



MAKE IN INDIA MITTELSTAND!

## 6<sup>th</sup> MIIM Workshop: Financing Options, Pricing Strategies & Distribution Channels

Date: 16<sup>th</sup> June 2016

Venue: BW-Bank, Kleiner Schlossplatz 11, 70173 Stuttgart

Timing	Topics
09:30 – 09:45 hrs	<b>Welcome</b> by LBBW/ Embassy of India Representative
09:45 – 10:00 hrs	<b>Introduction to MIIM Programme</b> by Mr. P.S. Gangadhar, First Secretary (Economic & Commercial), Embassy of India, Berlin
10:00-11:00 hrs	<b>Export Finance and Financing Concepts for Operations in India</b> by MIIM Banking Partner (Germany) LBBW
<b>Coffee Break (11:00 to 11:15 hrs)</b>	
11:15 -12:15 hrs	<b>Financing Concept for Operations in India</b> by MIIM Banking Partner (India) SBI
12:15-12:30 hrs	<b>Presentation on MIIM Incubator Partner German Centre Delhi-Gurgaon</b>
<b>Lunch Break (12:30 to 14:00 hrs)</b>	
14:00 – 15:00 hrs	<b>Pricing Strategies</b> by MIIM Knowledge Partner EAC <ul style="list-style-type: none"><li>Introduction to pricing in India</li><li>Pricing strategies : “On ground pricing implementation case studies”</li><li>Pricing success factors for German MNCs in India</li></ul>
<b>Coffee Break (15:00 to 15:15 hrs)</b>	
15:15 – 16:15 hrs	<b>Distribution Channels and Concept</b> By MIIM Knowledge Partner EAC <ul style="list-style-type: none"><li>Understanding India for distribution</li><li>Distribution concept and key pillars in India with relevant examples and case studies</li><li>Way forward: Key trends and Success factors German MNCs in India</li></ul>
16:15 – 1630 hrs	<b>Q&amp;A / Wrap-up</b>