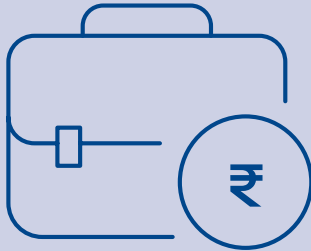


**ASIALINK
BUSINESS
ACADEMY**

DOING BUSINESS SERIES



INDIA

FOUNDATION LEVEL

INTRODUCTION TO

Doing Business in India



Introduction to Doing Business in India

India has the world's largest democracy and a rapidly growing population that will overtake China in a decade. The Australia-India Economic Cooperation and Trade Agreement (ECTA) strengthens trade relations, making India a compelling option for Australian businesses.

Businesses in Australia that want to unlock or expand their operations in a market of nearly 1.5 billion consumers must develop key capabilities to navigate the local business landscape.

This program provides an opportunity for participants to acquire knowledge of how to do business, build capability to engage meaningfully and maximise business outcomes with stakeholders in India.

Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

Program Details

DURATION



2 hours

FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

PRICE



Programs are designed for groups. Please contact us for program price.

Key takeaways



Raise awareness of the key cultural drivers that impact the way business is conducted in India.



Build understanding of Indian business styles and how to respond.



Introduce the skills needed to effectively influence business outcomes and strengthen relationships when working in and with India.

Topics covered

1.

Understanding India business culture through exploring Indian society, context, and culture.

2.

Indian key business cultural drivers - “the why behind the behaviour.”

3.

Practical cultural concepts that influence business interactions with Indian stakeholders.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 academy.asialinkbusiness.com.au

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for India.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

This is a Credly certified Asialink Business Academy Program

About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

Contact us

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