

AUSSEN  
WIRTSCHAFT  
WIRTSCHAFTSMISSION  
**DAS INDISCHE STARTUP BUSINESS  
ÖKOSYSTEM**

WEDNESDAY, 29.11 – MONDAY, 04.12.2023

**PROGRAM**

Location: Bengaluru–Lucknow–New Delhi

Stand: 20.09.2023 – Änderungen vorbehalten



a joint initiative of the Federal Ministry for Labour and Economy and the Austrian Federal Economic Chamber



# WIRTSCHAFTSMISSION

## DAS INDISCHE STARTUP BUSINESS ÖKOSYSTEM

WEDNESDAY, 29.11 – MONDAY, 04.12.2023

### PROGRAMM

LOCATION: BENGALURU

#### TUESDAY, 27-28.11.2023 | VIENNA – BENGALURU

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##### FLIGHT VIENNA – BENGALURU

11.10 – 03.05 (+1)

- Airline: Etihad
- Flight EY 54 EY 216
- Departure Vienna International Airport (VIE) 11:10 on 27th Nov
- Arrival 3:05 AM (+1) Kempegowda International Airport Bengaluru (BLR)

\*Program starts in **Bengaluru** and finishes in **Delhi**; participants are advised to book the flights accordingly.

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##### AIRPORT TRANSFER & HOTEL CHECK IN

Suggested Hotel:

- The Lalit Ashok Bangalore Hotel
- Official hotel partners: <https://www.bengalurutechsummit.com/List-of-Hotels-for-Accommodation.php>
- Direct booking: <https://www.agoda.com/>

\*Participants are accountable for self-hotel booking.

The Lalit Ashok Bangalore Hotel

Address: Kumara Krupa High Grounds, Bangalore City Center, Bangalore, India, 560001

\*Local transport in all cities is organized for all the participants by Advantage Austria New Delhi.

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**WEDNESDAY, 29.11.2023 | BENGALURU | DAY-1**

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**08.15 – 08.20**

**WELCOME REMARKS**

- **Mr. Hans-Jörg Hörtnagl**,  
Commercial Counsellor & Trade Commissioner,  
Austrian Embassy - Commercial Section, New Delhi
  
- **Mr. Ajay Singh**  
Senior Advisor to the Commercial Counsellor  
(Start-Ups, New Corporates, Science, Technology & Innovation)  
Austrian Embassy - Commercial Section, New Delhi

Location: Hotel Reception, The Lalit Ashok Bangalore  
Kumara Krupa High Grounds, Bangalore City Center, Bangalore, India, 560001

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**08.30**

**DEPARTURE FOR BENGALURU TECH SUMMIT**

**"ASIA'S MOST PRESTIGIOUS AND SOUGHT-AFTER TECHNOLOGY SUMMIT"**

At the **Bengaluru Tech Summit 2023**, entrepreneurs will have immense opportunities to learn, connect and forge partnerships that will elevate their start-ups to new levels. The dedicated 3 days conference track and start-up awards will provide a unique opportunity to rub shoulders with industry leaders, investors, mentors, policymakers, media and entrepreneurs.

Address: Bengaluru Palace  
(Travel time 10 minutes)

\*Local transport is organized by Advantage Austria New Delhi

\*Please carry your IDs, banners, poster, brochures, visiting cards etc.to the summit.

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**10.00 – 12.00**

**SUMMIT INAUGURATION**

Inaugurated by: **\*The Prime Minister of India**

\*Please collect your BTS23 passes in advance and be seated by 09:30 to be a part of the inauguration ceremony.

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**12.00 – 13.30**

**EXHIBITION INAUGURATION & VISIT**

**OPPORTUNITY FOR STARTUPS:**

The startup pavilion will be a star attraction with national and international start-ups, incubators and accelerators from diverse sectors offering the best opportunity to showcase your innovations to the business visitors from India and 30+ countries.

**STARTUPS CAN:**

- Create brand awareness/ visibility to help reach your goals.
- Showcase your innovative products to a global audience.
- Interact with VCs/angel investors and corporates.

*\*Official guided tour of the summit organised by Advantage Austria New Delhi*

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**13.30 – 14.00**

**LUNCH-HOSTED BY THE GOVT. OF KARNATAKA**

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**14.00 – 18.00**

**BENGALURU TECH SUMMIT**

- B2B: Participants with confirmed meeting will proceed to B2B lounge.
- Open Networking: Networking with Investors and Corporates.
- Individual meetings: At GIA lounge.
- Investors connect at Global Innovation Alliance Zone (GIA)

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**19.00- 21.00**

**NETWORKING DINNER- HOSTED BY ADVANTAGE AUSTRIA INDIA**

Location: Tbc

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**21.00**

**TRANSFER TO THE HOTEL**

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**END OF DAY-1@ BENGALURU TECH SUMMIT**

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**THURSDAY, 30.11.2023 | BENGALURU | DAY-2**

