



Embassy
of India
Zagreb



in



Embassies activities on India -Croatia Startups ecosystems



B2B business meetings are key to strengthening cooperation with India

Ambassador of the Republic of India Raj Kumar Srivastava and President of the Croatian Chamber of Commerce Luka Burilović; Source: HGK

The President of the Croatian Chamber of Commerce, Luka Burilović, met with the Ambassador of the Republic of India to the Republic of Croatia, H.E. Mr. Raj Kumar Srivastava, and the main topic of discussion was the strengthening of economic relations between Croatia and India. "Our duty is to strengthen economic cooperation. Our numbers are currently modest, trade between our two countries in 2019 amounted to 150 million euros, of which 40 million are Croatian exports, and due to the influence of the COVID-19, economic relations have slowed further. In the first eight months of 2020, the exchange reached 91.6 million euros, but this pandemic also has a positive side, it showed us that we need to go in a new direction, gather entrepreneurs and introduce them to the specifics of the Indian and Croatian markets", pointed out Burilović. Srivastava agreed that economic relations must be encouraged from below, through B2B meetings, and then this should be followed by political cooperation. "Our mission is to reduce the information gap among potential partners on compatible industries. It is important to understand that Modi's new India offers great opportunities. After the COVID-19, relations will be greatly redefined, and therefore our past relations are not important. We are such a big market that everyone has a chance and there is no need to be afraid of competition," he stressed, adding that the focus should be on quality, not quantity because productive meetings with five quality companies are better than unproductive summits with dozens of companies. Srivastava highlighted four sectors as key to co-operation: health, the IT sector, agriculture with an emphasis on the food industry and infrastructure. In addition to these industries, Burilović added energy, ie renewable energy sources in which Croatia has extensive knowledge and experience. They also referred to the tourist relations, which are quite modest, since in 2019 we were visited by only 70 thousand tourists from the second most populous country in the world. Srivastava said the trend could change very quickly, citing the example of Spain, where the number of Indian guests rose by 400 percent after only one Bollywood film was shot there. He also praised visas for digital nomads, which could attract Indian startup entrepreneurs to Croatia. It was concluded that, as soon as the epidemiological picture allows, the organization of B2B-level meetings will be more actively initiated and the cooperation between the Indian Embassy and the Croatian Chamber of Commerce will be intensified in terms of opening opportunities for strengthening economic cooperation.

SMART CORNER

Ambassador Srivastava visited Končar, whose products & projects are exported in more than 100 countries inclu. India & met with Mr. Kolak, CEO & discussed about strengthening cooperation with Indian counterparts in the fields of Infrastructure, Renewable Energy, R&D and for Digital Automation.



Ambassador Raj Kumar Srivastava had a interaction BIRD Incubator with Mr. Drazen Orešćanin about possible connections with Indian innovation ecosystem building Indian and Croatian Digital Partnership.



SMART CORNER

On the 27-30 January - Global Entrepreneurs Association Resurgence @TiEDelhi was held with the participation of Embassy of India, Zagreb, including the announcement about the Croatian Startup ecosystem by Ambassador Srivastava & 5 Croatian Startups:

1) Crop Shepherd (Zagreb)

Uses Artificial Intelligence and Computer Vision to differentiate weeds from the planted crop then uses a powerful laser to destroy them.

2) RoMB Technologies (Zagreb)

Their goal is to increase reliability and reduce the operating costs of automated guided vehicles by applying state-of-the-art localization and navigation software.

3) Makabi Agritech (Zagreb)

Developing 3-in-1 encapsulation technology (for plant protection and nutrition and controlled release of bioactive components) as an innovation of green chemistry for sustainable agricultural production.

4) Orqa (Osijek)

First Person View (FPV) and advanced Remote Reality (RR) applications by developing & enabling technology for next-generation vision systems.

5) Dreamtale Entertainment (Zagreb)

The small team of three at 'Dreamtale Entertainment' is developing the video game which they have called 'The Uncharted Roads of Marco Polo'.



Infobip in India: **How the international IT and telecommunications giant succeeded** **in India by Infopib Chief Executive Officer**



1. Since when are we present in India?

Infobip extended its services to the India region in December 2013.

2. What are our experiences with doing business in India?

Following Infobip's arrival in India, we were able to tap into the growing demand for omnichannel communication and customer engagement solutions in the country's increasingly digital-first market. This was possible on account of our experiences in other countries and the fact that India's business ecosystem shares some commonalities with the global business ecosystem. These include, without being limited to, increasing digitization levels, a big pool of local talent and resources, increasing entry of millennial and postmillennial generations into the workforce, and a political will aimed at stimulating the country's startup ecosystem, among others. Further, business communication across all sectors has evolved at an accelerated speed and scale. Customers are now increasingly exerting their digital presence and engaging with brands across a range of online channels and media including brand website, customer support IVRs, emails, etc. This behavior has become ingrained in the way of life of Indians, especially the younger generations, way past the point of inflection.

