

# *Challenges and Opportunities in EU-India Innovation Partnership*

## Emerging Economies and Innovation: Implications for Innovation Policies in Europe

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

Dipl.-Kfm. Rajnish Tiwari  
Research Project Global Innovation  
Institute of Technology and Innovation Management  
Hamburg University of Technology



## Key Opportunities & Challenges for India's Innovation System



- ☺ Broad knowledge & infrastructural base in S&T
- ☺ Expertise in “fields with future” (and/or critical relevance),  
e.g. biotech, environment, agriculture, space sciences etc.
- ☺ “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

# The End!

*Thank you for your attention!*

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](mailto:tiwari@tuhh.de)

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