

## Successful Sales in India

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### Agenda

14:00 to 14:10	<b>Welcome note by DEİK</b>
14:10 to 14:20	<b>Welcome address by Consul General of India in İstanbul, Azar A. Khan (TBC)</b>
14:20 to 15:20	<b>Important factors for your success in India – is there such a thing as the “right” strategy for India?</b> <ul style="list-style-type: none"><li>• Economic framework conditions in India</li><li>• “Indianization” of the marketing</li><li>• How to structure sales and distribution</li><li>• Market segmentation – “Premium” to “Low”</li><li>• Key market entry options</li></ul> <p><i>Poul V. Jensen   Principal - Consulting   Maier+Vidorno</i></p>
15:20 to 15:30	<b>Coffee break</b>
15:30-16:00	<b>Industry specific insights on the Indian market</b> <ul style="list-style-type: none"><li>• Auto Components Industry</li><li>• Chemical Industry</li><li>• Food &amp; Food Processing Industry</li><li>• Machinery Industry</li><li>• Steel Industry</li><li>• Construction Industry</li></ul> <p><i>Pulkit Jaidev   Lead Business Development   Maier+Vidorno</i></p>
16.00-17.00	<b>Case studies – how to be successful in India</b>
17:00-18:00	<b>Individual Meeting (upon prior request) &amp; Networking</b>

## Experts



**Poul V. Jensen | Principal - Consulting | Maier+Vidorno**

As Principal at M+V, Poul heads the Consulting Division. Poul has extensive management consulting experience, and has over the past 12 years worked with and in India, giving an invaluable insight into India's development and its business environment.

In his last position, he was the Director of EBTC, the European Business and Technology Centre, an organisation creating eco-systems and platforms for Indo-European clean technology and innovation collaboration in dynamic sectors such as Energy, Environment, and Transport. At EBTC his main focus was to develop engagement models for exactly Indo-European collaboration, incorporating policy and business actors alike. In this process a number of tools, services and platforms were developed. Aligned with Indian Prime Minister Modi's large scale initiatives 100 Smart Cities, Clean Ganga, Clean India, and more, they specifically address the challenges of such cross-border collaboration, including issues related to transfer of technologies, protection of IP, consortia building, developing innovation ecosystems, and more.

Before joining EBTC, Mr. Jensen was 8 years with German Management Consulting firm TransCare, for whom he as Managing Director built up the Indian subsidiary. With TransCare he provided international consulting services to a multitude of organisations across the globe, and in India specifically he has been influential in the Indian Logistics and Infrastructure space, developing innovative supply chain solutions for various industry verticals, infusing his best practice knowledge of intermodal transportation, and developing business plans for some of the recently formed private container train operators as well as for several of India's major and minor ports. Mr. Jensen was a member of the CII National Committee on Transportation, providing research, impetus, stimulus and inputs towards Indian policy making bodies.

Prior to TransCare, Mr. Jensen spent 10 years with the then largest Danish Conglomerate, East Asiatic Company, operating globally. During his tenure he held various roles throughout the value chain of the company, with postings to Australia, Denmark, Germany and New Zealand, ultimately becoming the European commercial head.



**Pulkit Jaidev | Lead Business Development | Maier+Vidorno**

Pulkit Jaidev is currently working as a Lead Business Development with Maier+Vidorno. He is mainly responsible for business development activities in the non-German speaking European countries. For over 5 years, he has been helping small & mid-sized companies from various sectors (packaging, automotive, printing, consumer goods, industrial automation) and various European countries (Italy, France, Belgium, Greece etc.) to evaluate & explore the potential business opportunities in the Indian market.

His expertise lies in identifying key sectors for growth in India, sub-segmenting areas of growth, tapping prospective clients and accordingly, pitching proposition directly to decision making bodies. He has been instrumental in tracking market trends and developing a database that could be used for marketing initiatives, sales forecasting and market penetration.

Prior to working in the area of India market entry consulting, Pulkit has worked with one of the leading market research agencies of Kantar Group wherein his role involved analysis of retail & consumer trends of FMCG products.

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