



European Business and Technology Centre



An EU initiative promoting international cluster cooperation for SMEs This initiative is supported by the European Commission, Directorate-General Enterprise and Industry and Financed under the Competitiveness and Innovation Framework Programme (CIP)

2008 : creation of Cleantuesday, non profit organisation, now worldwide Cleantech network

2010 : creation of France Cleantech (Inc), Cleantech strategic advisory and investment bank

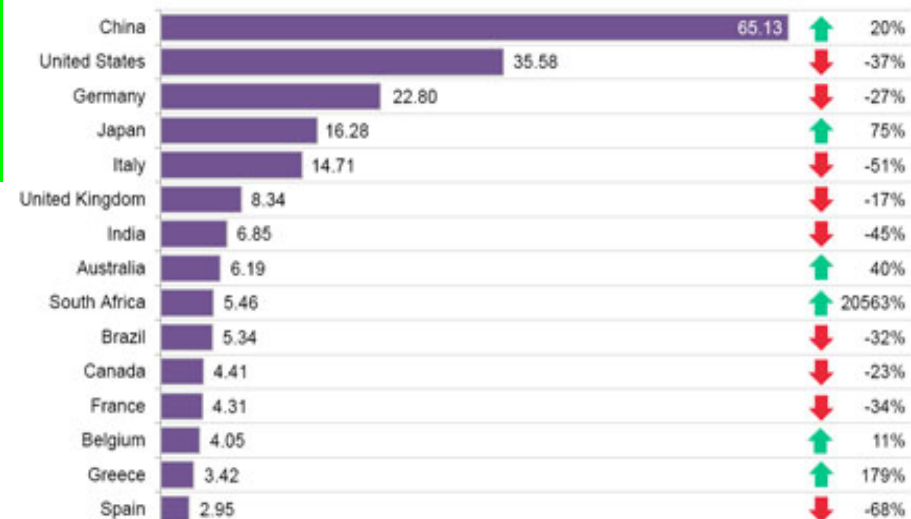
2012 : creation of France Energie Nouvelle, think tank and syndicate for Cleantech Startups

....but let's speak about Indian Cleantech and EBTC

Could India be the next big thing in Cleantech ?

Renewables : « India's government has invited bids to build 750 MW of solar plants. the government is offering \$303 million in grants to the project » (septembre 2012)

TOP 15 COUNTRIES FOR NEW INVESTMENT IN CLEAN ENERGY IN 2012 AND % CHANGE ON 2011 (\$BN)



Note: Excludes corporate and government R&D

Source: Bloomberg New Energy Finance

Bloomberg NEW ENERGY FINANCE MICHAEL LIEBREICH, Delhi, 17 April 2013

TWITTER: @MLiebreich

Smartgrid and Green Building look promising

Smart Grid : « The immediate prospect lies in addressing the challenge in the transmission and distribution losses, estimated to be close to 30% due to sub-standard grid infrastructure and pilferage

130 million Smart Meters by 2021

Green Building : 1.2 billion square feet of green buildings being built or ready, and pre-certified by Leadership in Energy and Environmental Design (LEED)

Biomass, Waste and water : an emergency

Large cities treat about 29% of their wastewater

Pollution and other environmental degradation costs India €50 billion a year.

70% of the country's population depends upon biomass.

And what about Venture Capital ?

World Bank (IFC) investments in 2013 include \$70 million in 10 green technology start-ups including Azure Power and Applied Solar Technology in solar power, e-waste recycling firm Attero Recycling and smart grid technology firm Ecolibrium.

IFC is looking to invest in companies working in the area of rural electrification. Potential market for decentralized renewable energy estimated at €1.45 billion annually.

Infuse Ventures, an India-centric venture capital fund that will invest in cleantech and renewable energy start-ups had its first fund closing at \$14 million in May 2013

But a specific market

Indian Business is specific. « Whatever the market may be, 75% of the time entrepreneurs will be interfacing with the government » Sarath Naru, Managing Partner, VenturEast

Cleantech is a young and emerging sector in India. Very few funds are actively investing in this space

Local requirements and costs issues for innovative products

... so the need for EBTC

What is EBTC

Launched in 2008, EBTC (Project from UE and Eurochambers, Inc. in India) provides tailored services ranging from market exploration to establishment in the Indian market. It provides, notably:

- comprehensive market insight, advice on market entry strategy**
- market access issues, identifying projects and partners**
- business and technology incubation.**

EBTC IN BRIEF

4 sectors: **Biotech, Energy, Environment and Transport**

4 offices: **New Delhi, Mumbai, Bengaluru and Kolkata**

20 staff including 4 sector experts & IPR expert

30+ partners (including Cleantuesday), based in Europe and India

22 cooperation agreements between companies facilitated



How work with EBTC ?

- **Basic exchange** Exchange of information, knowledge (market insights) as well as mutual visibility and promotion of activities.
- **Ad hoc cooperation** EBTC can provide in-kind support for free. Per activity/service with a heavy workload for EBTC, a basic client fee is asked.
- **Project approach** Cooperation on specific EBTC initiatives, with possibility of revenue-sharing, such as the [EBTC Water Partnership](#) or the [100+ concrete project briefs](#).
- **Signing of an MoU/MoC** Defining of objectives, conditions, respective responsibilities of longer-term cooperation and revenue-sharing possibilities according to mutual interest.
- **Partnership** Depending on its expertise and role (added value), a not-for-profit organisation can complete the standard partnership procedure by:
 - Signing a Cooperation agreement with EUROCHAMBRES
 - Signing a Partnership Statement (including the PADOR number)
 - Sharing Statutes
 After approval of the partnership by the EU Delegation in India, the costs made for activities that are (co-)organised with EBTC can be reimbursed at 50%.

How work with EBTC ?

Startups and SME's

Large Corporates

VC's and investors

Research centers

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