NASSCOM Online Trade Mission to UK, coinciding with London Tech Week; 1st – 11th September

- First of its kind Online Trade Mission to UK, planned in sync with London Tech Week; one of the largest Tech events in Europe covering 300+ crowd-sourcing events and close to 58,000+ attendees from 95+ different countries.

- The “paid” online mission gathered participation from 47 unique companies; all most all representing the SME sector.

- A comprehensive 11 days robust program with over 10+ NASSCOM exclusive engagements. Other engagements included hand-picked programs from the London Tech Week.

- Wholeheartedly supported by stakeholders such as DIT, MIDAS, WestMidlands, KNAV, Grant Thornton, SDI, techUK, Indian High Commission to UK.

India is the 2nd largest source of FDI for UK. Out of 840+* Indian companies in the UK, 40% represent the Tech & Telecom sector. Technology is the key underpin to the UK-India partnership.

Among several other initiatives, NASSCOM’s online trade mission to UK has helped take this relationship several notches up.

* Source: Grant Thornton India Meets Britain Tracker 2020
The program was built on 5 key pillars

**Pillar 1: Pandemic induced shifts, sectoral opportunities, use of emerging tech, changing client expectations & peer insights**

Learn from those who have been there done that: Interactive session with HCL and L&T seeking their perspective on altered client expectations and partnership with SMEs.

**COVID related opportunities for Indian Tech Co’s in UK, in partnership with Grant Thornton**

**Pillar 2: Driving partnership with UK Govt to strengthen India – UK tech partnership; becoming more critical as UK exits EU by end of 2020**

GOI re-affirming support to tech Industry; seeking inputs for driving India-UK FTA discussion; building perspective on areas like data adequacy, immigration, skilling etc.
Pillar 3: Exploring tech ecosystem beyond London ie Manchester, Scotland & West Midlands

Understanding differences between locations in terms of sectoral strengths, skill set availability, government support, social index, cost of doing business etc.

Pillar 4: Incubation, setting up at low cost, navigating local ecosystem & networks

KNAV, Kaur Maxwell & Persistent systems on nuances of using UK as holding Co, pitfalls in acquisition of UK Co, raising funds, R&D claims, Trademarks & IP

PLEXAL: East London’s, well connected Innovation Centre & Co-working space. Benefit extended include access to teams running enterprise connects, free funding consultation, professional services etc.

A WIP discussion with UKG on NASSCOM launch pad for helping Co’s soft-land in UK was a clear winner. We are pursuing the discussion for successful closure.

Pillar 5: Networking & partnership opportunities

Networking with techUK members: A 90s opportunity to introduce one’s business, value proposition and build value able connects.
Immediate outcomes, testimonials and Way forward.

- **Quick wins:** 3 companies have raised their hand to set-up in the UK. Discussions have been facilitated.

- **Select Member Testimonials**
  - “There were some very good sessions giving good ideas. It is great that Nasscom continued with the Trade Deal in a format which took into account the Social distancing and travel issues. Thank You to the team.” – CEO, Metasys Software, Mumbai
  
  - “Thank you NASSCOM for the wonderful coordination and insights on Trade possibilities, insights and connects” – Founder & CEO, Drubus Technologies, Bhubneshwar
  
  - “It was great to attend the NASSCOM UK Virtual Trade mission. It was very beneficial to understand the UK landscape.” – CEO, LogicLadder Technologies, Gurgaon

- **NASSCOM Launch Pad:** a proposed NASSCOM launch pad in the UK to help companies soft-land, set-up and navigate through the local eco-system, develop peer network in the UK was a clear winner. Initial rounds of discussion held with the UK Govt. We will continue to pursue this for a successful closure.