

## International Mission

# Australian Materials Science & Advanced Manufacturing Mission to India

## Australian Innovation Showcase 2014

Explore commercial, research and licensing partnerships with the growing Indian advanced manufacturing and automotive industry

### About this mission

Austrade presents the second edition of the Australian Materials Science and Advanced Manufacturing Mission to India, organised across key Indian cities from 13 to 17 October 2014. The mission is a flagship activity of the Australian Innovation Showcase to India 2014.

The mission will showcase Australia's diverse expertise in materials science, future manufacturing technology and advanced vehicle technologies. Areas of particular interest from leading Indian companies include: composites, polymers, ceramics, coatings, electronic and photonic materials, advanced materials for energy, biomaterials and surface engineering, 3D printing, laser welding, ferrous and non-ferrous casting technology, precision manufacturing, nanotechnology, vehicle lightweighting, gaseous fuels, vehicle electrification, automotive design, testing and validation services, and data communications.

The 5 day mission program is designed to facilitate engineering, research and development projects and commercial partnerships between Australian organisations and leading Indian and multinational organisations.

### Why you should participate

- Gain a first-hand understanding of India's thriving advanced manufacturing and automotive industries and gain direct access to its key players.
- Obtain market insight about your research, technologies and services directly from key industry contacts.
- Explore opportunities to attract Indian investment into your research and commercialisation programs.
- Build trade opportunities with potential customers, distributors, or joint venture partners.
- Meet potential partners and investors at networking events and focussed roundtable discussions.
- Benefit from government access and on the ground assistance and advice from the marketing staff of Austrade.



## AUSTRALIAN INNOVATION SHOWCASE INDIA 2014

### Important information

#### Date

13 - 17 Oct 2014

#### Location

Bangalore, Chennai and Pune

#### Apply by

30 August 2014

### Who should participate?

- Australian universities, research institutions; and technology companies with capability in:
  - Materials science
  - Future manufacturing technology
  - Advanced vehicle technologies

### Market opportunities and insights

- India's advanced manufacturing sector is experiencing strong double-digit growth, as major multinational and domestic players expand their Indian operations in sectors including automotive, aerospace and heavy engineering. These companies are increasing their R&D budgets; seeking international collaboration; acquiring, licensing or partnering with international companies to access new technologies, processes and expertise. This offers significant opportunities for Australian companies, universities and research organisations to explore research collaborations and licensing partnerships.
- The Indian automotive sector is currently valued at A\$ 90 billion, and with over 3 million passenger cars manufactured each year, India is now the world's sixth largest automobile producer. Global car majors have been ramping up investments in India to cater to the growing domestic demand and leverage India's competitive advantage as an export-oriented production hub. Although domestic sales have recently cooled, auto exports have enjoyed robust growth.
- The Indian Government is aggressively promoting R&D in the automotive industry by providing fiscal and financial incentives, including tax deductions for R&D expenditure. The Indian Government has established seven automotive R&D centres (under the National Automotive Testing and R&D Infrastructure Project), developed a 20 year automotive technology roadmap and commenced work on a 10 year automotive skills development plan. As part of this initiative, India's automotive industry is being urged by the government to access technology from overseas with the aim of making India a global R&D hub. There are currently over A\$20bn in investments underway by global carmakers for setting-up manufacturing, research and technical centres in India.
- A recent report by FICCI-PWC stated that India could rank among the top three aviation markets globally by 2020, while in September last year, Boeing hiked its forecast for India's aircraft market by more than 11%, saying the country will require 1,450 new planes, worth a total of 175 billion USD, over the next two decades. India is working on indigenous aircraft development programs led by government owned Hindustan Aeronautical Ltd and will look for R&D and technology partnerships to fill the technology gap. This project involves capital expenditure of about A\$15 to A\$20 billion. Many Global OEMs have made significant R&D and manufacturing investments in India to tap into the opportunities in the growing aerospace sector.
- According to Euromonitor, the Indian advanced manufacturing industry is expected to double in value in the next 5 years, with key growth sectors including power and energy, oil and gas, defence, steel and chemicals, creating strong demand for international expertise in materials science and new technologies.
- India continues to be an attractive destination for multinational companies to set up their captive research and development centers. India has an installed R&D talent pool base of more than 210,000 engineers. Over the past five years, this has been growing at an average of 9% a year. At present, more than 870 multinationals have R&D centers in India including GE, ABB, Philips, Boeing, Siemens, Samsung and Du Pont. Austrade engagement with several significant R&D centers has found that these centers have the size and autonomy to source international expertise and partnerships.

