

**BUSINESS  
CLIMATE  
SURVEY  
2014/15**

POWERED BY **nepa**



# SCCI NEWSLETTER

## Community- New Members!



**Swegon Blue Box Pvt. Ltd** develops, produces and supplies components and systems that create good indoor climate and highly contribute to saving energy.

## HYPER ISLAND

**Hyper Island** designs learning experiences that challenge companies and individuals to grow and stay competitive in an increasingly digitized world.



**Piab Vacuum Technology Pvt. Ltd** develops and produces products in the field of vacuum and measuring techniques.



**GRÄNGES** is a global aluminium company focused on rolled products for the heat exchanger industry.

**WELCOME!**

## Upcoming Events

### INTERACTIVE SESSION ON CSR WITH NBAI (Norwegian Business Association India)

Wednesday 18 Feb, 3.30-5.00pm  
Jotun India Office, Boston Road, Andheri East, Mumbai

### SCCI GOLF TOURNAMENT

Saturday 28 Feb  
By Invitation Only

### INTERACTIVE SESSION ON THE UNION BUDGET 2015-16 WITH SKP

Tuesday 3 Mar, 3.00-5.00pm.  
New Delhi - Venue to be disclosed closer to date.

### ONE GLOBE 2015

Wednesday-Thurs 4-5 Mar, 8.00-5.00pm  
The Imperial Hotel, Janpath Lane, New Delhi

Thank you  
ALL UPCOMING EVENTS



# Chamber Activities

## BUSINESS CLIMATE SURVEY 2014/15 LAUNCHED!

**The result of the 7<sup>th</sup> Business Climate Survey 2014/15 is out! The report shows a shift in perception in the Swedish business community towards the business and investment climate in India, but longstanding issues remain and hinder potential to be turned into reality.**

Over the years the Business Climate Survey has gained traction in both India and Sweden and has been a helpful tool to promote Swedish business interests in India. The results from the survey are referred to in interactions with government and authorities both in India and Sweden. This year's survey was an important input to the Joint Commission meeting between the Ministries of Commerce of Sweden and India that took place on January 30 in Stockholm and also given as input to the Union Budget, scheduled to be released on February 28.

### LAUNCH EVENT IN NEW DELHI JANUARY 15

In a packed hall (+100 participants) in India Habitat Centre, New Delhi on January 15, the anticipation was high to hear the views from the survey. Special guest was the Minister of State for Finance, Mr. Jayant Sinha, who in response to the outcome of the survey as presented by Mr Kandarp Singh, Managing Director Tetra Pak South Asia Markets and Chairman of SCCI, spoke about the future of India. He put emphasis on collaborations and communication between industry and government and asked for Swedish companies to bring forth innovations that are accessible for all people, in order to "make the new India".

On this much appreciated presentation, an animated and insightful panel discussion followed, where seasoned Business Leaders of Swedish companies in India openly shared both their experiences (good and bad) and their vision for the future.

As the patron of the event, H.E Harald Sandberg, Ambassador of Sweden to India, pointed out: "The positive outlook and growing interest of Swedish companies to operate in India is evident. This shift in perception can be largely attributed to the initiatives undertaken in India to provide a stable and predictable business environment. What would further enhance the prospects of Sweden 'making in India', will be some regulatory changes that provide more of a level playing field."

### BUSINESS CLIMATE SURVEY GOES NORTH!

The interest for the BCS is also high in Sweden and therefore we together with Sweden India Business Council organised a breakfast seminar in Stockholm (hosted by Stockholm Chamber of Commerce) on February 4 and in Gothenburg (with Business Region Goteborg) on February 6. Both events generated great interest from the business community. In Stockholm, the Ambassador of India to Sweden, Ms Banashri Bose Harrison was present and gave a passionate response to the survey and shared her views on India's way forward.

In the coming months, the BCS will be discussed and presented further in events in Bangalore, Pune, Mumbai and Chennai. More information about this will follow soon.

We would like to give a big THANK YOU to all of you who participated in the survey and contributed to an all-time high response rate and a solid survey. The full report will be released soon, meanwhile, check out the EXECUTIVE SUMMARY OF BCS 2014/15 (click on the picture below)

nepa

A SURVEY LIKE THE BUSINESS CLIMATE SURVEY IS NOT DONE BY ITSELF. SCCI AND PARTNERS WOULD LIKE TO THANK OUR MEMBER COMPANY NEPA FOR THEIR OUTSTANDING SUPPORT AND KNOWLEDGE EXPERTISE. READ MORE ABOUT NEPA ON THE NEXT PAGE!



