



Federal Ministry
for Economic Affairs
and Energy



MITTELSTAND
GLOBAL
ENERGY SOLUTIONS
MADE IN GERMANY

Commercializing Biogas in India – our experience

Bert Energy GmbH



Facilitator



eclareon

Agenda

Bert Energy GmbH

Why do you want to go to India?

What are your goals for India?

Finding the „right“ partner.

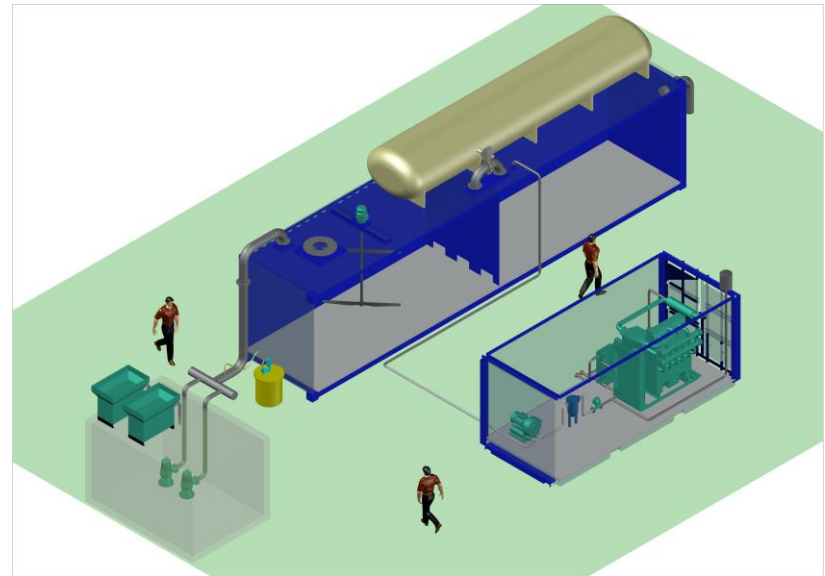
Setting up a 100 % subsidiary.

Setting up a JV with local partner.

Our experience for the last 3 years.

Bert Energy GmbH

- Biogas Company, Focusing on Farm Size, Small Sizes
 - Farm size, 20-30 kW in 2012 in the EU
 - Working with a Franchise System
 - Focusing on fully industrially manufactures containerized biogas plants. Starting from 15 kW.
 - FOCUS: Indian farmers and MSW and Industrial Applications
 - GOAL: Type Approval in the EU
- Always looking for partners worldwide and in Germany



Why do you want to go to India?

Please share your reasons with us.

Our reasons:

- Indian market size
- Manufacturing cost
- India is more trustworthy than China (patent, legal, human rights)
- Regional hub
- Language
- Culture

What are your goals for India?

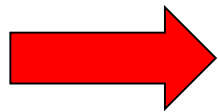
Please share your goals with us

Our goals

- ✓ Manufacturing containerized biogas plants for the Indian market
- ✓ 400 million people without power
- ✓ MSW issues and decentralized solutions
- ✓ For the regional market and other global regions
- ✓ Securing the best price / quality
- ✓ Access to skilled people at reasonable cost
- ✓ Being prepared for competition.

Finding the „right“ partner.

- The usual things
 - Networking, meetings, visits,
 - AHK, Trade Organization
 - Focus on a town / region is absolut key
 - Regional differences



Don't focus only on the "right" company but for the "right" people

Setting up a 100 % subsidiary.

- Bureaucratic work with Notarization and Apostils
- Resident Director required
- Local Service Companies focused on foreign investments
- Admin cost are reasonable
- Bert Energy India Pvt. Ltd. as export company

Setting up a JV with local partner

Indian market
is a jungle

Advisable for
Indian market
penetration

Local partner
must perform

German Engineering - Made in India

Our experience for the last 3 years.

- Various speeds for various things
- Indian Work style vs our expectations
- Language
- Corruption
- Secure IP
- Outsourcing services for your other operations
- Building trust and confidence takes time and many visits
- Integrating in the office structures is helpful but....
- 2020 should show first financial results



Thank you for your attention



BERT ENERGY GmbH - GERMANY

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