



Agenda

- 1.30 – 2.00 PM **Get-together**
2.00 – 2.15 PM **Welcome**
Markus Noder, Managing Partner
Serviceplan International
- 2.15 – 2.45 PM **Do you speak my culture? –
The Indian way of doing business**
Sujata Banerjee, Owner Management Across Cultures
- 2.45 – 3.15 PM **Make in India**
Sugandh Rajaram (tbc), Indian Consulate General
- 3.15 – 3.45 PM **India as a market for brands**
Jaya Prasad & Chris Kunzendorf,
Management Serviceplan India
- 3.45 – 4.30 PM **Break**
4.30 – 5.00 PM **Media phenomenon Bollywood**
Friederike Behrends, Business Head/CEO
German speaking countries Zee TV
- 5.00 – 5.30 PM **An overview of joint venture business and its potential**
Antony Jacob, CEO Apollo Munich Health Insurance
- From 5.30 PM **Close off with Indian buffet**

→ **Event**
India Insights – Serviceplan International Roadshow

→ **When**
Tuesday, 22 November 2016
from 1.30 PM until approx. 6.30 PM

→ **Where**
House of Communication Munich
Brienner Straße 45 a-d
80333 Munich

→ **Registration**
at www.serviceplan-events.com/india with your name and
your personal registration code; you will find your code in your
invitation letter

→ **Further questions**
If you have further questions, please don't hesitate to contact us
by phone: +49 (0) 89 2050 2555 or
by e-mail: international@serviceplan.com

Serviceplan International

The Serviceplan Group is the largest and most diversified owner-managed and partner-managed agency group in Europe. Serviceplan swiftly evolved to become a “House of Communication” and is still the only fully integrated agency model in Germany, combining the full range of communication disciplines under one roof across more than 30 locations worldwide.

Serviceplan India was founded in 2011 as an integrated full service agency in New Delhi. Our Indian colleagues are working successfully for several national and international clients such as BMW, Plasser India and Bharti-Group/Airtel.

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**INTERNATIONAL
ROADSHOW**

Invitation to our Serviceplan International Roadshow:

INDIA INSIGHTS

House of Communication Munich
Tuesday, 22 November 2016

SERVICEPLAN 

Glocalize – think global, act local

Nowadays, companies are facing a high variety of challenges as a result of irreversible globalisation. Launching products or developing marketing strategies on a foreign market, as well as adapting the local way of operating, present great challenges to global players. To help our clients overcome these circumstances, Serviceplan International is hosting the International Roadshow as an ongoing event concentrating on different significant economic regions worldwide, providing deep insights into specific markets, as well as reaching local target audiences.

Our next **International Roadshow – India Insights** at the House of Communication Munich will highlight experiences and key facts relating to doing business in India. Our colleagues from Serviceplan India, supported by our partners from the Indian consulate, a consultancy and consumer side, will showcase broad insights into the Indian market. Besides highlighting specific characteristics and personal experiences, we will focus on relevant market and cultural insights when developing efficient business strategies and building brands in India.

We are happy to offer you an event with exciting discussions and the opportunity to network with peers.

Session 1: Do you speak my culture? – The Indian way of doing business

When looking at an entire subcontinent, can anything truly be described as “typically Indian”? How are Germans viewed through an Indian cultural lens? Where can we identify and learn to avoid potential stumbling blocks, and where can we leverage synergies?

Sujata Banerjee will introduce us to these cultural and behavioral topics in an interactive way, touching on relevant aspects of relationships, hierarchies, communication and listening styles, and exploring the ever-fascinating spectrum of “dos” and “don’ts” from an Indian business perspective.

Sujata Banerjee practices in the field of intercultural management, corporate communication and strategic alignment working out of Germany and India, and is the owner of Sujata Banerjee, Management Across Cultures. Her roles include conceptualizing and delivering training projects, as well as consulting, coaching and lecturing for companies, chambers of commerce and universities of all shapes and sizes. She is a well-known keynote speaker and event moderator with homes in both India and Germany, and loves to travel and work both internationally and micro-regionally.



Session 2: Make in India

The “Make in India” initiative launched by Prime Minister Narendra Modi in 2014 encourages multi-national and national companies to invest and manufacture their products in India. The Consul General is showing us why the “Make in India” initiative is shifting the world’s attention onto India and how it will transform the country into a global design and manufacturing hub. He is also illustrating how it is inspiring confidence in India’s capabilities amongst potential partners abroad, as well as providing a framework for a vast amount of technical information across 25 industry sectors and reaching out to a huge local and global audience to keep them updated about opportunities and reforms.

We are delighted to welcome the Consul General of India in Munich, **Mr Sugandh Rajaram (tbc)** who will be talking about the “Make in India” campaign. The Consulate General of India in Munich was opened in May 2002 and has operational jurisdiction over the two southern German federal states of Bavaria and Baden Württemberg. It provides consular and commercial services to the residents of these two states.



Session 3: India as a market for brands

India offers a multitude of opportunities for international brands. Chris and Jaya are providing a snapshot of business and marketing in India and insights into the advertising market. To demonstrate its sheer size, scope and potential, they are combining examples from personal experiences with lessons from the marketplace and considering how new brands can be adapted to the local market.

Specialised in advertising communication, **Jaya Prasad**, General Manager at Serviceplan India, has a strong knowledge of the local market gained over a period of 16 years, as well as extensive international experience. Before joining Serviceplan, Jaya worked for companies including Iris Worldwide, JWT and Rediffusion DY&R.



Chris Kunzendorf is Partner and Managing Director of the Serviceplan Agency Group and Serviceplan India. During his 25-year career with the group, he has supported and developed the national and international business. The advertising expert has created strategies for over 50 internationally renowned brands.



Session 4: Media phenomenon Bollywood

German television is very much influenced by Hollywood. But only very few people in Germany know that Bollywood is actually the world’s biggest producer of content. 200 to 250 films are produced in India every year and billions of people all over the globe love films and series from Asia’s cinema mecca. Bollywood content offers a wider spectrum of genres and not just the cliché of the all-singing, all-dancing love story. Friederike Behrends explains how Bollywood works in India and Germany.

Friederike Behrends is the CEO of Asia TV GmbH for German-speaking countries and is responsible for the operations of the TV channel Zee.One in Germany. She has held a number of management roles in media companies and gained many years of experience, especially in the successful development, reorganisation and expansion of digital and other business, including at BILD.T-online.de. Her experience ranges from long-standing leadership positions at classic companies like the WDR mediagroup and Grundy UFA TV down to the development and establishment of start-up companies like Magine.



Session 5: An overview of joint venture business and its potential

Knowledge of what to expect from different types of joint ventures and being able to recognise different types of joint venture are key to success. The speaker, CEO of Apollo Munich, also a JV, is demonstrating how to enter the Indian market by forming a joint venture. As well as explaining how to draft a shareholder agreement and define the management process and staff requirements, he will highlight how a successful joint venture needs to be set up. He will also illustrate the benefits and risks of joint ventures as a market entering strategy in India, backed up by actual case studies and relevant examples.

Antony Jacob has about three decades of professional expertise, spanning diverse companies such as ITC, the Continental Grain (now part of Cargill) and the RSA group. Besides he has 15 years of experience in managing Joint Ventures in India including seven years in managing the current JV, Apollo Munich. His work has led him across major Indian metros, and also to Europe, the Middle East, Asia Pacific. Before joining Apollo Munich in 2009, Antony was a Regional Finance Director, based in Dubai, for the RSA Group, as well as Managing Director of Royal Sundaram Insurance in Chennai, a company he was involved with right from its inception.

