- Strengthen the marketing of environment and energy technology solutions using the public-private marketing consortium *State of Green*.

TATA is interested in Danish Environmental Technology

- Throughout the last year the Danish Trade Council in India has been in dialogue with the TATA Group – India’s largest business group – concerning the use of and investment in Danish environmental technology products on the Indian market. The cooperation is established on the basis of TATA’s solid business policy on environmental awareness and CSR.
- The dialogue with the TATA management has focused mainly on water consumption, purification of wastewater, sustainable construction, wind energy and energy efficiency.
- The results of this comprehensive dialogue are amongst other concrete requests for Danish fuel technology- and a co-operative agreement on wastewater purification has been signed in May 2012.

India’s largest wind turbine manufacturer increase their number of jobs in Denmark

- In 2012 Suzlon – India’s largest and the world’s fifth largest wind turbine manufacturer, – has in cooperation with *Invest in Denmark* –doubled the number of employees in their Danish company working with R&D and project management.
- *Invest in Denmark* has been able to offer Suzlon relevant contacts along with financing opportunities for R&D projects in cooperation with universities.
- By means of *Invest in Denmark’s* on-going contribution Suzlon’s Danish subsidiary is expected to double their 15 jobs in Denmark to around 30 jobs in 2012. This is being done at a time when the wind industry experiences severe pressure.

Danish wastewater purification in New Delhi

- Danish Water Forum – a consortium of companies working within water purification and the handling of wastewater – has, with the support from the Danish Environmental Protection Agency, come together on jointly working with the public Indian water sector.
- In cooperation with Delhi Jal Board – the government owned water board in New Delhi and a central reference within the sector – a new demonstration plant is being established.
- **Objective of the project:**
To reduce by 50 % the energy consumption, improv water treatment, and improve operation of the plant through training of the personnel.
- The project focuses on upgrading the existing equipment so that the sewage plant can extend its lifetime significantly at 1/10 share of the cost of a new plant - a cost that is regained within a few years by the energy savings achieved.
- It is a pilot project designed to create a framework for a large-scale Danish engagement with the Indian government-owned water sector.

- There is already considerable interest in India for the Danish solution, which is tailored to the market by being cost effective in a country facing enormous challenges in water supply and treatment.

Health and Welfare Services

In the coming years large investments are foreseen within the health sector. For example precautionary vaccinations of all children is a public goal. As a result of the projected improvement of the infrastructure, the peripheral areas will have improved access to healthcare and medicine. There will also be large investments in the field of health-IT. Sanitation projects shall also help to secure progress in public health. The 12th Five-Year plan furthermore contains a recommendation to issue prescriptions, where possible, for inexpensive generic drugs.

The Indian public sector alone will not be able to put all of these projects into practice. Enhanced public-private sector cooperation will be necessary, just as the case has been for healthcare, where public tenders have been introduced. The coming years will also see a growing need for tests for diabetes, cancer, high blood pressure and other lifestyle diseases.

All the areas in the field of health, which have received special focus in the Five-Year Plan, are areas in which Denmark possesses significant competence. Denmark possesses a number of significant competences in the field of health, and in the light of the recent development undergone by Denmark concerning infrastructure and health (hospital construction etc.), and the growing welfare technology, India will be an interesting export market in a few years. For example, the special challenges related to the hastily increasing occurrence of lifestyle diseases in India, offers opportunities for Danish pharmaceutical companies and the medical device industry, especially in relation to development and export of medicine and diagnostic equipment.

TEXTBOX:

To seize the opportunities in the fields of Health and Welfare Technology the Government will:

- work to establish a Memorandum of Understanding (MoU) in order to enhance the bilateral cooperation in health sector.
- prepare a Joint Action Plan with India concerning enhanced cooperation in a number of fields, including emergency response, prevention and health promotion including non-communicable diseases as for example diabetes, the hospital sector and Health-IT and technological welfare solutions for the elderly.
- work to enhance the marketing of Danish health and welfare technologies, for example through the public-private marketing consortium for health and welfare solutions.

