

# Get to know the booming Indian machine tool sector

Innovative solutions in the machine tool sector in India



## Bangalore

January 20th-27th, 2019

We will take you through:

- IMTEX/ToolTech 2019
- Visits to Indian companies to talk about local innovation and market trends
- Training on Indian business culture
- Agenda to come! Stay curious!

The programme is fully sponsored, you only have to cover the costs for your flights to and from India and your visa fees.

Are you a European SME in the machine tool industry looking to understand new supplier or customer relationships in India? Join our culture journey where we meet with local companies as well as guide you through the IMTEX/ToolTech. We help you to present yourself in a Indian context.

Want to participate or get more information about this culture journey?

Find the application form here:  
<https://cubein.eu/content/culture-journey-application-form>



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# Learn about doing business in the Indian market

## Learn about innovations on the Indian market

### Training

Use our expertise to receive tangible advice applicable to the machine tool sector and India.

### Market Insights

We provide you with knowledge on the machine tool sector from our local experts.

### Group support

Share your encounters in India with other European participants.

### Trust building

Understand how to build business relationships in India with practical do's and don'ts on social etiquette and expectations.

### Negotiating

Get a better deal from suppliers and partners by understanding how social cues reveal a negotiating position.

### Better products

Take better advantage of the knowledge in your value chain and with your partners.

### Innovating through the value chain

How to localise your products but also learn how to feed those ideas into product development for Europe.

### Protect your intellectual property

Understand how you can share information without jeopardising your valuable property.

### New networks

Build valuable networks in Europe and India as a part of the programme.