

bridge2india



[www.bridge2india.in](http://www.bridge2india.in)



## COMPANY BACKGROUND

Having travelled to India since 2004, domiciled in India since 2007, I founded bridge2india in direct response to discovering a distinct lack of quality services and assistance on the ground within India for foreign entities and individuals looking to explore the market, relocate and to expand their organization in to this massive land of growth and opportunity. Our business model is designed specifically for SME's and individuals.

Having experience in a wide range of industries, successful new market entries and start-up's, we are passionate about business and looking 'outside the square' for results to ensure the best possible outcome for our clients. With an established network of top tier professional staff, partners and associates, both internationally and locally within India, using our expertise ensures sound advice to our clients; individually tailoring our services to meet your unique requirements.

Bridge2india specialize in business consultancy and facilitation for international market entry & business within India; and in bilateral trade between New Zealand and India. Working with integrity, we stay involved with our clients for only as long as our services are required and advantageous. When our value to our client ends, we are happy to provide referrals to other organizations should they be better placed to assist moving forward.

Bridge2india is committed to making business in India an advantage, and not a challenge.

**Linda Crossley, Founder & Managing Director**



### *Memberships & Associations:*

- *India New Zealand Business Council*
- *Indian Leadership Network*
- *Exec Committee Member of ANZBAI Mumbai*  
(ANZBAI: Australia New Zealand Business Assoc India)

### **bridge2india**

OUR COMPANY was founded by Indian based expatriated business consultants with extensive experience in international business, new market entry and start-up's in a range of industries.

OUR VISION is to deliver practical and cost effective support, services and advice in a time saving framework for entities looking to enter the Indian market.

OUR PROJECTS although varied in nature, scope and reach have a single common feature - that unique blend of our experience and insight that provides foreign clients with more-than-expected value addition from each assignment.

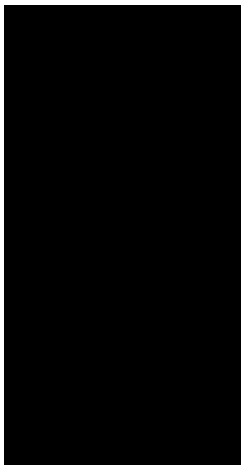
## OUR SERVICES

Any decision to enter a new market is fraught with many complex issues, for both large corporations as well as for the SME's (Small to Medium Enterprise).

Internal or external environmental change is often the trigger to look to other markets. Firstly consider your country selection. Consider your team, your network, the validity and quality of your research, support that you at the 'home HQ' can supply to your staff or representatives while they are exploring the new market – and most importantly ensure that you have the resource commitment; and that your product or service will suit your chosen market.

The Indian sub-continent has many advantages over its competitors for western origin enterprises. The Indian economy remains on a high growth path with GDP predicted to remain above 8% through 2020; it will become the 5<sup>th</sup> largest consumer market by 2025; and will become the 2<sup>nd</sup> largest economy by 2050. English is widely spoken and is the preferred language of business, all laws are based on English origin, the country is becoming increasingly globally aware and the government is actively implementing policy reforms and private sector initiatives in areas such as trade liberalization, FDI openness, deregulated exchange rate management, banking and financial sector reforms and trade finance, among others.

The opportunities here for foreign companies are vast and varied, with big rewards for those who arrive with realistic expectations, sound advice and assistance. Bridge2india recommend that you use all resources available to you before entering this market, and we look forward to proactively and professionally assisting you and your partners in making your business goals become reality.



"The revenue growth from India is the fastest among all the markets we are present in."

**Lex Kloosterman**  
**CEO (private clients/new growth markets)**  
**ABN Amro Bank NV**

"India's highly educated workforce, management talent, rule of law, transparency, cultural affinity and regulator environment are more favourable than China's."

**A T Kearney**  
**FDI index report**

"Through the wisdom of its government leaders and the entrepreneurship of its private sector, India has risen to become a major force in the global economy."

