New Indian opportunities for Danish SME's and startups

Does sourdough bread sell in India, can Danish solutions provide clean water in Varanasi, will my next employee come from Madurai, is it possible to run an Indian business from Frederikshavn, and is Danish Design in demand in Dindigul? And furthermore: How do you create and run a business in India if you are a small company or entrepreneur?

CRACKING THE INDIA CODE

The questions are hypothetical, the challenges real, and the answers genuine - and these are just some of the questions and deliberations the new project Next Step India will help Danish businesses tackle.

India plays a significant and growing role in international business. Whether it's for export, as a sourcing destination, talent recruitment, or green partnerships, India is indispensable for global companies. The bilateral relations between Denmark and India are warm and cordial, and the project will also seek to enhance opportunities that emerged as part of the Green Strategic Partnership signed by our two prime ministers.

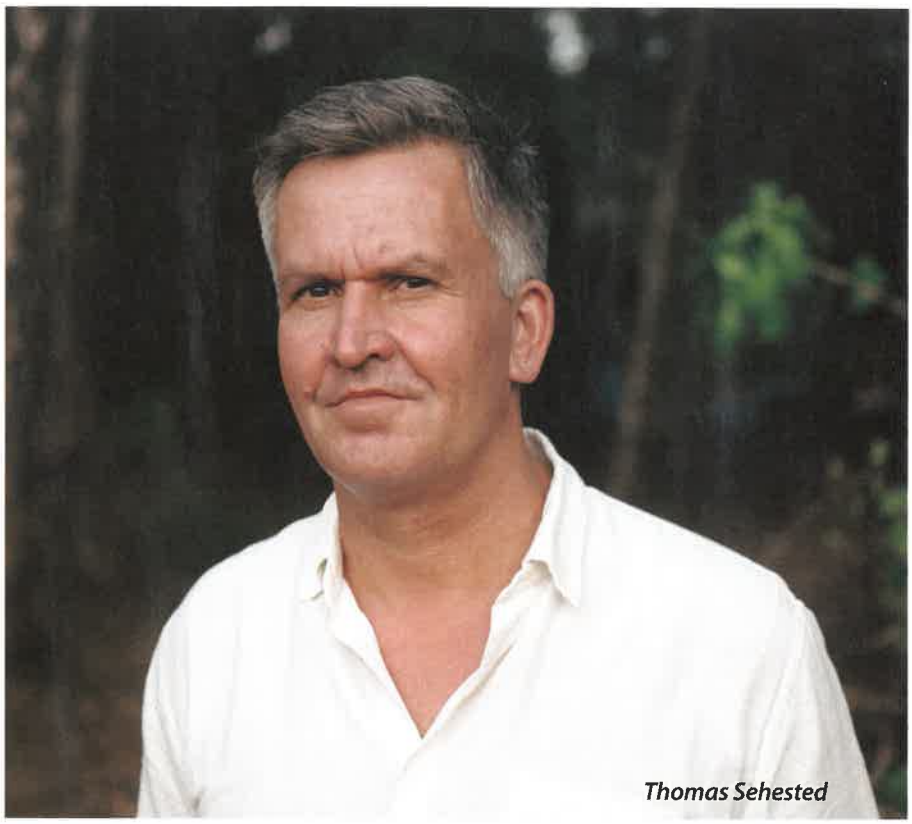
INDIA ON THE AGENDA

The Indian Danish Chamber of Commerce is the brainchild behind the project. Søren Holm Johansen, Chairman of the board says:

"At IDCC, we have long worked to get India on the Danish agenda. With Next Step India, we are helping to accelerate an important development for the benefit of the Danish economy and Danish-Indian cooperation in general."



Søren Holm Johansen



Thomas Sehested

BRIDGING GAPS

Next Step India aims to increase the opportunities for Danish SMEs and startups to conduct business in India. Through knowledge, partnerships, and networks, Next Step India helps to determine the right India path for the companies that join the free program.

After the summer holidays of 2024, the project will hold workshops and advisory events in many locations across Denmark. Another important element in the program is to enhance the value and outcomes of the Indian business delegations that come to Denmark - through matchmaking and dialogue with Danish likeminded companies.

WHAT TO EXPECT?

Next Step India is headed by Thomas Sehested, former Director at the Danish Cultural Institute in India and long known for his strong engagement with most things Indian.

So what can Danish SME's and startup expect of Next Step India, Copenhagen Post asked Thomas? "I strongly believe that India has a wealth of opportunities for Danish business - opportunities that are not fully explored. With Next Step India we'll bring the options to the front, show how India can benefit businesses and most importantly we'll guide and assist in matching Indian and Danish side to fruitful cooperations. We already have companies that have signed up – and I invite more to follow on nextstepindia.dk" says Thomas Sehested from his second home in India.

PARTNERS AND COLLABORATORS

Next Step India is a three-year initiative by the Indian Danish Chamber of Commerce, IDCC, and the Danish Industry Foundation. Among the project partners are DI, the Ministry of Foreign Affairs, local business houses (Erhvervshusene), Danish Export Association, Embassy of India and a number of business associations in India.