

# THE GLOBAL BUSINESS INNOVATION PROGRAMME

INDIA - Power Electronics, Machines and Drives (PEMD)



## The Global Business Innovation Programme

The Global Business Innovation Programme, organised by Innovate UK and delivered by Innovate UK EDGE, consists of a preparation phase, 7-day innovation visit focused on India, a post-visit exploitation workshop and support of approximately 12 months from an Innovate UK EDGE Innovation and Growth Specialist, helping your business maximise the opportunities identified, including developing innovation projects with partners in the country.

Innovate UK is committed to ensure that anyone, from any background, has an equal opportunity to be successful.

## Why India?

The Asia Pacific Region is the largest market for power electronics globally and India is one of the key markets for growth due to an increasing demand for electricity consumption, focus on renewables and manufacturing capabilities. India imported \$1.8Bn of power electronic devices in FY20/21. India represents an exciting partner for collaboration in this sector to address key challenges in the supply chains for both countries. Innovate UK is currently working on developing an industrial CR&D funding programme with the Government of India, which is expected to open in early 2023. Ongoing discussions include PEMD as a potential area of bilateral focus, and this GBIP will promote new relationships in the form of B2B collaborations and academic links between the UK and India in this sector.

## Focus areas

This initiative is particularly relevant for businesses in the areas of Power Electronics, Machines and Drives (PEMD), the fundamental technologies for electrification that underpin clean, green transport and energy generation and use. Specific areas of interest are:

- Compound semiconductor fabrication
- Compound semiconductor device packaging
- Compound semiconductor power conversion
- Permanent magnets manufacturing
- Electric machine design
- Electric machine control
- Kerbside EV chargers
- Reluctance 2 and 3-wheeler powertrains

## Benefits

- Explore PEMD opportunities in India
- A better understanding of the challenges and opportunities of doing business in India
- Find potential innovation collaborators and partners and develop your network in the UK and globally.
- Improve your company value proposition to international partners and investors.

## Key Dates:

Applicant Briefing:  
10 NOV  
2022

Applications close:  
27 NOV  
2022

Pre Visit Briefing:  
W/C 12 DEC  
2022 & W/C 23  
JAN 2023

Innovation Visit:  
14 FEB - 23  
FEB 2023

## What to expect:

The Global Business Innovation Programme is structured around three main phases and each business will have a designated Innovate UK EDGE Innovation and Growth Specialist to support them for the duration of the offering, including developing an action plan to capitalise on the opportunities identified. The three main phases of the Global Business Innovation Programme are:-

**Getting ready for the market:** Pre-activity briefing workshop to build knowledge and understanding of the market and potential opportunities, including how to do business, cultural aspects, how to protect your IP and training on how to improve your pitch and articulate your value proposition. (1 day workshop)

**Visiting the market:** Explore the innovation opportunities first-hand through meeting with key companies and research organisations and potential collaborators and partners through pre-arranged meetings and organised matchmaking. (7 days of market related activity)

**Exploiting the opportunity:** An exploitation workshop and one-to-one support from an Innovate UK EDGE Innovation and Growth Specialist to follow up and take advantage of the opportunities identified. (1 day workshop and working with an Innovate UK EDGE Innovation and Growth Specialist).

## Innovation visit - Itinerary:

Date	Activity
14 Feb 2023	Depart to India
16 Feb 2023	Arrive and locate in Pune – an important manufacturing and industrial centre of India.
18 Feb - 22 Feb 2023	Exhibiting and networking at ELECRAMA 2023 – Innovate UK exhibition stand and opportunity to participate in this flagship showcase of the Indian Electrical & Allied electronics Industry ecosystem. Engage with the largest congregation of power sector industry players in the Indian region.
23 Feb 2023	Depart to UK

\*Travel will be subject to the entry and exit rules of India and the UK. Should travel not be permitted the programme will be delivered virtually or cancelled.

## To apply for this initiative, you must:

Be a UK based innovation-led company with ambitions to grow and internationalise

Be a business with fewer than 500 employees

Be able to attend and complete all activities

## What is the cost?

Innovate UK and Innovate UK EDGE will fund and organise flights, accommodation, in-market travel, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded. On acceptance to the initiative a commitment fee of £500 will be obtained from each delegate, which will be refunded on completion of the full activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

## How to apply?

The application form can be found [here](#). The Global Business Innovation Programme has a competitive application process where only the best applications will be successful following an evaluation process. All applications must be made online through the Innovate UK EDGE website and received no later than 27th November 2022. All applicants will be notified from 5th December. Innovate UK is committed to improving the diversity of who we support. As such, we welcome applications from under-represented groups.

## Additional info & assistance:

Please note: Successful applicants will be expected to fully comply with any conditions of travel to India as well as any local regulations on face covering and social distancing. As such, you might be required to provide proof of vaccination, valid travel medical insurance and/or a negative COVID-19 test ahead of travelling to India. The safety of our delegation is our top priority. COVID-19 mitigation measures are still being finalised. If the COVID-19 situation does not allow us to travel to the market, a virtual visit may be considered.

To fill in the online application form please visit the [Innovate UK EDGE website](#). For more information, assistance with your application or to discuss accessibility needs, please contact Trevor Marshall, Innovation & Growth Specialist at: Email: [Trevor.Marshall@innovateukedge.ukri.org](mailto:Trevor.Marshall@innovateukedge.ukri.org)