**Mr John Chambers**  
**President and CEO**  
**Cisco Systems Inc**

"The people I have met in India are very good. They have a global perspective. Though these are still early days, I have been struck by the quality of Indian management. It is very high by any standard. I won't bet against India becoming one of the top five economies of the world by 2050."

**Alec Jones**  
**Global Leadership Team**  
**PriceWaterhouse Coopers**

"Today, there is a greater willingness internationally to work with India -- and to build relationships of mutual benefit."

**Dr. Manmohan Singh**  
**Prime Minister of India**

## BUSINESS CONSULTANCY

### RESEARCH...

Market Commitment

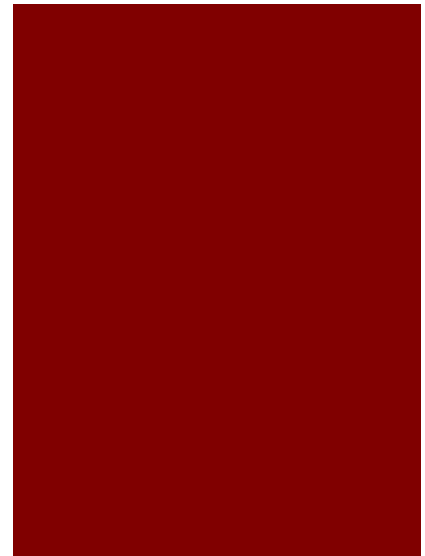
Industry Research

Demographics & Forecasting

Regionalization

Strategic & Operational Planning

Marketing Advice



### INITIAL ENTRY...

Client & Delegation Tours

Partner/JV/Vendor/Manufacturing Searches

On site Due Diligence & Feasibility Studies of potential local partners

Short-listing of potential qualifying partners

Management of client business travel

Company structure planning

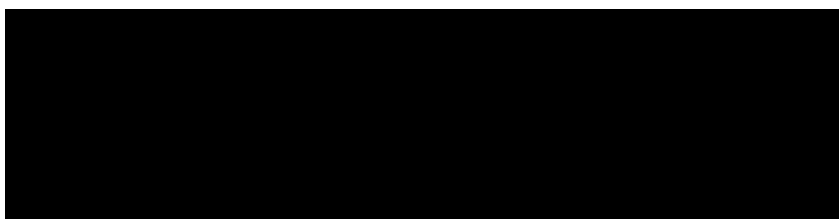


### GETTING DOWN TO BUSINESS...

Consultation and assistance with negotiations & contracts with chosen local partner/s

Management of local regulatory & non-regulatory requirements for foreign entity or individual

Representation of clients' interests and requirements from within India on clients' behalf



## BUSINESS SERVICES & FACILITATION

### SETTING UP...

Location planning

Leasing advice & assistance

Advice on common pitfalls

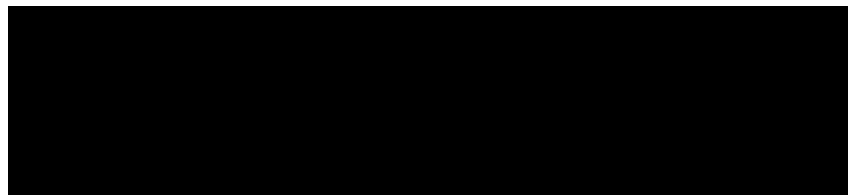
Setting up of virtual or physical presence

Human Resource advice & employment/recruitment consultancy

Staff assistance & psychometric testing

Management of hardware, cabling, office fit out etc

Roll out management



### EXPATRIATED STAFF...

Practical advice and assistance to expatriated staff

Educational Seminars on subjects such as How To Manage Staff in India

Indian business protocol

Introduction to relevant and useful business groups for the expatriated staff

Advice to "home HQ" on what support expatriated staff will require, and how best to support them



### ON-GOING REQUIREMENTS...

Provision of independent regular reports to client on company or partnership performance, identifying potential issues and keeping workforce focused

On-going representation within India on behalf of client

Evolutionary assistance

