

Challenges and Opportunities in EU-India Innovation Partnership

*INNO-Views Policy Workshop 2009
Brussels, July 9th – 10th, 2009*

Rajnish Tiwari
Research Project Global Innovation
Institute of Technology and Innovation Management
Hamburg University of Technology



Key Opportunities & Challenges for India's Innovation System

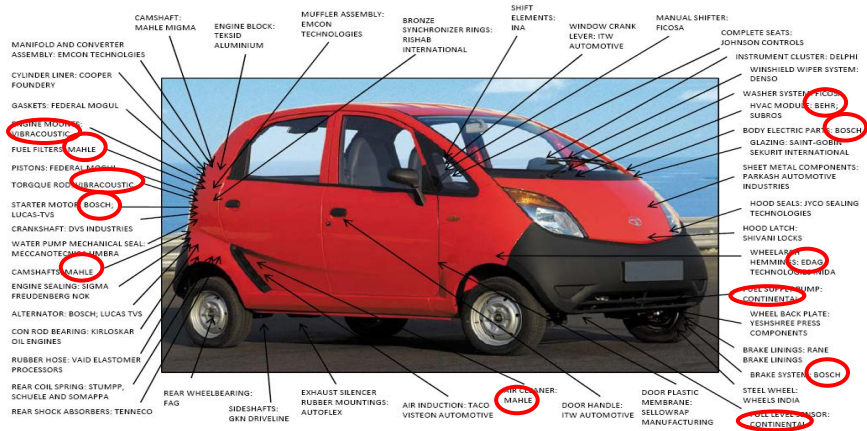


- 😊 “Highly skilled labour is better suited for complex, non-repetitive tasks.”
- 😊 “The environment is very innovative – there are a lot of incentives and motivation to perform”
- 😊 “Need to innovate” → greater acceptance for new solutions
- 😊 Lead market potential in respect to other markets
- 😞 So far insufficient emphasis on “innovation” culture
- 😞😊 The demographic dividend (youth; volume)



India may emerge as a “lead market” for functional, affordable products

Example: Tata Nano and its Suppliers



Graphic: autonews.com

In 1700 € Tata Nano there is 10% Bosch inside – 70% of which is developed by Bosch in India!

Prospects for Innovation Collaboration



	India	EU
Exploitation of lead market potential (India as a launch pad for BOP products)	😊😊😊	😊😊😊
Collaboration at academic & SME levels to mutually mitigate barriers to innovation	😊😊😊	😊😊😊
Potential threats	No major threat, rather hurdles to untapped potential	
Barriers: Bureaucratic hurdles	😞😞😞	😞
Barriers: Financial hurdles (academic, firm and govt. level)	😞😞	😞😞😞
Barriers: Cross-cultural issues	😞😞😞	😞

Close interaction, “framework” cooperation agreements required
 Comprehensive support for firm-level cooperation in both directions

Thank you for your attention!

In case of any questions or for further information...

Rajnish Tiwari

Research Associate

Institute of Technology and Innovation Management

Hamburg University of Technology (TUHH)

Tel: + 49 (0) 40 – 428 78 – 3776, Fax: +49 (0) 40 – 428 78 – 2867

E-Mail: tiwari@tuhh.de

<http://www.global-innovation.net>, <http://www.tuhh.de/tim/>