

Towards a stronger EU-Indian economic alliance post-COVID!

EUROCHAMBRES has highlighted the importance of today's virtual Summit between the leaders of India and the European Union in advancing EU-Indian economic ties, underlining the central role that India can play in the post-COVID strategic economic outlook for European business.

"The Indian market of 1.3 billion people has always attracted European business, despite the high entry barriers often encountered. The economic fallout from COVID-19 should be used as a catalyst to boost EU-India economic cooperation and help facilitate closer collaboration among our business communities on the transition to digitalized, greener and more circular economies", said Christoph Leitl, President of EUROCHAMBRES.

EUROCHAMBRES has long advocated for a free trade agreement between the EU and India, paired with effective investment protection for European companies. The EU-India Summit must provide clear instructions and set the tone to advance the bilateral economic agenda on trade and investment.

One of the key lessons of COVID-19 is that only through strong international alliances Europe will be able to better weather future crises and bring about swift economic recovery. *"In a post COVID-19 world, where resilience and the diversification of supply chains is key, India is a natural partner for EU business. However, we will only maximize the potential of our economic partnership if we create a more predictable, transparent, and open business environment for our companies. Ultimately, an EU-India FTA remains one of the best ways to achieve that."*

In order to facilitate market entry into India, EUROCHAMBRES this week launched the [India Readiness Kit](#) for European SMEs via the "Business Support to the EU-India Policy Dialogues" [project](#).

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