**9 out of 10** believe the investment climate to be positive the coming three years

**110** Swedish companies participated in the Survey (83% of the community)



### TEAM OF PANELISTS IN DELHI, STOCKHOLM AND GOTHENBURG

**Mr Anders Grundströmer,**

Managing Director and Vice President, Scania

**Ms Anna Ferry,**

Counselor, Trade & Economic Affairs, Embassy of Sweden New Delhi

**Ms Anna Liberg,**

Trade Commissioner to India, Head of Business Sweden

**Ms Cecilia Edebo,**

Managing Director, SCA Hygiene products India

**Mr Chris Houghton,**

Managing Director and Region Head, Ericsson India

**Ms Fredrika Ornbrant,**

Consul General in Mumbai

**Mr Kandarp Singh,**

Managing Director, Tetra Pak South Asia Markets

**Mr Per Engström,**

Chief Representative, SEB India

**Mr PKSV Sagar,**

Managing Director, Camfil Air Filtration India Pvt. Ltd.

**Mr Rakesh Makhija**

Former President Industrial Market- Strategic Industries, SKF AB



## News From Members

**nepa** BUSINESS CLIMATE SURVEY PARTNERS SINCE 2011!

NEPA Pvt. Ltd. Is an award-winning online market research company with offices in Mumbai, London, Helsinki, Oslo, Düsseldorf, Shanghai and Singapore –covering 50 markets globally.

NEPA's rapid growth over the past 9 years as a research company has been driven by need based innovation for key clients - where each research product has been customized and adapted to the specific needs of their clients, to provide actionable insights.

The key differentiator for their business model is their panel management capabilities – having established thriving sector-wise consumer communities with key clients in each market - that can be tapped into for an array of research studies. NEPA's client base includes major brands across a spectrum of sectors and markets, such as SAS, Spotify, AEG (Sweden) and STAR, ZEE, Disney, Sony and Asian Paints (India), among many others.

NEPA has been associated with the BCS since 2011, and has seen the study grow year on year in its scope and participation. This has resulted in an opportunity to analyse key trends / patterns over years with regard to the experiences and opinions of Swedish firms in the region.

For more info, please visit, [www.nepaglobal.com](http://www.nepaglobal.com) or write to [Shubhangi.joshi@nepa.in](mailto:Shubhangi.joshi@nepa.in)



**LARS DITHMER APPOINTED  
MANAGING DIRECTOR, ALFA LAVAL  
INDIA**



Mr. Lars Dithmer has been appointed as Managing Director, Alfa Laval India Limited effective January 2015. He was the Chief Operating Officer at Alfa Laval India since May 2014.

Lars, with over 27 years' experience was based in China and Hong Kong in key senior roles within the Alfa Laval Group for 9 years before relocating to India. He was Head of Corporate Development, Asia between 2011 and 2014.

A Graduate in Mechanical Engineering from the Danish Technical University by qualification, Lars has in-depth experience spanning Engineering (Technical), Sales and Marketing and Corporate Mr. Lars Dithmer has been appointed as Managing Director, Alfa Laval India Limited effective January 2015. He was the Chief Operating Officer at Alfa Laval India since May 2014. Lars, with over 27 years' experience was based in China and Hong Kong in key senior roles within the Alfa Laval Group for 9 years before relocating to India. He was Head of Corporate Development, Asia between 2011 and 2014. A Graduate in Development during his career in Europe and Asia Pacific region. Alfa Laval has been present in India since 1937. The Indian company holds a unique Group Manufacturing Unit status for supplying Centrifugal Separators, Decanters and Flow equipment for the

global market through sales companies across the globe. The company's products & systems are widely used in a variety of applications in Indian industries like Food Processing, Inorganic, Marine, Pharmaceutical, Oil & Gas, Energy, Effluent Handling, Steel & Metal, Sugar, Petrochemical, Pulp & Paper, Distillery, Starch, Edible oil Processing and Brewery. Alfa Laval India Limited holds ISO 9001:2008 Certification from LRQA of UK for its entire manufacturing operations and after sales services. With deep knowledge of processes, experience and expertise in handling projects, in-house manufacturing of a wide range of equipment have given a cutting edge advantage to the company to offer complete projects in diverse like vegetable oil refineries, breweries, ethanol production and food processing.



