

In cooperation with



EXPORT ACADEMY INDIA

Market Entry, Establishment & Growth in India

04.11.2026 | 09:00 – 16:00
ICS | Lindweg 33, 8010 Graz

India is one of the world's most dynamic growth markets and offers Styrian companies a wide range of business opportunities, from entering the market for the first time to further expanding an existing presence.

The Export Academy India is aimed both at companies seeking to enter the Indian market and develop their market-entry strategy, and at companies already active in India that want to advance their existing structures, business models or growth strategies.

Together with Ankur Munjal and Naina Bhardwaj from Dezan Shira & Associates, participants will receive a practice-oriented overview in the morning of the key strategic, legal, tax and operational conditions for doing business successfully in India. In the afternoon, the focus shifts to each company's own case: in a hands-on workshop, specific questions will be addressed, options discussed and the next steps defined for market entry or the further development of the company's India business.

The Export Academy aims to:

- refine the right market-entry, growth or expansion strategy for the company,
- identify concrete challenges and optimisation potential in the existing India business, and
- clarify regulatory, tax and operational issues at an early stage and derive concrete next steps.

THE EXPERTS

Ankur Munjal | Country Director, India | Dezan Shira & Associates

With more than 17 years of experience in business consulting and advisory services, Ankur leads Dezan Shira & Associates' operations in India. A Chartered Accountant by training, he advises multinational companies and global businesses on investment, corporate structuring, market entry, tax, risk management and the practical establishment and expansion of operations in India.

Naina Bhardwaj | Associate Director, International Business Advisory | Dezan Shira & Associates

Based in New Delhi, Naina leads the International Business Advisory division in India. A lawyer by training with more than a decade of experience across legal advisory, public policy and international business consulting, she supports international companies with market-entry strategies, regulatory navigation, corporate structuring, tax considerations and operational establishment in India.

PROGRAMME

Welcome, introductions & objectives for the day

09:00

ICS & Dezan Shira & Associates & brief introductions of participants and their India plans

What specific question should be answered for your company by the end of the day?

PART 1: Doing Business in India – from market entry to a scalable presence

09:20

Ankur Munjal & Naina Bhardwaj | Dezan Shira & Associates

India Business Landscape 2026/27 · regional differences & location selection · market entry models (distributor, JV, own legal entity) · FDI & Corporate Structuring · tax/GST, customs & product compliance · HR & Labour Compliance · partner due diligence, contracts & typical pitfalls · EU-India FTA: current status and potential implications. Includes coffee break.

12:15

Lunch break

PART 2: Hands-on India Market Entry & Expansion Lab

Ankur Munjal & Naina Bhardwaj | Dezan Shira & Associates

Work on your own company case using the India Entry/Expansion Canvas.

13:00

Track A “Market Entry”: target market, location, go-to-market, partner vs. own presence.

Track B “Scale-up”: optimise the existing structure, compliance, supply chain and growth. Followed by case clinics, expert sparring and prioritisation of the next steps. Includes coffee break.

Wrap-up: Action Plan & Takeaways

15:35

Ankur Munjal & Naina Bhardwaj | Dezan Shira & Associates

Concrete next steps for each company, open questions and information on further support services.

16:00

End of event

As of: 2 September 2026 | Subject to change.

ORGANISATIONAL INFORMATION & REGISTRATION

The Export Academy is aimed at Styrian companies preparing to enter the Indian market or seeking to expand or optimise their existing presence in India.

To allow us to work as concretely as possible on individual cases during the hands-on section, the number of participants is limited (max. 12 people). When registering, please provide a short company profile and two to three specific questions or challenges relating to your India business. These will be incorporated into the workshop preparation.

Registration deadline: 19 October 2026 | Please note: limited number of participants!

Register at: [HERE](#)