



Event Report: "Ask Me Anything"

By- 'AECCI-Virtual B2B Forum'

Event Title: Ask Me Anything

Title: "Beyond Borders: Strengthening EU–India Trade Through Austria"

Guest: Mr. Lukas Makovsky-CEO EVL&T Group, Austria,

AECCI Representation: Mrs. Swarn Dhiman (Executive Director)-AECCI India,

Format: AECCI e-Platform (online), Date: 06.03.2026 (Friday), Time: 04:00 PM (IST)

Duration: 1 Hour

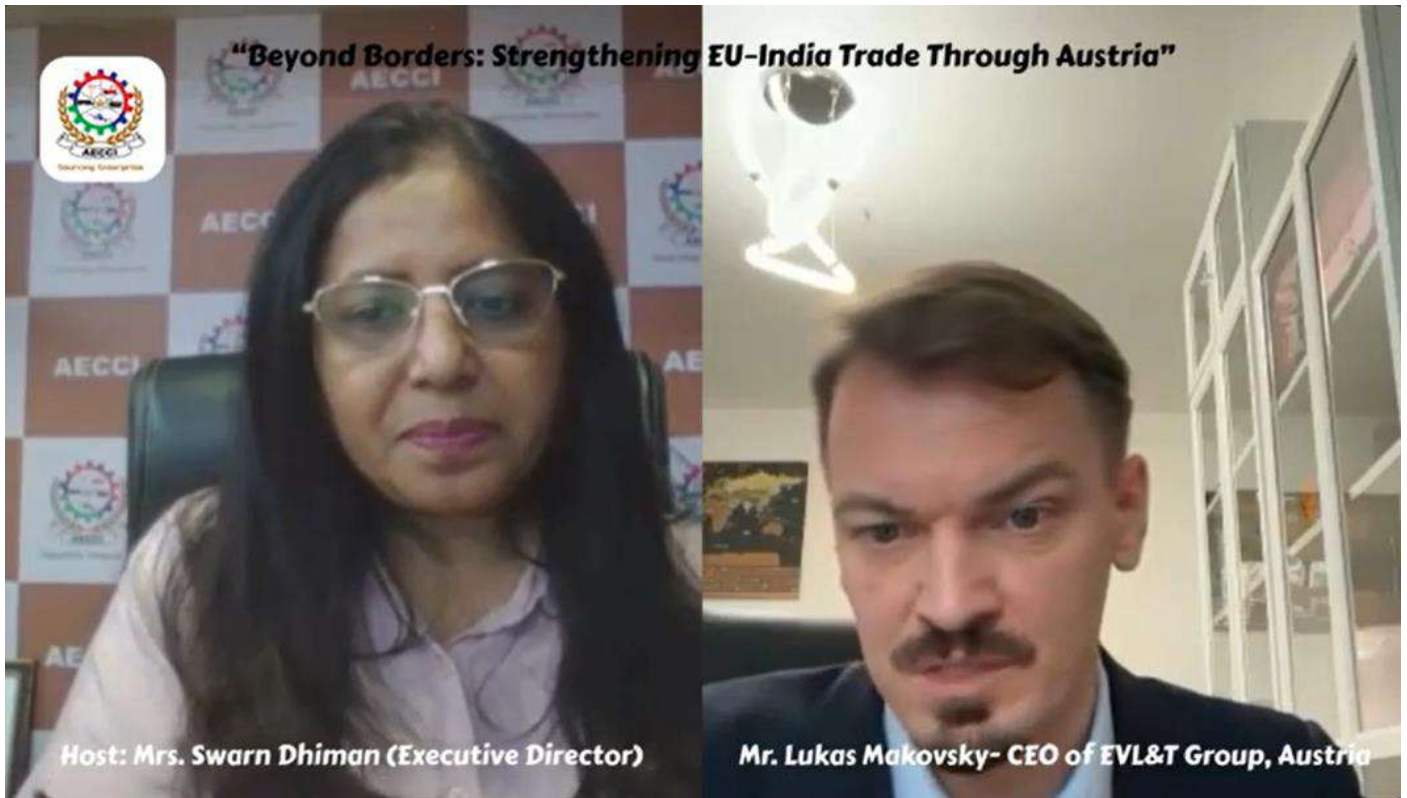
The **Ask Me Anything** session titled "**Beyond Borders: Strengthening EU–India Trade Through Austria**" was organized by AECCI India on 6 March 2026 via its E-Platform. The session aimed to provide insights into expanding trade opportunities between India and Austria while exploring Austria's strategic role as a gateway to the wider European market.

The discussion was hosted by Mrs. Swarn Dhiman, Executive Director of AECCI-India, and featured Mr. Lukas Makovsky, CEO of EVL&T Group, Austria, as the expert speaker. The recorded format ensured that the valuable insights shared during the session could later be disseminated to the broader national and international trade community.

During the session, discussion focused on the growing trade opportunities between India and Austria within the broader EU framework. Mr. Makovsky highlighted that once a product enters an EU country in compliance with regulatory requirements, it effectively gains access to 27 European Union markets, creating significant expansion potential for Indian exporters.

Key Insights from the Session-

1. India–EU trade is expected to grow significantly in the coming years, with projections suggesting that bilateral trade could potentially double within the next five years.
2. Indian exporters must ensure strict adherence to EU regulations, including CE marking, product labeling in English, and phytosanitary standards for food and agricultural products. Key sectors discussed included electronics, chemicals, food and agro products, spices, fertilizers, and agricultural commodities.
3. High-volume exporters: Distributor partnerships are recommended and for small and medium exporters: Local sales representatives can be an effective entry model.
4. Businesses were advised to adopt standard contracts with safety clauses, conduct background checks on partners, and define governing laws clearly.
5. Preferred payment methods include Letters of Credit (LC) or 30–60 day discounting arrangements.



Austria's central location in Europe makes it a strategic gateway to Central and Eastern European markets, offering strong connectivity and market access.

Mr. Makovsky also highlighted the support services offered by EVL&T Group, including market research, partner verification, compliance guidance, and business matchmaking for companies interested in entering the European market.

The recorded session will be shared with the wider trade community to promote knowledge sharing and encourage greater India–EU trade collaboration.