Shortly after launching in the Indian market, we realized that as with any other new market entry, if we were to grow our local presence and resolve the pain points plaguing the people and businesses in the country, we would need to focus on resolving the need-gaps unique to the domestic landscape by offering solutions optimized for the home turf. This is what we did.

Take, for example, the case of the healthcare sector in the country. Unlike in the developed countries, it is far from prepared to accommodate the exponential rise in the volume of patients during the viral outbreak of 2020.

Against this backdrop, government authorities and medical organizations alike went into hyperdrive to disseminate the necessary and authentic healthcare advice and precautionary measures to the Indian public.

Understanding that India is home to the largest [user base](#) of WhatsApp – even by those that do not consider themselves 'tech savvy' made it the obvious choice of channel to reach the population at this critical time. Partnering with various Government departments and public authorities across India, a WhatsApp API-linked chatbot was developed

to provide [quick and trustworthy on-demand information](#) related to COVID-19. Besides being easily accessible and simple to use, this automated chatbot-based solution operated 24/7 to provide critical information.

Well over 500 million Indians use smartphones with over three quarters accessing the internet over them (source: Tech ARC Market Research). Being tech savvy is no longer a prerequisite for using smartphones to consume and communicate. In fact, other unique gap needs in the country include the thirst for access by young people to edtech. School students of today prefer a more engaging and interactive approach. And the edtech startups are delivering. According to research by Google and KPMG, the online edtech market in India is projected to reach billion by 2021. Similarly, with the food delivery vertical, these apps despite going through a roller-coaster ride over the last couple of years, are definitely taking a large slice of the pie when it comes to the restaurant business. And with the arrival of Google and Uber in this space, it will only become more competitive. With consumers becoming more comfortable using their phones for everything from health and fitness to shopping and banking – businesses and service providers need to follow suit.

These are just a few examples of where enterprises are beginning to realize that need and power of omnichannel engagement to grow and compete in an increasingly digital first world. Infobip's connected communications platform as a service has a solution to power all capabilities from customer experience and engagement to security and authentication

3. What are our plans for the future when it comes to doing business in India?

The global Communications Platform-as-a-Service (CPaaS) market is expected to register a CAGR of [34.3%](#) between 2020 and 2025. The pandemic has further catalyzed digital transformation across sectors, thereby improving and crystallizing the scope of greater adoption of CPaaS and SaaS solutions by individuals and businesses alike. India is no exception to this rule. We can assess the opportunity landscape in the Indian context by looking at the growth of fintech services in the country following the viral outbreak. In April 2020, digital payments comprised [98%](#) of the total transaction value of payments in India while, by November 2020, UPI transactions across the country accounted for ₹3.91 lakh crore.

Even taking the ongoing inoculation drive into account does not change the fact that India's future, like the rest of the world, is digital-first. This is because digital transformation in organizations across the globe has already crossed the point of no return, a point reinforced by a recent [survey](#) by McKinsey. Astride of this development, we are anticipating an exponential growth in the country's CPaaS market along with a continued shift towards the adoption of the omnichannel mode of communication. And we, with our innovative suite of communication solutions under our belt, are poised to capitalize on this burgeoning market opportunity.

At Infobip, we regularly come up with new innovations to address and resolve both existing and emerging need-gaps in the country's business communications landscape. We have enriched our already strong CPaaS platform with relevant SaaS solutions such as our customer engagement solution 'Moments', our chatbot building platform 'Answers', and our cloud contact center offering 'Conversations'. Through this portfolio expansion, we are empowering our clients to deliver an omnichannel, connected experience to their customers.

We aim to help brands develop a deeper understanding of their customers' continuously evolving needs and sensibilities while enabling them to meet these requirements most optimally. Our latest solution Answers, for instance, is designed to help modern brands to deploy chatbots over a single conversational user interface that provides 24/7 support to customers on the platform of their choice.

Finally, we have also identified the rise of Mobile Identity as a universal authentication and silent verification standard. It uses billing information securely held by telecoms providers to confirm your identity quickly, safely and seamlessly for a better overall online experience and there are signs that this technology is slowly making an entry into India. RCS too will emerge as a key revenue driver for mobile operators allowing them to take a slice of global and national mobile advertising budgets as well as give brands an alternative for enriched two-way communications with customers. Against this backdrop, we are committed to providing the best B2B, B2C capabilities, range of channels and scalability for the CCaaS and CPaaS industry in India over the coming years.

