

# BUSINESS CLIMATE SURVEY 2014/15

**FEB 6, 2015 @ 08.00 - 10.00**  
**Business Region Göteborg,**  
**Norra Hamngatan 14, Göteborg**



SWEDISH CHAMBER  
OF COMMERCE INDIA



EMBASSY OF SWEDEN

New Delhi



CONSULATE GENERAL  
OF SWEDEN

Mumbai



The 7th Business Climate Survey conducted by the Swedish Chamber of Commerce India in partnership with Embassy of Sweden in New Delhi, Consulate General in Mumbai and Business Sweden, brings to light the experience of doing business in India as perceived by the Swedish business community. It provides an insight to expectations and perceived risks for the future. The survey captures the input from 110 Swedish companies established in the country from sectors such as IT/Telecom, Automotive, Service sector, Engineering products, Defense, Direct Sales and Retail. Swedish companies have been present in India for decades and generate almost 150,000 direct jobs in India and many more indirectly. With the launch of the "Make in India" program by the Government of India in September 2014, priority is set on promoting ease of doing business and economic growth. The vision is to make India the next global manufacturing hub (see also [www.makeinindia.com](http://www.makeinindia.com)). The Business Climate Survey is an important input to the discussion on how to materialize this vision through increased investments and business in India. On February 4, 2015 @8:00-10:00 we meet for a breakfast seminar on the main results of the survey and hear from prominent business leaders and officials about their experiences and views of the current business climate and the opportunities to "Do Business in India".

Partners in  
Sweden



#### PROGRAM:

**Presentation of India Business Climate Survey 2014**

#### PANEL:

*Kamal Bali, Volvo India*  
*Rakesh Mkhija, President Industrial Markets Strategic Industries*  
*Fredrika Ornbrant, Consul General, Mumbai*  
*Anna Liberg, Trade Commissioner India*  
*Sara Larsson, General Manager, Swedish Chamber of Commerce India*



PLATINUM PARTNERS TO SWEDEN INDIA BUSINESS COUNCIL