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22053



Final Report

on

Contract No. 98/212P

between

UNIDO

&

**Danish Federation of
Small and Medium-Sized Enterprises**

Made by:
Astrid Ragn Jensen
Danish Federation of Small and
Medium-Sized Enterprises
October 1998.

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1.0 Introduction

This final report has been made in accordance with Contract no. 98/212P between the United Nations Industrial Development Organization (Unido) and the Danish Federation of Small and Medium-Sized Enterprises (DFSME).

The contract forms part of a Unido project aiming at promoting the Indian State of Gujarat towards cooperation with and investment from international enterprises in various sectors. A business contact forum will be held in Gujarat during the period of December 4 – 6 1998.

According to the contract the DFSME was obliged to arrange a programme for a delegation from the State of Gujarat during their visit to Copenhagen September 24 – 26 1998. Further more the DFSME has been asked by Unido to promote Intechmart'98 Gujarat towards relevant branch organizations in Denmark as well as relevant Danish companies.

The current status of the project is that the DFSME has planned the promotional visit for the delegation from Gujarat and the promotional visit has been carried out as planned. Further more the DFSME has started the promotion towards relevant Danish branch organisations. Various Danish companies have also been contacted and further promotion of the event in December 1998 will be made during the next couple of months.

Consequently the work under the contract has been finalised in agreement with Unido.

1.1 Intechmart Gujarat'98

Unido, the Government of India, Ministry of Industry, Department of Industrial Policy and Promotion, the State Government of Gujarat and Confederation of Indian Industry (CII) are jointly organising the Intechmart Gujarat'98 – An Investment and Technology Market – from December 4–6, 1998 at Sanskar Kendra, Paldi, Ahmedabad.

The Intechmart Gujarat'98 is aimed at attracting foreign technology and direct investment to Gujarat to further contribute to the acceleration of industrial development through equity investment, joint venture arrangements, strategic alliances, technology tie-up's, buy back arrangements and establish commercial linkages with medium scale projects in Gujarat industries.

Intechmart Gujarat'98 will focus primarily on the following sectors:

- Light Engineering
- Electronics & Software
- Infrastructure
- Food & Agro-Processing
- Gems & Jewellery
- Chemical & Petrochemicals
- Textiles & Garments
- Ceramics & Glass

The Indian partners will primarily be:

- looking for overseas investors
- seeking overseas customers
- acquiring foreign technologies and machinery to upgrade existing capacity
- seeking strategic alliances for sales and marketing with companies overseas
- offering technologies to overseas partners
- acquiring foreign companies.

1.2 The Danish Federation of Small and Medium-Sized Enterprises

The Danish Federation of Small and Medium-Sized Enterprises has been contracted by Unido to promote Intechmart Gujarat '98 towards relevant Danish branch organizations and relevant Danish companies. Further more the DFSME was contracted by Unido to arrange the programme and practicalities in connection with the promotional visit to Copenhagen.

The DFSME is the main organization for small and medium-sized firms in Denmark and consequently organises the greatest part of those companies in Denmark potentially interested in Intechmart Gujarat '98. The Federation covers a broad range of companies from traditional building firms to modern manufacturing technology.

The DFSME is an umbrella organisation for 60 sectoral or trade related associations and 100 geographical associations for smaller firms. Through these member organisations, the DFSME has a total of about 26,000 member companies within construction, manufacturing, retail and services.

2.0 The Promotional Visit to Copenhagen

2.1 The Members of the Delegation

The members of the delegation was as follows:

Mrs. Pratibha Karan	Jt. Secretary, Ministry of Industry Government of India
Mr. R.S. Saxena	Vice Chairman & MD Guj. Indl. Devp. Corpn., Govt of Gujarat
Mr. S.A. Dula	Gen. Manager, iNDEXTb Gujarat
Mr. Sunil R. Parekh	Director Confederation of Indian Industries (CII)
Mr. Devendra Diwan	Phoenix Controls, Anand, Gujarat
Mr. Yogesh Agrawal	Jagdamba Polymers
Mr. Urnesh P. Surotia	Aero Engineers, Ahmedabad
Mr. L.R. Katrat	Katlax Enterprises Pvt. Ltd., Ahmedabad

Further more the delegation was joined by Mr. N.N. Prasad from Unido, Vienna.