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**09.00** **DEPARTURE FOR BENGALURU TECH SUMMIT**  
Address: Bengaluru Palace  
*\*Local transport is organized by Advantage Austria New Delhi.*

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**10.00 – 13.00** **AUSTRIA DAY @ BENGALURU TECH SUMMIT**  
**“THE FUTURE OF AUSTRIA - INDIA TECHNOLOGY AND INNOVATION PARTNERSHIP”**

- 45 Min-Country presentation: Will bring together Austrian delegation leaders from key industry verticals to explore potential opportunities in increasing collaboration, investments, address policy and regulatory issues aimed at deepening and expanding the synergy between Indian & Austrian tech companies, innovation clusters.
- Pitches by Austrian Startups
- B2B meetings and curated networking with the Austrian delegation

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**13.30 – 14.00** **LUNCH- HOSTED BY THE GOVT. OF KARNATAKA**

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**14.00 – 18.00** **DAY -2@ BENGALURU TECH SUMMIT**

- Investors connect at Global Innovation Alliance Zone (GIA)
- B2B: Participants with confirmed meeting will proceed to B2B lounge.
- Open Networking: Networking with Investors and corporates.
- Individual meetings: At your respective booth and B2B lounge.

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**19.00- 21.00** **DINNER- HOSTED BY THE GOVT. OF KARNATAKA**  
Location: Bengaluru Palace

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**END OF DAY-2 @ BENGALURU TECH SUMMIT**

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**FRIDAY, 01.12.2023 | BENGALURU | DAY-3**

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**08.30 – 09.30**

**CHECK OUT HOTEL**

Address: Bengaluru Palace

\*Local transport is organized by Advantage Austria New Delhi.

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**10.00 – 13.30**

**INVESTORS AND CORPORATE CONNECT**

- Investors connect: Meeting with the leading Indian investors.
- NASSCOM- The National Association of Software and Service Companies is an Indian non-governmental trade association and advocacy group, focused mainly on the technology industry of India over 3000 member companies.
- CSL-Carve Startup Labs is the trusted internationalization partner for startups, providing expert guidance and support for startup bridge, global expansion, and launchpad initiatives
- GBI-Global Business Inroads (GBI) is an international business, technology and innovation management consultancy, based in India, Europe, UK and USA
- EU - India INNOCENTER-The EU-India Innocenter is a consortium of ecosystem builders, internationalization specialists and experts in the Indian market helping European startups in India

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**13.30 – 14.30**

**LUNCH**

Hosted by-Tbc

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**14.30**

**TRANSFER TO THE AIRPORT**

\*Airport transport is organized by Advantage Austria New Delhi.

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**18.05 – 20.35**

**FLIGHT BENGALURU- LUCKNOW**

- Airline: AirAsia (India) Economy Airbus A320neo
- Flight: I5 1731
- Departure: 18:05 Kempegowda International Airport Bengaluru (BLR) (BLR)
- Arrival: 20:35 Chaudhary Charan Singh International Airport (LKO)

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**21.30**

**CHECK-IN HOTEL IN LUCKNOW**

The Centrum Lucknow

Address: Pocket 7, Sector C, Golf City, Lucknow, Uttar Pradesh 226030

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**SATURDAY, 02.12.2023 | LUCKNOW**

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**MSME CONNECT- LUCKNOW**

**09.00-12.00**

- Half a day conference with Micro, Small and Medium Enterprises (MSME), Corporates and investors from north India.
- Pitches to Investors
- Roundtable with regional startups & MSME
- Presentation from the leading institutes from Uttar Pradesh (e.g. IIT Kanpur, IIIT Lucknow)

Location: Conference Hall, The Centrum Lucknow

Address: Pocket 7, Sector C, Golf City, Lucknow, Uttar Pradesh 226030

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**PRESENTATIONS AND DISCUSSIONS @ STARTINUP**

**12.00 – 13.00**

To establish a world class startup ecosystem in the state by developing a robust infrastructure and providing conducive policy environment to the international companies.

Location: StartinUP / The Centrum Lucknow

Address: Pocket 7, Sector C, Golf City, Lucknow, Uttar Pradesh 226030

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**LUNCH MEETING WITH THE CABINET MINISTER. \*TBC**

**13.00 – 14.00**

Hosted by- StartinUP

Location: The Centrum Lucknow  
Address: Pocket 7, Sector C, Golf City, Lucknow, Uttar Pradesh 226030

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**14.30 – 17.00**

**CHIKANKARI AND ZARI ZARDOZI CRAFTS CLUSTER VISIT-LUCKNOW**

Chikankari is a traditional embroidery style from Lucknow, Uttar Pradesh. It is one of Lucknow's best known craft whereas Zardozi embroidery is beautiful metal embroidery, which once used to embellish the attire of the Kings and the royals in India. Zardozi embroidery work involves making elaborate designs, using gold and silver threads. Chikankari and Zari-Zardozi work are registered in the geographical indication-G.I. Lucknowi embroidery is popular all over the world. The craft provides employment to a number of artisans.