### Mission Program

The mission program will be developed in partnership with participants to ensure meetings and activities meet individual company visit objectives. The following is an indicative program:

| Date                                    | Details  |
|---|--|
| Sunday 12<br>October 2014               | Arrive in Bangalore and check-in hotel   |
| Monday, 13<br>October 2014<br>Bangalore | Welcome briefing by Austrade, KPMG and other Indian guest speakers on doing business in India and market opportunities<br><br>Site Visit to <a href="#">GE Global Research Centre</a> or <a href="#">BHEL Manufacturing and R&amp;D division</a> |

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|   | <p>Media interaction</p> <p>The Second Annual <b>Australia-India Future Materials &amp; Advanced Manufacturing Technology Symposium</b> (in collaboration with Confederation of Indian Industry -CII, Bangalore).<br/>Key participants: R&amp;D heads, senior executives and decision makers from automotive, aviation/aerospace, power, water, energy sectors, research institutions, and universities from India. Symposium to be followed by Networking Cocktail and Dinner with the Symposium participants and delegates.</p>  |
| <p>Tuesday, 14<br/>October 2014<br/>Bangalore</p> | <p>Individual or group business meetings with a selection of target companies including:</p> <p>Taneja Aerospace Ltd, Dynamatic Ltd, NAL, Hindustan Aeronautics, Larsen &amp; Toubro, Axis Aerospace, Quest Global, BEL, ABB R&amp;D Centre, Central Manufacturing Tech Institute, Airworks, Ashok Leyland, Harita Industries, TVS Motors, Tata Sola, Mercedes Benz R&amp;D Centre, and ITC</p> <p><i>Early evening - travel to Chennai</i></p>  |
| <p>Wednesday, 15<br/>October 2014<br/>Chennai</p> | <p>Individual or group business meetings and site visits with a selection of target companies including:</p> <p>IIT Research Park, Larsen &amp; Toubro Technology Services, Renault Nissan Technology Business Center India (RNTBCI), Mahindra Research Valley, Advanced Research Centre for Powdered, Metallurgy and New Materials, Nissan Ashok Leyland Technologies, Tamil Nadu Technology Development and Technology Promotion Council, and the Global Automotive Research Center (GARC)</p> <p>Australia-India industry focussed roundtable briefing and dinner</p> |
| <p>Thursday, 16<br/>October 2014<br/>Chennai</p>  | <p>Individual or group business meetings and site visits with a selection of target companies including:</p> <p>TVS Motors, Murugappa Group, TAFE, Sundaram Clayton, Defiance Technologies, Hinduja Automotive, Royal Enfield, Tubes Investments, Ucal, Wheels India, Anna University, and Hindustan University</p> <p><i>Early evening - travel to Pune</i></p>   |
| <p>Friday, 17<br/>October 2014<br/>Pune</p>       | <p>Site visits and meetings with automotive and manufacturing companies to view their facility, manufacturing process, R&amp;D facilities, as well as to gain an understanding of their research priorities.</p> <p>Tata Motors, Force Motors, Bharat Forge, Bajaj Auto, Tata Auto Components Group, Mahindra Composites, Mahindra Navistar, and Reliance.</p> <p>Australia-India industry focussed roundtable briefing and networking reception</p>   |
| <p>Saturday, 18<br/>October 2014</p>              | <p>Depart for Australia or any other city</p>  |

### Cost of participation

The total cost per delegate includes direct costs and an Austrade service fee.

| Total cost | Direct costs  | Austrade service fee  |
|------------|---|---|
| A\$1200    | <p>A\$100 per delegate includes:</p> <ul style="list-style-type: none"> <li>Venue hire, catering and logistics</li> </ul> | <p>A\$1100 includes:</p> <ul style="list-style-type: none"> <li>Mission program coordination and assistance with logistics</li> </ul> |

|  |   |   |
|--|---|---|
|  | <ul style="list-style-type: none"> <li>costs for industry networking event</li> <li>• Refreshments for industry seminar participants</li> <li>• Ground transport for site visits</li> <li>• Printing of mission marketing material</li> </ul> | <ul style="list-style-type: none"> <li>• Pre-departure briefing</li> <li>• Preparation and delivery of in-market sector briefing</li> <li>• Preparation of mission booklet to promote participants' capabilities</li> <li>• Organisation and promotion of welcome dinner, networking events and industry seminars / briefings</li> <li>• Pre-mission marketing to selected potential customers</li> <li>• Setting up a maximum of 5 one-on-one appointments.</li> </ul> |
| <ul style="list-style-type: none"> <li>• <b>DEPOSIT:</b> Austrade requires a non-refundable 30% deposit for all international events where the value of the package is over \$1,500. The payment term for the deposit amount is 7 days from invoice date. Payment of the deposit reserves your place on the event, but your place is not fully secured until the entire fee is paid. Please refer to the event Terms &amp; Conditions for further detail. Non-payment of the deposit by the applied deadline will result in the forfeit of your reserved place on the event. For packages of \$1,500 or less, full payment is required with payment terms as per the invoice provided.</li> <li>• The direct cost and Austrade service fee form part of the total package and you cannot purchase one without the other.</li> <li>• You may also be eligible to claim some of your marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information visit <a href="http://www.austrade.gov.au">www.austrade.gov.au</a> or call 13 28 78.</li> </ul> |   |   |

### Apply before 30 August 2014

In order to provide the highest level of service to delegates, places are strictly limited. If your application is successful we will contact you with all the information you need to prepare for the mission.

If you are considering this mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at [www.smartraveller.gov.au](http://www.smartraveller.gov.au). Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets.

### Key contacts

To discuss your participation options further, please contact:

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