2.2 The programme

To have the maximum result of the promotional visit by the delegation to Copenhagen the delegation was divided into smaller groups with specialised programmes which matched their interests.

However, for all the groups the programme in Copenhagen started with a joint briefing for the whole delegation on arrival to the Hotel.

In the following each programme will be explained. Copies of the programmes can be found in Appendix A.

2.2.1 Group 1.

The first group consisted of the head of the delegation Mrs. Pratibha Karan, Mr. R.S. Dula, Mr. Sunil R. Parekh and Mr. N.N. Prasad. The group was joined by Ms. Astrid Ragn Jensen from the Danish Federation of Small and Medium-Sized Enterprises.

The first round table meeting on Friday September 25 1998 was at:

The Danish Council of Consulting Architects and Engineers
Kristianiagade 8
DK-2100 Copenhagen O
Tel.: (+45) 35 25 36 20
Fax: (+45) 35 25 36 22
Contact Person: Mr. Harro Hallmann

The Danish Council of Consulting Architects and Engineers is a nation-wide organisation within the Danish consultancy sector. The Council represents the consultancy sector towards international clients, the Danish Public Sector and Parliament in matters concerning international trade of professional services.

The council represents 300 consulting engineering firms employing more than 8,000 and more than 400 architectural firms employing about 2,500 persons.

The Council' member companies cover projects in all sectors, i.a.:

- Agriculture and Rural Development
- Construction Industry Development
- Education
- Energy
- Environment
- etc. etc.

At the Council the delegation presented the plans for Intechmart Gujarat'98. The Council gave a thorough presentation of itself to the delegation.

It was agreed that the council will promote the event towards its members through its publications as well as through direct mail.

After the round table meeting at the Danish Council of Consulting Architects and Engineers the first group had a meeting at:

The Danish Chamber of Commerce
Boersen
DK – 1217 Copenhagen K
Tel.: (+45) 33 95 05 00
Fax: (+45) 33 32 52 16
Contact Person: Mr. Claes Dalhoff

The Danish Chamber of Commerce is representing a large part of Danish trade. The Chamber attends to the interests of trade in relation to the legislature, the authorities, other trades and the public.

The Danish Chamber of Commerce is one of the main organisations for international trade, industry and the service sector.

At the meeting the delegation presented the plans for the Intechmart Gujarat'98 event. Further more the delegation received a presentation the Danish Chamber of Commerce.

It was agreed that the Danish Chamber of Commerce will promote the event towards its members.

After the meeting at the Danish Chamber of Commerce the delegation was taken to:

The Danish Federation of Small and Medium-Sized Enterprises
Amaliegade 31
DK – 1256 Copenhagen K
Tel.: (+45) 33 93 20 00
Fax: (+45) 33 32 01 74
Contact Person: Ms. Astrid Ragn Jensen

There the delegation got an introduction to the Danish Federation of SMEs (for details further information about the Federation please see the beginning of this report). Also the delegation and the Danish Federation discussed the next steps in the promotion of Intechmart Gujarat'98.

The meeting at the Embassy of India was cancelled by the Head of the delegation Mrs. Karan and consequently the formal part of the promotional visit to Copenhagen ended after the meeting at the Danish Federation of Small and Medium-Sized Enterprises.

2.2.2 Group 2.

The second group consisted of Mr. R.S. Saxena, Mr. Devendra Diwan and Mr. Umesh P. Surotia.

As they all represents engineering companies or public construction projects the group had a meeting at:

Cowi Consulting A/S
Parallelvej 15
DK – 2800 Lyngby
Tel.: (+45) 45 97 22 11
Fax: (+45) 45 97 22 12
Contact Person: Mr. Carsten Kjærgaard.

Cowi Consulting A/S is one of the largest consulting and engineering companies in Denmark. The company employs more than 2,000 employees in Denmark and has projects all over the world.

The company is very involved in various kinds of construction projects and the company gave the members of the delegation a thorough introduction to the company as well as the departments of special interest for the members of the delegation.

After this meeting the second group joined the rest of the delegation for the meeting at the Danish Federation of Small and Medium-Sized Enterprises.

