



NORDIC INDIAN  
BUSINESS CHAMBER OF COMMERCE



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# ***The Mundane business issues on accessing the Indian market***

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Source: Amit Mehta, Senior Vice President and Head European Operations, Tata Capital

# The Mundane issues on accessing the Indian market

- Perceptions
- Myths
- Realities
- Taking the Right Approach



# Nordic Indian Chamber of Commerce

NIBCC is regarded as a strong organiser to promote business and cultural ties between India and the Nordic countries;

- We provide the basis and structure of the business environment for effective networking and cultural exchange
- We support and provide solutions to the business needs and issues for our members.
- We actively promote business between India and the Nordics
- We are a commercial bridge between India and the Nordics
- We hold business and cultural events
- Having social, cultural, political and business related events
- We invite the good and relevant speakers, at the right time who speak about the current and future business topics related to India and the Nordics
- Attract the right companies and the and people
- Visit our website: [www.nibcc.com](http://www.nibcc.com)





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Nordic Indian Business Chamber of Commerce is a staunch supporter of Indo-Nordic business and cultural friendship that exist between e.g. Denmark and India go way back to Tranquebar in (1620-1845). The Swedish East India Company (Swedish: Svenska Ostindiska Companiet or SOIC) was founded in Gothenburg, Sweden, in 1731. The Norway - India Partnership Initiative (NIPI) works within the National Rural Health Mission (NRHM) of India for many years. These and many other age-old partnerships have laid the foundation of this partnership. The Nordic countries can help and support the current programme of reforms to bring real change all Indian's across the Indian sub-continent. The Nordic countries and the business community look forward to supporting as the endeavors to create a new, more inclusive and prosperous mutual business development between the Nordic Countries and India.

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