Organised by- The Govt. of Uttar Pradesh & Advantage Austria in India

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**17.00 – 18.00**

**HIGH TEA WITH MICRO, SMALL AND MEDIUM ENTERPRISES (MSME)**

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**19.30 – 22.30**

**COCKTAIL & DINNER**

Hosted by- The Govt. of Uttar Pradesh

Location: The Centrum Lucknow

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**SUNDAY, 03.12.2023 | LUCKNOW-NEW DELHI**

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<b>08.00</b>	<b>HOTEL CHECKOUT</b>
<b>09.00-10.00</b>	<b>BREAKFAST MEETING WITH H.E. YOGI ADITYANATH-CHIEF MINISTER OF UTTAR PRADESH-Tbc</b>  Hosted by- The Govt. of Uttar Pradesh
<b>10.00 – 14.30</b>	<b>RETURN TO DELHI VIA TAJMAHAL-AGRA</b> We will be leaving from Lucknow in the morning and will drive through the longest expressway in India that is more than 300 kms. These road trips from Lucknow are simply incredible.
<b>14.30 – 15.30</b>	<b>LUNCH</b>
<b>15.30-17.00</b>	<b>TAJ MAHAL</b> Taj Mahal is one of the Seven Wonders of the World. An immense mausoleum of white marble, built in Agra between 1631 and 1648 by order of the Mughal emperor Shah Jahan in memory of his wife, the Taj Mahal is the jewel of the art in India and one of the universally admired masterpieces of the world's heritage.
<b>17.00 – 20.00</b>	<b>DEPARTURE TO NEW DELHI</b>
<b>20.00</b>	<b>HOTEL CHECKIN IN DELHI</b> Suggested Hotel: <ul style="list-style-type: none"><li>• The Oberoi, New Delhi</li></ul> Address: Dr Zakir Hussain Marg, Delhi Golf Club, Golf Links, New Delhi, Delhi 110003

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**MONDAY, 04.12.2023 | DELHI**

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<b>09.00</b>	<b>MEETING POINT @ ADVANTAGE AUSTRIA NEW DELHI</b> Address: <b>Austrian Embassy - Commercial Section</b> 66 Sunder Nagar, New Delhi 110 003
<b>09.15</b>	<b>TRANSFER TO STARTUP INDIA / DPIIT-INVEST INDIA</b>

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**AUSTRIA-INDIA STARTUP CONNECT @ STARTUP INDIA**

**10.00-13.00**

Startup India is a flagship initiative of the Government of India, intended to catalyse startup culture and build a strong and inclusive ecosystem for innovation and entrepreneurship in India. Since the launch of the initiative on 16th January, 2016, Startup India has rolled out several programs with the objective of supporting entrepreneurs, and transforming India into a country of job creators instead of job seekers.

The broad scope of Startup India’s programs is outlined in the Action Plan below, and is managed by a dedicated Startup India Team, which reports to the Department for Industrial Policy and Promotion (DPIIT). The 19-Point Action Plan envisages the following forms of support for Startups, and more:

Hosted by: Startup India

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**13.00-14.00**

**LUNCH @ STARTUP INDIA**

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**14.00-15.30**

**LAUNCH OF “AUSTRIA-INDIA STARTUP BRIDGE” @ DPIIT- DEPARTMENT FOR PROMOTION OF INDUSTRY & INTERNAL TRADE, MINISTRY OF COMMERCE & INDUSTRY**

- Meeting with Ms. Manmeet K Nanda IAS- Joint Secretary, Department for Promotion of Industry & Internal Trade, Ministry of Commerce & Industry
- Roundtable with national Scaleups and Unicorns.

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**16.00**

**HIGH TEA NETWORKING WITH STARTUPS/ SCALEUPS/ UNICORNS**

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**16.30**

**TRANSFER TO THE HOTEL**

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**19.00 – 22.30**

**AUSTRIAN BUSINESS CIRCLE @ ADVANTAGE AUSTRIA NEW DELHI**

Meeting with the Austrian and Indian business and diplomatic community in NewDelhi over a cocktail dinner reception.

Hosted by: Advantage Austria New Delhi

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**END OF THE OFFICIAL PROGRAM**

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**IMPORTANT ADDRESSES AND CONTACT DETAILS**

**AUSTRIAN EMBASSY – COMMERCIAL SECTION NEW DELHI**

66, Sunder Nagar, New Delhi 110003, T +91 11 43635020 | E [newdelhi@wko.at](mailto:newdelhi@wko.at)

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Mr. Hans Joerg Hoertnagl	Commercial Counsellor at the Austrian Embassy	M +91 92 891 36069
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Mr. Bernd Andersson	Commercial Attaché at the Austrian Embassy	M +91 92 891 36068
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Mr. Ajay Singh

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(Start-Ups, New Corporates, Science, Technology  
& Innovation)

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Ambassador: HE Mrs. Katharina Wieser

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