2.2.3 Group 3

The third group consisted of Mr. L.R. Katrat.

As Mr. Katrat represented Katlax Enterprises Pvt. Ltd. which produces sensors and automation controls a meeting was set up with the following Danish company:

Ametek Denmark A/S
Gydevang 32
DK – 3450 Allerød
Tel.: (+45) 48 16 80 00
Fax: (+45) 48 16 80 80
Contact Person: Mr. Per Voigt.

Ametek Denmark A/S produces sensors and automation controls and is very interested in finding an Indian partner for cooperation on the Indian market.

During the visit Mr. Katrat received an introduction to the Danish company as well as inspected the production facilities. The two companies thereafter negotiated common areas of interest.

After the meeting both companies expressed that the meeting had been highly successful.

2.3 Status of the Promotion

The Danish Federation is currently promoting the Intechmart Gujarat'98 and the specific projects towards its member companies. The promotion is done partly through the publication "Eksport-Aktuelt" which is distributed to almost 4,000 Danish companies with interest in international cooperation and partly through direct mail.

Further more the Danish Council of Consulting Architects and Engineering and the Danish Chamber of Commerce is actively promoting the event towards their members through various medias, one of them being their publications.

3.0 Suggestions for Future Projects

From the experiences gained from the promotional visit by the delegation from Intechmart Gujarat'98 the Danish Federation of Small and Medium-Sized Enterprises has the following comments which should be born in mind when planning future projects of a similar kind:

-
- Promotional visits are a useful eye opener, however it is important that the promotional delegation has knowledge of the event on general terms as well as knowledge of specific projects.
 - The members of the group which visited specific companies have clearly expressed that the visits have been very useful and interesting. Especially Mr. Katrat and the Danish company Ametek discovered a great potential for cooperation and it is believed that these two companies will start cooperating in the future. Consequently the Danish Federation of Small and Medium-Sized Enterprises suggests that more emphasis is put on the promotion of specific sectors and projects.

Appendix A:

SEPTEMBER 24 - 25 1998
Copenhagen - Denmark

Programme for:

Mr. N.N. Prasad, Unido - Vienna (arrives Wednesday September 23)

Mrs. Pratibha Karan, Government of India

Mr. R.S. Dula, iNDEXTb

Mr. Sunil R. Parekh, Confederation of Indian-Industries

(Mr. Pradeep Chaudhry, Embassy of India)

Ms. Astrid Ragn Jensen, Danish Federation of Small and Medium-Sized Enterprises

Thursday September 24 1998

Time	Place
17:45	Arrival at Copenhagen Airport Transfer by bus Check – in at: Hotel Cosmopole Colbjørnsensgade 7 – 11 DK – 1652 Copenhagen V Tel.: (+45) 33 21 33 33 Fax: (+45) 33 31 33 99
Approx. 18:45 – 19:00	Short briefing in the breakfast restaurant at Hotel Cosmopole Evening at your own disposal

Friday September 25 1998

Time	Place
9:30	Transfer from Hotel Cosmopole by bus
10:00 – 11.00	Round table meeting at: The Danish Council of Consulting Architects and Engineers Kristianiagade 8 DK – 2100 Copenhagen O Tel.: (+45) 35 25 36 20 Fax: (+45) 35 25 36 22 Contact Person: Mr. Harro Hallmann

11:00 – 11.30	Transfer by bus to The Danish Chamber of Commerce
11:30 – 13:00	<p>Round table meeting at:</p> <p>The Danish Chamber of Commerce Boersen DK – 1217 Copenhagen K Tel.: (+45) 33 95 05 00 Fax: (+45) 33 32 52 16</p> <p>Contact Person: Mr. Claes Dalhoff</p>
13:00 – 13:15	Transfer by bus to the Danish Federation of Small and Medium-Sized Enterprises
13:15 – 15:45	<p>Informal meeting at:</p> <p>The Danish Federation of Small and Medium-Sized Enterprises Amaliegade 31 DK – 1256 Copenhagen K Tel.: (+45) 33 93 20 00 Fax: (+45) 33 32 01 74</p> <p>Welcome by Mr. John Aagaard, Head of the International Department.</p> <p>(Light lunch is served. After the meeting it will be possible to go for a short walk to the Queens Palace and the Little Mermaid.)</p> <p>Contact Person: Ms. Astrid Ragn Jensen</p>
15:45 – 16:00	Transfer by bus to the Embassy of India
16:00 – 17:00	<p>Meeting at:</p> <p>Embassy of India Vangehusvej 15 DK – 2100 Copenhagen O Tel.: (+45) 39 18 00 65 Fax: (+45) 39 27 02 18</p> <p>Contact Person: Ambassador Neelam Deo</p>
17:00 – 17:15	<p>Transfer by bus to Hotel Cosmopole</p> <p>Evening at your own disposal.</p>

