

REIMAGINE PLASTICS

- *Market exploratory and Technology Scouting program in the Indian Plastics sector. Integrate Danish technologies with the Indian Plastics industry*



Innovation Centre Denmark (ICDK) and Danish Materials Network would like to invite you for a “Market exploratory and Technology Scouting” program in the Indian Plastics sector. The program is your platform to explore new business opportunities and form concrete partnerships in India.

What’s in it for your company?

A tailored week long programme that provides plastics companies with a platform to showcase and potentially integrate Danish technologies with manufacturers, processors and recyclers in India. The programme will also serve as an opportunity for companies to gain actionable insights into the Indian plastics landscape through meetings, conversations with experts and talks.

What to expect by participating?

Scout: Through curated talks by experts and meetings, Danish stakeholders could better understand the Indian plastics ecosystem and it’s opportunities.

Showcase: The companies can showcase their products to some of India’s biggest plastics manufacturers, processors and recyclers.

Sculpt: Through focussed one on one meetings with sector specific stakeholders, the Danish companies will have an opportunity to better understand on how to adapt their product for an Indian market explore targeted partnership opportunities

PROGRAM OVERVIEW

Duration: A weeklong immersion into the Indian plastics ecosystem, that aims to foster a symbiotic relationship between Danish and Indian plastics stakeholders

B2B meetings: Meetings for each of the participating companies, scheduled with pre identified sector experts and potential partners. Concrete and direct agreements between companies in Denmark and India

Inspiration/Knowledge sessions: Curated sessions from experts on the ground on topics such as legal, tax, IPR, business models, best practises and the cultural aspects of doing business in India. Platforms to listen and interact with Danish businesses in India.

Tracks: While the core programme will cater to the larger group, we hope to develop individual tracks depending on the make up of the stakeholder group. The programme will be uniquely tailored to plastic producers, converting units, packaging and recycling companies.

PROJECT DESCRIPTION

Activity	Outcome	Hours
STEP 1: Desk and field research in order to create an overview of existing market data. Identification of persons, partners and stakeholders in India for each participating company.	Information on market potential and market structure for each participating company. Identification of relevant stakeholders	[8]
STEP 2: Going B2B. Customised meetings with potential Indian stakeholders based on Step 1. Showcasing and highlighting each companies offerings in the Indian market.	2-3 partner meetings for each participating companies.	[15]
STEP 3: Knowledge and Inspiration sessions. Curated virtual sessions from experts in the industry.	General Sector overview Inspirational local activities Introduction to Associations and Clusters Indian Business Culture and Ethics Tax, Legal, IPR	[7]
Total number of hours		[30]

The project is planned to take 30 hours participating company. Based on this and the current hourly rate of DKK 500, the assignment will amount to DKK 15.000. However, provided that your company is approved as an SME, you will be eligible for a 50% grant, taking the total price down to **7.500 DKK**

Approval for SME grant

To be approved for the SME grant the company must comply with the EU definition of an SME and the de minimis regulations.

DEMAND DRIVEN PROGRAM

India is the fastest growing economy in the world that is witnessing a rise in both the population growth and the scale of urbanization.

The plastic industry was established in India in 1957 and has grown considerably since its inception. Today, it is a multi-billion-dollar industry. There are around 15 large scaled polymer manufacturers, approximately 30.000 plastic processing units, over 7.000 recycling units, and a host of end-users, which ensured an effective value chain within the country. This led to the employment of more than four million people, with around 1.7 million skilled laborers in financial year 2019.



Innovation Centre Denmark in India have been in close dialogue with the plasics industry in India and through primary research have put forward a demand driven program. Indian companies are actively seeking technology intereventions in areas highlihtled below.

Packaging

- Flexible, rigid and semi rigid packaging tech for FMCG
- Composite technology for packaging of hydrocarbons such as CNG and LPG

Automotive

- Plastic processing through conventional injection and blow moulding
- Technologies that support the traditional processing methodologies

Agriculture

- Technologies for the manufacture of drip irrigation techniques
- Mulch sheets

Healthcare

- Processing tech for diagnostics, surgical and medical equipment

Electronics

- Processing technologies for mobile casing, battery casing and circuit packaging.

Smart use of Plastics

- Product design enabling increased reuse
- New circular business models
- Alternative materials

Recycling of Plastics

- Technologies to improve sorting and collection incl AI, robotics, advanced sensors
- Tech to measure, detect and remove substances of concern from plastics
- Tech for recycling of complex plastics waste

Composites and new sources of Plastics

- Materials and composites across industries such as electronics, food, packaging, infrastructure and so on
- Sustainable bio based plastics

Who can participate and costs for signing up?

ICDK Bangalore and Danish Materials Network is happy to invite Danish SMEs and large corporations as well as researchers from Danish universities.

- Program fee for SMEs is DKK 7.500 per company* (<250 employees and <375 MDKK in annual turnover)
- Program fee for researchers is DKK 7.500 per participant
- Program fee for non-SME companies is DKK 15.000 per company*

For more information and participation contact:

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