



No boundaries – a worker pulls his rickshaw past a billboard of superstar cricketer Mahendra Singh Dhoni, whose 2008 Indian Premier League contract was worth US\$1.5m.

because of the sheer scale of the place, you're looking at two a day."

Hallan is pragmatic about the challenges of Indian bureaucracy. "You have to adapt and adjust your own mindset to the way things work in India."

He believes the recent elections have brought stability and increased business and consumer confidence. "The government now has a mandate to carry forward – and probably accelerate – its reform agenda, a lot of which is pointed directly at the economy and business."

In other ways, Scots and Indians have much in common. "The Scottish way of doing business struck me as very similar to the Indian

way. A lot of emphasis is placed on the value of the personal relationship," says Hallan.

"In many ways, until you have established that personal relationship with an Indian businessman you are not really going to advance and get to the stage where you are going to have detailed discussions about doing business."

On a practical level this means companies need to make a commitment to go to India regularly to build relationships.

The personal link was the key for Andrew Grant of Nation1 who is setting up a digital advertising agency in Mumbai. "To be honest, the reason I have found it easier than most is my two partners in

## 'YOU HAVE TO ADAPT AND ADJUST TO THE WAY THINGS WORK IN INDIA'

India. One is the brother of a very close friend of mine in Glasgow and he has a Scottish parent. He has worked in an advertising agency and obviously understands intrinsically the Indian culture and the challenges that we face. Having a

## GROWTH ON A TOTALLY NEW SCALE



By David Smith, Operations Director, Scottish Development International

AS the current economic downturn continues, there are few places across the globe which haven't felt its impact.

However, although India hasn't been immune to the downturn, unlike much of the world it is still experiencing significant growth – predicted to be around 6% this year.

This coupled with a real demand for products, services and expertise in some of our leading sectors, means that India offers some significant opportunities for Scottish companies.

Areas such as insurance and pensions, for example, are experiencing massive growth in India. The Indian life insurance market is currently the fifth largest in the world and the recently launched voluntary national pension scheme means that this market also looks set to expand rapidly.

In Scotland we have real expertise in these areas that it's vital we exploit.

As the Indian economy continues to grow, so too does its demand for energy. The Indian government is also determined to reduce India's dependence on energy imports.

There is a real opportunity for us here, both with our long-established engineering capabilities especially

within the oil and gas sector, but also with our growing prominence as a global leader in renewable energy – particularly in offshore wind and marine.

Likewise in life sciences, our strengths in areas such as diabetes, heart disease and oncology are highly relevant in India, where rates of these diseases have grown alarmingly.

Finally, we must not overlook our growing education sector – already highly respected in India. Here there is the potential for us to exploit our strengths to undertake research in partnership with Indian organisations.

In fact, SDI has identified India as a



priority market for the work it's doing to internationalise the Scottish education sector.

SDI has a strong presence in India with a long-established base in New Delhi and a recently-opened office in Mumbai, working effectively to ensure that Scotland is able to effectively tap into India's full potential.

For further information visit [www.sdi.co.uk](http://www.sdi.co.uk) or call 0141 228 2828.

local partner who you trust implicitly and can rely on is important."

Grant is also investing time in India. He has been out six times and when the office is launched next summer, he plans to move there for the six to 12-month incubation period.

"Because I knew what I wanted to do in terms of India and I've not been in a great rush, it's been possible for me to build the strategic blocks," adds Grant, who is already working with Indian clients, having recently won the account for the Bank of Baroda, the fourth largest state bank.

The experience for Sgurr's Irvine is similar. "It was on my third meeting with our joint venture partner

that we decided to do business together. Like most new markets, without someone local on the ground that you can trust, making a success of it would be a challenge."

The entrepreneurial spirit in India is something which UKIBC's Bamford, former head of the Scottish Institute for Enterprise, recognises. "There is an element of that in Scotland. You have to be hungry, be creative and have an entrepreneurial drive because it's a small country.

"That similarity with India in matching that drive, underpinned by solid education, great skills and a long standing relationship, are some great reasons why Scottish companies should be there with their expertise and capability." ■

Scottish Development International is the specialist international division of Scottish Enterprise and Highlands & Islands Enterprise, Scotland's main economic, enterprise, innovation and investment agencies.