SEPTEMBER 24 - 25 1998

Copenhagen - Denmark

Programme for:

Mr. R.S. Saxena, Government of Gujarat

Mr. Devendra Diwan, Phoenix Controls

Mr. Umesh P. Surotia, Aero Engineers

Thursday September 24 1998

Time	Place
17:45	<p>Arrival at Copenhagen Airport Transfer by bus</p> <p>Check – in at:</p> <p>Hotel Cosmopole Colbjørnsensgade 7 – 11 DK – 1652 Copenhagen V Tel.: (+45) 33 21 33 33 Fax: (+45) 33 31 33 99</p>
Approx. 18:45 – 19:00	<p>Short briefing in the breakfast restaurant at Hotel Cosmopole</p> <p>Evening at your own disposal</p>

Friday September 25 1998

Time	Place
9:30 – 10:30	<p>Transfer by train.</p> <p>The central station (København H) is five minutes walk from Hotel Cosmopole. Ticket is bought at the entrance of the station. A one way ticket to Lyngby Station costs 22,- DKK</p> <p>Take train “A – Hillerød”, “E – Hillerød”, “B – Holte” or “B+ – Holte” (all are leaving from the same platform) to Lyngby. (See enclosed train plan.).</p> <p>The company Cowi is five minutes walk from the Station (see enclosed map).</p>

10:30 –	<p>Meeting at:</p> <p>Cowi Consulting A/S Parallelvej 15 DK-2800 Lyngby Tel.: (+45) 45 97 22 11 Fax: (+45) 45 97 22 12</p> <p>Contact Person: Mr. Carsten Kjærsgaard</p>
	<p>When the meeting is finished transfer by train back to Copenhagen. A one way ticket from Lyngby to Østerport costs 22,- DKK.</p> <p>Take train “B+ - Høje Taastrup”, “A – Hundige”, “B – Høje Taastrup” or “E – Køge” to Østerport.</p> <p>The Danish Federation of Small and Medium-Sized Enterprises is 5-10 minutes walk from the station or a few minutes by taxa. (See enclosed map.)</p>
At 15:45 the latest	<p>Meet up with the rest of the group (the group will be at the Danish Federation of SMEs from 13:00) at:</p> <p>The Danish Federation of Small and Medium-Sized Enterprises Amaliegade 31 DK – 1256 Copenhagen K Tel.: (+45) 33 93 20 00 Fax: (+45) 33 32 01 74</p> <p>Depending on the time it will be possible to go for a short walk to the Queens Palace and the Little Mermaid.</p> <p>Contact Person: Ms. Astrid Ragn Jensen</p>
15:45 – 16:00	Transfer by bus to the Embassy of India
16:00 – 17:00	<p>Meeting at:</p> <p>Embassy of India Vangehusvej 15 DK – 2100 Copenhagen O Tel.: (+45) 39 18 00 65 Fax: (+45) 39 27 02 18</p> <p>Contact Person: Ambassador Neelam Deo</p>
17:00 – 17:15	Transfer by bus to Hotel Cosmopole Evening at your own disposal.

SEPTEMBER 24 - 25 1998

Copenhagen - Denmark

Programme for:

Mr. L.R. Katrat, Katlax Enterprises Pvt. Ltd.