**ABB INDIA- SHAPING THE ENERGY OF THE  
FUTURE**

In the course of bringing technologies of tomorrow to today, ABB India has had some interesting projects in recent times. ABB India's automation solutions keep the world's largest milk cooperative running and maximize efficiency in some of the world's largest cement plants – the industry that consumes the most electricity of all. Approximately 50% of the cement plants commissioned in the last 5 years run on ABB's control systems. A project involving the implementation of the largest manufacturing execution system (MES) in the chemical industry in India has significantly eased a paint company's vision of delivering on tailor made requirements of their retail customers at the touch of a button. From providing the complete automation solution for the world's longest transnational conveyor belt to making the biggest aluminium refinery in India maximize its resources, ABB India is playing a critical role in making in India a worthy proposition.

In the power sector, ABB recently designed engineered and commissioned transformer and circuit breaker with the world's highest voltage rating (1,200 kV). The company also introduced its hybrid switchgear technologies at several state electricity boards and helped strengthen the grid in the subcontinent- building and upgrading substations in [Bangladesh](#) and [Sri Lanka](#)

[Read more here](#) about ABB's state of the art products.

**SCA HAD A STRONG YEAR IN INDIA**



SCA continues expanding in India. While the company has focused on the Southern states of India during the third quarter, the roll-out continued to parts of North India during the fourth quarter.

As part of SCA's expansion work, the logistic infrastructure has been further developed, as have been customer networks and the sales organization. This has resulted in impressive turnover increases for Libero and Tempo products. SCA products are now available in 239 Indian cities.



Creating awareness for the importance of hygiene is high on SCA's agenda for India. Libero conducts hygiene trainings for young mothers, nurses and doctors at



maternity hospitals and clinics. And Tempo is building awareness for good hand hygiene through schools programmes and Dabba wallas. Tempo has also become a hygiene partner for the most important food chains in India.

In March, SCA will inaugurate its first manufacturing facility for personal care and tissue products in India. The multi-category factory is located in Pune, Maharashtra, and it will produce Libero baby diapers and Tork paper hand towels for the Indian market. SCA has invested SEK 150m in the construction of its latest factory.

"With our new production facility SCA underlines that it is here to stay and that we have a long-term vision for our business in India," says Celia Edebo, Managing Director of SCA in India.



**SCANIA'S COMMITMENT TO SUSTAINABLE TRANSPORT SOLUTIONS, HERE AND NOW**

Making logistics and mobility sustainable is one of the greatest challenges India faces today. Here, as in other emerging economies, the transport sector needs to tackle a double challenge – to break its dependency on oil and at the same time, reduce its increasing CO2 emissions. Role of transport sector in contributing to pollution is as it consumes 40 percent of fuel.

Scania's view point is that the long term, it will not be possible to continue using private cars for transport in the same way we do today and that, Smart and Sustainable Public Transport

Systems – which take people out of their cars and onto buses will have to play a larger role.

Today, more than 50 percent of the world's population lives in big cities and this trend is increasing. Health problems caused by the increasing emissions from traffic are hard to ignore. More deaths worldwide per year are linked to air pollution than to automobile accidents. It's estimated that globally some 2 million people die from air pollution annually. India faces this problem on an unprecedented scale.

While, globally, Scania has been addressing this challenge by producing commercially viable transport solutions for over 120 years it is now fortifying its position as a provider of sustainable transport solutions in India. Scania sees biofuels as one key way to decarbonize heavy-duty transport, and has products available for buses and trucks for all three biofuels. If produced according to correct sustainability principles, biofuels also contribute to local energy security while creating local jobs and helping rural development.

Today there are only three biofuels commercially available – bioethanol, biodiesel and biogas. Bioethanol is typically the most cost efficient and sustainable on a global level. And local biofuels is also a welcome remedy for the increasingly expensive oil and diesel import that many countries – like India – face. While the company introduced its first revolutionary ethanol powered bus in Sweden more than twenty years ago it delivered its first solution here in India on August 22, 2014. Scania launched its ethanol fuelled "Green Bus" in Nagpur for the first time in the country.