Shipping and "Blue Denmark"

Shipping

The transport of goods to and from India has been, and is expected to continue, growing while the country is experiencing growth rates of 6-8 %, and expanding the manufacturing industry. This development is making the Indian market attractive for the Danish shipping industry. Danish shippers are already deeply engaged in business in Indian harbours, and the export is significant, as the transport sector, in particular the shipping sector, contributes 61 % of the total Danish services export to India.

Besides shipping operations there are opportunities within construction and expansion of port terminals, which is a field where Danish maritime companies have considerable expertise. Indian ship and navy personnel today, to some extent, find occupation on Danish vessels.

TEXTBOX

To maintain and enhance Danish shipping in India the Government will:

- organize a shipping seminar attended by representatives from the Indian industry and the Indian authorities.
- strengthen the dialogue between Indian and the Danish maritime authorities, for the purpose of undertaking joint collaborative projects.

Infrastructure

In order to ensure a continued high economic growth, India must renew and expand its infrastructure. The current level of infrastructure deters many companies from investing, and the delivery of goods outside the big cities is very unreliable. This will require large investments, including from private investors. In India, there is a great interest to promote public-private cooperation in infrastructure.

New harbours must be built, and the existing ones must be expanded. Airports in many of the major cities need to be modernized, and also, there is a requirement for landing fields in many smaller towns. There is also an urgent requirement for expanding the electricity network and making it more efficient, since at the moment, there is a critical waste of energy. The massive investments in infrastructure in the cities will invariably initiate many large projects. The growing urbanisation of the coming years can only be handled properly, if the appropriate investments are made. These vast projects are expected to considerably benefit subcontractors of equipment, concrete, etc. and in the fields of manufacturing, paint, and chemistry. Moreover, there is a need for significant investments in logistics, including storage facilities and the establishment of cold chains.

In the light of the previous, it is assessed that there is great potential for Danish firms in relation to construction and operation of infrastructure, waste management, wastewater treatment, urban planning, shipping and logistics, and operating material.

Food and Agriculture

The growth rate in agriculture is currently significantly below the total growth rate whilst the sector employs more than 50 % of the Indian population. There is a need for major investments, which can increase growth in the sector – especially by increasing productivity.

Agriculture will thus greatly benefit from the envisaged infrastructural initiatives. The sector is highly dependent on water supply as it is necessary to optimize water utilization. There is also a need to improve the facilities for storage and transportation of crops.

This is necessary if the very high proportion of food going to waste before reaching the consumer is to be brought down. Furthermore, there is a demand for a wide range of high quality seeds, which can ensure the farmers a safe and stable crop. Finally, pesticides are heavily subsidized in India. Combined with insufficient education and poor management, this often results in excessive use of chemical pesticides. There is therefore a demand for bio-pesticides.

The largest Danish food exporters have built a reputation for products of high, consistent quality with a minimum content of residue and with reliable mechanisms for surveillance and traceability. At the same time the industry is characterized by an extraordinary high level of knowledge and a high integration in the value chain, suitable to meet many of India's political objectives for the structural development of agriculture. The longstanding and well-functioning public-private cooperation in Denmark regarding legislation and surveillance is another strength, which India has shown interest in. Private investments in the food processing sector are also demanded.

Denmark's opportunities to build a lead are based not only on product export, but also on export of systems and knowledge. The integration of research, counselling and agroindustry is positive key asset, since the Danish operators are used to cooperation and can supply each other in the entire process of production. In an assessment of Danish positions of strengths, it is therefore important to look at the entire agriculture- and food sector as an integrated cluster, including the agroindustry's competences in the field of research and development.

The high-end consumer segment in India is growing with the expansion of the middle class, creating increased demand for consumer goods including western food. In addition to opportunities in food export there is a distinct potential for production and processing equipment, and know-how in the food sector.

The high growth rate has caused an urgent need to stabilise food prices and develop productivity in key areas such as food processing and milk production. This creates potential for Danish food- and agroindustry operators. For example, India is the world's largest producer of milk, and also among the largest consumer of milk and milk products. Danish companies see a significant export potential for equipment and technology within poultry and milk production, including equipment used for forage production and forage factories. In addition to this, India is facing challenges with food waste (up to 40 %) caused by lack of storage capacity (grain silos, etc.). Finally, India has shown interest in system solutions and technology in relation the 2nd generation biofuels.

