

# PROFILE – Joel Fernandes

International Relations | Strategy | EU-India Trade & Investment-EUROPE



Joel Fernandes is the project's **EU-India Business Opportunities Promotion Expert (EU)**. He is an outstanding expert on international trade and business relations with a focus on **business promotion between the EU and India**. Joel has been supporting foreign companies to invest in and enter the Indian market for over six years and has long-time working relationships with the project's key stakeholders in both India and Europe.

International business & trade professional

## Educational background

Joel Fernandes holds a **Master's degree in International Business and Economics** from the University of Mumbai, as well as a Bachelor's degree in Hospitality Management. Moreover, he is a Certified Project Management Professional (PMP) and was selected as **Fellow** for the **Global Leadership Program** of the **World Economic Forum** in Geneva, Switzerland, from 2012 until 2014.

Educational Background

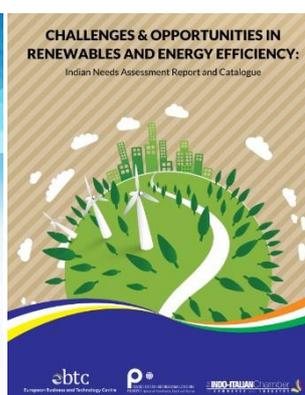
## Comprehensive experience in promoting EU-India business opportunities

He has been working with our consortium partner EBTC as Regional Director of the EBTC Mumbai office. Joel excelled at identifying EU and Indian private and public stakeholders and built up resilient networks on both sides. Leading a team of two business development executives and one intern, his main responsibilities included organisation of **tailored business missions** for representatives of European industry sectors, including **climate, environment, energy, ICT, mobility, transportation, urbanisation**, etc. and the preparation of related **trade fairs** as well as **B2B and B2G match-making events**. In this role, Joel designed and organised in close coordination with Enterprise Europe Network brokerage events, i.e. at Smart Cities India 2015 where efforts led to the **signature of 17 Memoranda of Understanding (MoU)**.

Strong network in Europe & India

Further examples of his experience in matching Indian technology needs with suitable EU solution providers include the conceptualisation and establishment of the **investment platform** "EBTC Investors Circle". Joel also instrumentally

Matching technology needs with solutions 'Made in the EU'



supported the design and establishment of the **incubation centre** "European Technology Experience Centre", showcasing EU clean technologies to Indian stakeholders. His **outreach and advocacy** work on behalf of European industry sectors also comprised **research and analysis of market access** barriers and addressing these issues with Indian stakeholders to promote EU trade

interests. This was also done through **promoting EU technical standards** in efforts contributing to an **improved regulatory environment**. Examples of his published work whilst at EBTC include:

**International  
business &  
trade  
professional**

- Challenges and Opportunities in Renewables and Energy Efficiency. Indian needs assessment report and catalogue, EBTC, 2015
- EU-India: Just the Facts, challenges, constraints, opportunities in accessing the Indian market. The on-the-ground experience of European companies. EBTC, 2016
- Indian Smart Cities: Drawing Inspiration from Europe, 2016

**Relevant work history and related skills**

**Building  
capacities through  
merging private  
sector demonstration**

Since August 2016, Joel Fernandes is Director for India of Trade and Invest British Columbia, where he is providing a range of bespoke **market entry, market intelligence, and expansion services** to in particular companies from **the clean tech sector**. He is providing advice to shape their strategies and make informed decisions about exporting, investing in, and growing in India. In addition, he is **building institutional capacities** through creating a “Centre of Excellence” in conjunction with universities, enabling and **showcasing clean technology solutions** in India for further capacity building.

**Advocating rule-  
based, fair and  
sustainable  
business conduct**

Before joining the EBTC, Joel worked as Senior Project Manager at the **World Economic Forum** in Geneva from 2012 till 2014. He focused on **anti-corruption** projects, co-authored a respective publication and formulated B20 recommendations for the G20 Summit in 2012. From 2008 until 2012, he worked as Deputy General Manager for the Essar Group – a large Indian conglomerate, focusing on **government affairs, sustainability and CSR**.

**Supporting  
European SME  
internationalisation  
towards India**

As Trade Advisor for **Business France** from 2006 until 2008, Joel **advised European companies** in their **India market entry strategies** and monitored the economic, political, regulatory and legal framework in India across sectors and industries (**incl. clean technology, climate, environment, energy, food and beverage, ICT, manufacturing, mobility & transport, and retail**). Key achievements included the successful organisation of the **SME Forum for 250 European companies**, including **B2B meetings**, as well as advising on the Mahindra-Renault **joint venture**.

“Throughout his work, Joel demonstrated excellent organizational and interpersonal skills. He worked with senior officials from government, business and civil society.”

*Alois Zwinggi, Managing Director, Resources and Processes, World Economic Forum*

**Exceptional  
Interpersonal skills  
and customer-  
oriented approach**

In addition, Joel worked for several years in hospitality management. As Corporate Sales Manager for Marriot International in Singapore, he led a team of five executives and was responsible for business development and monitoring key performance indicators. Building on this experience, Joel internalised **exceptional interpersonal skills and developed a talent for building and maintaining close customer relationships**. As our consortium partners have worked with Joel extensively over the past years, we are proud to have him on the team and **based with Eurochambres in Brussels, from where he will have easy access to Eurochambres’ business network** in the EU with a view to promote EU-India business opportunities on behalf of the project.