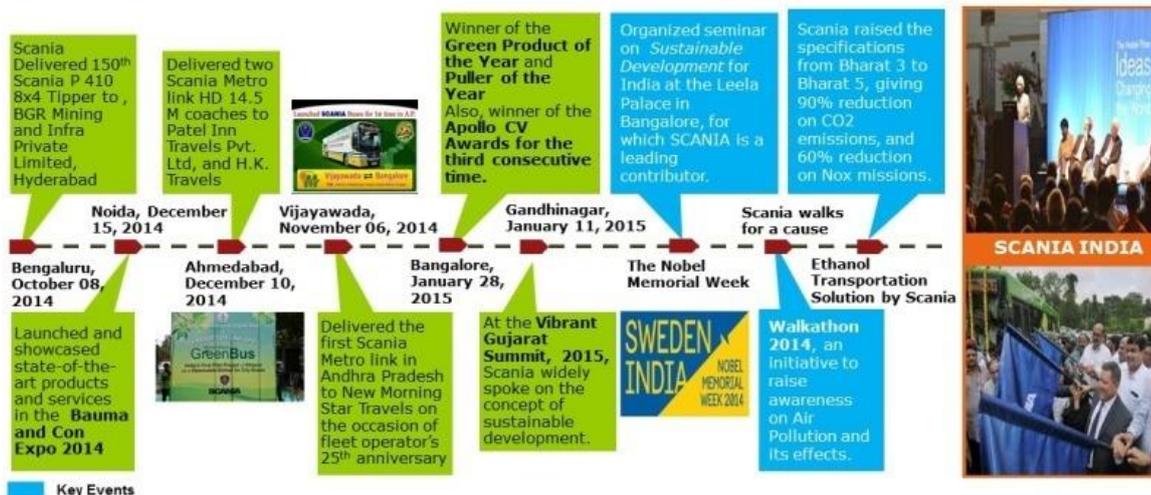
This is a firm step in its commitment to provide India with sustainable transport solutions. Using ethanol as a vehicle fuel is the best example of what can be done currently in sustainable development work to reduce greenhouse gas emissions and local air pollution. Ethanol accounts for around 90 % of renewable vehicle fuels available today and can be sourced locally, which will reduce the need for import of oil.

The introduction of the ethanol transportation solution by Scania also moves the sustainability needle, as it instantly moves the specifications from Bharat 3 to Bharat 5, the shift gives a 90% reduction on CO2 emissions, 60% reduction on NOx and an 80% reduction in particulates.

As a further testament to excellence in sustainability; Scania Commercial Vehicles India Pvt. Ltd. has won two prestigious Apollo Commercial Vehicle Awards. Having contested in the categories of Green Product of the Year and Puller of the Year, both Scania Green Bus and Scania R 500 emerged as winners among other nominees for its market leading innovation and outstanding vehicle performance.

As India, embarks on its economic reforms, putting in place a blue print for Smart and Sustainable Cities, Scania is on firm ground to become Strategic "Smart City Partner" with its offer of Sustainable Transport Solutions.

## SCANIA INDIA





UPCOMING EVENTS

3 APR HR Forum 3rd Session hosted by Eric...  
THU 3 APR, New Delhi

11 APR The Chamber's Yearly Easter Dinner  
FRI 11 APR, Bangalore SIGN UP before

2 MAY HR Forum 2nd Session hosted by ABB  
FRI 2 MAY, New Delhi

VIEW ALL EVENTS

[www.swedishchamber.in](http://www.swedishchamber.in)

Enabling, promoting and encouraging Swedish companies to drive sustainable long term business in India.

JOIN SCCI

Set up your own LOGIN to sign up for events and get special information for members!

[www.swedishchamber.in](http://www.swedishchamber.in) has been updated!

Here you find

- ✓ News from the Community
- ✓ Event Calendar and can sign up for the events you want to attend
- ✓ Create your own LOGIN and get your own personalised page with your Event calendar, Forums you are part of etc.
- ✓ Publications such as Business Climate Survey Reports, Business Guide and useful information from our members and partners

## SWEDISH CHAMBER OF COMMERCE INDIA

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