In the areas of food and agriculture, the government will strengthen the work in the two India-Denmark joint working groups on agriculture and fishing and food processing respectively, focusing on joint research projects, food infrastructure, Indian capacity building in relation to food processing, plant cultivation, enhanced direct business contacts and cooperation on veterinary and sanitary control.

Research, Innovation and Education

Increased focus on research, innovation and higher education, are crucial elements to secure future growth in India. There is a demand for innovative solutions in relation to India's challenges within health, energy supply, and wastewater treatment, to name a few. In India, special focus is given to the development of inexpensive solutions which can benefit the poorest part of the population (frugal innovation).

At the same time a great effort is vested in drawing the attention of more Indian companies to the research environment. The private enterprises and the universities also look to work more closely together, and incubation parks in a number of Indian universities are to be established.

As with research, there is focus on developing the educational sector. In the future private universities will be able to apply for public funds. Universities are encouraged to strengthen their internationalization by joining innovative cooperation agreements with universities abroad. Moreover, extended possibilities for foreign universities and alternative education forms, as for example distance learning are foreseen. On biotechnology, a field where Denmark is a global frontrunner, initial research cooperation between Denmark and India has already been established. This cooperation might in time be expanded to other areas such as health research, ICT and space science. As regards education, there is a potential to strengthen and develop cooperation and student mobility between Denmark and India, which is currently on a relatively low level. It is expected that the Danish positions of strength regarding welfare education and the Danish learning style with focus on active participation, will be of special interest to India.

TEXTBOX:

To seize the opportunities in the fields of research, innovation and education the Government will:

- work to establish a Memorandum of Understanding (MoU) between India and Denmark, which can pave the way for companies, universities, research councils, etc. to establish research-, education-, and innovation cooperation in areas of special priority.
- analyse the possibility of cooperation on space programs, which are of interest to India.
- cultivate student mobility and education cooperation between Danish and Indian institutions of higher education.
- support networking activities, such as scientific workshops and travel-scholarships between Danish and Indian researchers, through 'International Networking programme'.

2.2 Barriers

General challenges and barriers

For many Danish companies the Indian market can seem confusing and difficult to handle. Conditions such as great distances, cultural differences, lack of transparency in the market caused by bureaucracy and corruption, price sensitivity, fragmentation of markets due to specific regional provisions and a weak infrastructure, jointly creates uncertainty.

In several sectors these conditions greatly affect the companies' decisions to invest resources on the Indian market. Several companies follow the growth and development in India with great interests, but are reluctant when it comes to making commitments in the short term since there is a better and more reliable ratio between investments and yield, on nearby markets or other emerging markets.

In certain sectors the general rule is that access to the market can be very unpredictable, since the conditions suddenly change without prior notice or are being administered differently in various parts of the country.

Direct barriers to trade

The Indian market for goods and services is greatly protected by tariff barriers. The opening for imports and investments is gradual in the areas where India's internal development and growth can be supported.

High tariffs on the already very price sensitive Indian market is a challenge for Danish companies in several sectors. A completion of the Free Trade Agreement between EU and India would improve this.

On the other hand EU each year acts towards India by introducing several antidumping tariffs against Indian export to EU. This is bad for Danish companies using subcontractors from India. When EU introduces an antidumping tariff it can have huge consequences for the competitiveness of Danish companies established in, or using subcontractors from, the market in question.

Technical barriers to trade

The technical trade barriers are typically connected to bureaucratic procedures and difficult certification processes, not least in relation to the food area, with the purpose of building and protecting production in India.

In the area of telecommunication new national security rules have been introduced, which can potentially adversely affect Danish companies. The rules imply a special security approval of foreign telecommunication providers, including requirements for technology transfers and use of Indian engineers. On top of this come problems concerning an unclear legislation on standards and requirements for medical devices.