Embassy of India, Croatian Chamber of Economy & Invest India organized the Webinar on “New India” for Croatian companies. Ambassador Srivastava highlighted the defining features of New India - 3D; Democracy, Demand & Demography & 3S; Speed, Scale & Sensitivity.



The Deputy Mayor of Osijek, Mrs. Gamoš received Ambassador Srivastava & discussed cooperation opportunities with the University of Osijek, IT park & other areas of 3 “T” - Tourism, Technology & Talent for stronger G2G, B2B & P2P connections.



Ambassador meet with Davor Runje and Hajdi Cenani from Croatian Independent Software Exporters (CISEx) and discussed possibilities about the collaboration between India and Croatia in the field of Innovation.



In the inaugural visit to the city of Samobor Ambassador Srivastava met with Mayor Mrs. Petra Škrobot & representatives of the city and highlighted Indian-Croatian cooperation in the field of talent & skill development exchange. Ambassador also visited representatives of technology driven incubator "Small Technopolis Samobor" to explore the possibilities of India-Croatia cooperation in the field of digital ecosystems between 2 countries



Publication in the FIEO monthly October issue about Indian-Croatian business ties. Ambassador Srivastava highlighted how Croatian niche technology companies are harnessing the opportunities opening up in the new infrastructure pipeline for New India.



With inputs from H.E. Mr. Raj Kumar Srivastava,
Ambassador of India to the Republic of Croatia

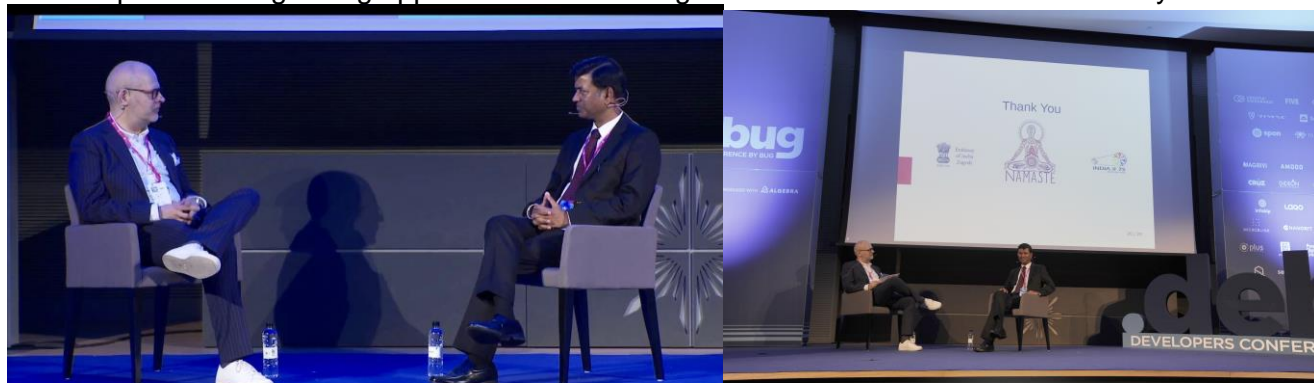
INDIA AND CROATIA

Introducing the Indian-Croatian Startup bridge

The 1st interaction with Startup India & HAMAG-BICRO supported by the Embassy of India, Zagreb offered fruitful insights from Indian and Croatian stakeholders about connecting two countries with a Startup bridge. The session also highlighted the future joint endeavours between India & Croatia & opportunity of creating a platform for the youth and talent demand. In terms of responsibility and requirements of launching, the bridge is curating the Go to Market Guide for both countries, facilitating Start-ups interested in both countries as a market and execution partner for both countries for the Joint Program. Other supporting institutions present at the meeting were: TICM (Technology and Innovation Centre Međimurje Ltd.), Bird Incubator, ZICER (Zagreb Innovation Center), STEP RI (Science and Technology Park of the University of Rijeka Ltd)



At the annual & biggest developer conference in Croatia - **Debug conference** at Algebra Campus, Ambassador Srivastava talked with Mr. Oleg Maštruko, editor of Mreža Magazine on India-Croatia tech partnership based on growing opportunities and linkages between the two innovation ecosystems.



Sharda University, one of the Top UGC approved Universities in Delhi-NCR & Faculty of Organization and Informatics in Varaždin expressed interest through the first virtual meeting for an academic cooperation. Initial ideas were shared about the exchange of students, teachers & projects. This would further strengthen India & Croatia #P2P engagements.