Thursday September 24 1998

Time	Place
17:45	<p>Arrival at Copenhagen Airport Transfer by bus</p> <p>Check – in at:</p> <p>Hotel Cosmopole Colbjørnsensgade 7 – 11 DK – 1652 Copenhagen V Tel.: (+45) 33 21 33 33 Fax: (+45) 33 31 33 99</p>
Approx. 18:45 – 19:00	<p>Short briefing in the breakfast restaurant at Hotel Cosmopole</p> <p>Evening at your own disposal</p>

Friday September 25 1998

Time	Place
8:30 – 9:30	<p>Transfer by train.</p> <p>The central station (København H) is five minutes walk from Hotel Cosmopole. Ticket is bought at the entrance of the station. A one way ticket to Allerød costs 38,50 DKK</p> <p>Take train “A – Hillerød” or “E – Hillerød” (both are leaving from the same platform) to Allerød. (See enclosed train plan.)</p> <p>The company Ametek Denmark A/S is five minutes in taxa from the Station (see enclosed map).</p>

9:30 –	<p>Meeting at:</p> <p>Ametek Denmark A/S Gydevang 32 DK – 3450 Allerød Tel.: (+45) 48 16 80 00 Fax: (+45) 48 16 80 80</p> <p>Contact Person: Mr. Per Voigt</p>
	<p>When the meeting is finished transfer by train back to Copenhagen. A one way ticket from Allerød to Østerport costs 38,50 DKK.</p> <p>Take train “A – Hundige” or “E – Køge” to Østerport.</p> <p>The Danish Federation of Small and Medium-Sized Enterprises is 5-10 minutes walk from the station or a few minutes by taxa. (See enclosed map.)</p>
At 15:45 the latest	<p>Meet up with the rest of the group (the group will be at the Danish Federation of SMEs at 13:00) at:</p> <p>The Danish Federation of Small and Medium-Sized Enterprises Amaliegade 31 DK – 1256 Copenhagen K Tel.: (+45) 33 93 20 00 Fax: (+45) 33 32 01 74</p> <p>Depending on the time it will be possible to go for a short walk to the Queens Palace and the Little Mermaid.</p> <p>Contact Person: Ms. Astrid Ragn Jensen</p>
15:45 – 16:00	Transfer by bus to the Embassy of India
16:00 – 17:00	<p>Meeting at:</p> <p>Embassy of India Vangehusvej 15 DK – 2100 Copenhagen O Tel.: (+45) 39 18 00 65 Fax: (+45) 39 27 02 18</p> <p>Contact Person: Ambassador Neelam Deo</p>
17:00 – 17:15	<p>Transfer by bus to Hotel Cosmopole</p> <p>Evening at your own disposal.</p>

Appendix B:



Mrs. Pratibha Karan
Joint Secretary
 Tel: 00 91 11 3012750
 Fax: 00 91 11 3012655



भारत सरकार
 उद्योग मंत्रालय
 औद्योगिक नीति और संवर्धन विभाग
 उद्योग भवन, नई दिल्ली - ११० ०११
 GOVERNMENT OF INDIA
 MINISTRY OF INDUSTRY
 (DEPT. OF INDUSTRIAL POLICY & PROMOTION)
 UDYOG BHAWAN, New Delhi - 110 011

October 8, 1998

Dear Mr. Aagaard,

At the outset, let me thank you and your colleagues, in particular Ms. Astrid Jensen, for the excellent arrangements made for the delegation from India during their recent visit to Copenhagen to promote Intechmart Gujarat. We were indeed overwhelmed by the detailed and meticulous programme drawn up for the members of the delegation. The business members accompanying the delegation reported some very useful outcome from the meetings set up for them.

May I now request you to kindly undertake the responsibility of organising a delegation from Denmark to participate in the Intechmart. I would also like to invite you and your colleagues for the same.

Kindly convey my thanks also to Mr. Hallmann of the Danish Council of Consulting Architects and Engineers and Mr. Dalhoff of the Danish Chamber of Commerce for having afforded the delegation an opportunity to make a presentation on Intechmart Gujarat.

I do hope to hear from you in the near future regarding the progress made with respect to mobilising a delegation from Denmark to participate in Intechmart Gujarat.

With best regards,

Yours sincerely,


 (Mrs. Pratibha Karan)

Mr. John Aagaard
 Head of the International Department
 Danish Federation of Small and Medium Enterprises
 Copenhagen
 Fax: 00 45 33 320174