Protection of Intellectual Property Rights

There is a large local production of pirated generic products in India. This particularly affects the pharmaceutical industry. The Indian legislation does not fully live up to the obligations concerning intellectual property rights in the TRIPS-agreement. This particularly affects the patent legislation. In addition, India does not have legislation concerning data exclusivity, which is essential to protect data, especially for the pharmaceutical industry.

TEXTBOX:

In relation to barriers the government will:

- strengthen the current active work in the Market Access Advisory Committee under the EU-Commission in order to reduce the barriers for Danish companies.
- become even more targeted in the use of international negotiations, including free trade negotiations and bilateral meetings, to facilitate the terms and conditions for Danish companies in the emerging countries.
- strengthen the dialogue with India concerning barriers, under the auspices of the India-Denmark Joint Commission.
- increase information to and advisory services for Danish companies in order to reduce damaging effects in cases where EU introduces antidumping tariffs on goods from India.

ANNEX: Plan of Action

Initiative	Expected result	Timeline	Main responsible
Green Growth			
Energy Wind energy and biomass initiatives	Identify the opportunities for offshore wind energy in India and biomass technology with a view to Danish-Indian solutions. Points of departure are the existing cooperative agreements on renewable energy.	2012	Danish Energy Agency
Energy Strengthening of marketing and export promotion within energy technologies and solutions		2012-2013	Danish Ministry of the Environment
Environment Wastewater treatment and water supply	Work is continuing on the current model for the establishment of Danish demonstration plants in India with the purpose of expanding the model to other sectors (e.g. treatment of sewage sludge) and possible other geographical areas beyond Delhi. The focus is also on identifying private Indian partners as an alternative to government run facilities. To be conducted as part of the implementation of the Joint Agreement for Environment	2012-2013	Danish Ministry of the Environment
Environment Testing and demonstration of Danish environmental solutions and capacity building	Under the new 'Environmental Technology Development- and Demonstration Program' grants are expected for Danish companies who wish to develop and demonstrate their environmental technology solutions under Indian conditions	2012-2013	Danish Ministry of the Environment
Environment Strengthening of the marketing and	To carry out activities to highlight Danish technology-solutions within the prioritised		Danish Ministry of the Environment/Danish Ministry of Foreign

export promotion of Danish environmental solutions	areas in the Indian 5-year plan		Affairs
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Initiative	Expected result	Time frame	Responsible
Health and Welfare			
A Memorandum of Understanding (MoU) to be established	The purpose is to strengthen the bilateral cooperation concerning the health sector. To implement the MoU the two countries health authorities must sign an action plan which contains concrete areas of cooperation. The two countries can, among other areas, cooperate on the following: <ol style="list-style-type: none"> 1. Emergency preparedness in relation to ensuring public health 2. Prevention and health promotion, including noncommunicable diseases like diabetes. 3. Welfare technological solutions for the elderly 	Spring 2013	The Ministry of Health
Ministerial visit to India	The purpose is to discuss and sign the MoU, information exchange and branding of Danish positions of strengths, for example in the field of Health-IT.	Spring 2013	The Ministry of Health
Branding of Danish health and welfare technological solutions via the public-private marketing consortium for health and welfare solutions	The purpose is to increase the international knowledge on Danish strengths in health- and welfare solutions by branding Denmark as a country that delivers health and welfare solutions of the highest quality.		The Ministry of Business and Growth / The Ministry of Health and The Ministry of Foreign Affairs

Initiative	Expected result	Time frame	Responsible
Shipping and "Blue Denmark"			
Seminar on shipping politics There will be a seminar on maritime politics	Increase the knowledge about the opportunities for foreign shipping companies to establish themselves in Denmark. Support the activities of Danish	2012-2013	The Ministry of Business and Growth (The Maritime Authority) in cooperation with

attended by representatives from India	shipping companies in India. Strengthen the bilateral relations to India on the maritime field, and hold joint discussions of current issues relation to shipping.		Invest in Denmark, Ministry of Foreign Affairs
Dialogue with the Indian maritime authorities Strengthening of the dialogue between the Indian and Danish maritime authorities, also under the auspices of the India-Denmark Joint working group on shipping.	Strengthened bilateral relations to India on the maritime field and implementation of possible collaborative projects under the India-Denmark Joint working group on shipping. Also, to prepare possibilities for discussing topics of common interest in order to expand cooperation.	2012-2014	The Ministry of Business and Growth (The Maritime Authority)
Piracy Expanding cooperation between India and Denmark in the field of piracy. For example through active participation in the ReCAPP cooperation.	Coordination of response to the piracy threat in the Indian Ocean, to the benefit of Indian trade and Danish ships.	2012-2013	The Ministry of Business and Growth (The Maritime Authority)/The Ministry of Foreign Affairs

Initiative	Expected result	Time frame	Responsible
Food and Agriculture			
Strengthen the work of the two Joint working groups on agriculture and fishing and food processing and facilitating direct business contacts.	To gain a better Danish foothold on the Indian market, especially in Danish positions of strength such as capacity-building in relation to food processing, research and development, veterinary and sanitary control and monitoring, etc.		The Ministry of Food, Agriculture and Fisheries

Initiative	Expected result	Time Frame	Responsible
Research, Innovation and Education			
Memorandums of Understanding (MoU) To agree on Memorandums of Understanding	Facilitate Indo-Danish cooperation for universities, research environments and business. The Ministry of Science,	2012	The Ministry of Science, Innovation and Higher Education

<p>(MoU) between Denmark and India on areas of mutual priority</p> <p>The Ministry of Science, Innovation and Higher Education has launched a tour of the Danish universities, in order to identify the areas of interest for the universities, in relation to India. The tour is expected to be completed during spring 2012, and the lessons learned will form the basis for prioritizing areas in which the Ministry of Science, Innovation and Higher Education should seek to establish MoU's.</p> <p>An interest in space programs has already been shown.</p>	<p>Innovation and Higher Education would like to establish MoU's to pave the way for universities, companies, research councils, etc. to establish research-, education-, and innovation cooperation with India on areas of given priority.</p> <p>Formal cooperation agreements at the political level can facilitate cooperation with India. It is therefore important that the Ministry of Science, Innovation and Higher Education, continues to explore the possibilities of establishing MoU's of mutual interest for Denmark and India.</p>		
<p>International Networking Programme Promote scientific networking and cooperation between Danish and Indian researchers through International Network Programme.</p>	<p>Researchers at Danish universities can apply for International Networking Programme to work with Indian colleagues.</p>	<p>2012</p>	<p>The Ministry of Science, Innovation and Higher Education</p>

Initiative	Expected result	Time Frame	Responsible
Art and Culture			

Setting up visit programmes in Denmark and in India and expand and facilitate contacts and networks between Danish and Indian cultural stakeholders	Building networks between Indian and Danish cultural stakeholders and identify relevant future opportunities for increased cultural exchange between the two countries	On-going	Ministry of Culture Denmark
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Initiative	Expected result	Time Frame	Responsible
Trade			
<p>Increased support for Danish companies, which may be hit by anti-dumping duties against India:</p> <p>A focused effort in relevant anti-dumping cases to reduce the burdens for Danish companies. The actions will consist of information and guidance to Danish companies.</p>	Reduce adverse effects on Danish companies when the EU introduces anti-dumping duties against India		Ministry of Business and Growth Denmark

Initiative	Expected result	Time Frame	Responsible
Barriers			
Strengthen the on-going work which is already taking place in the Market Access Advisory Committee under the European Commission.	Reduce barriers for Danish companies	On-going	Danish Ministry of Foreign Affairs
Make even more targeted use of international negotiations, including free trade negotiations and	Promote the general and the framework conditions for Danish companies in India	On-going	Danish Ministry of Foreign Affairs

bilateral meetings.			
Strengthen the dialogue with India on barriers under the auspices of the India-Denmark Joint Commission	Promote the general and the specific framework conditions for Danish companies in India	On-going	Danish Ministry of Foreign Affairs
Increase information and advisory services for Danish companies	Reduce adverse effects in the cases where the EU introduces anti-dumping duties on goods from India	On-going	Ministry of Business and Growth Denmark