

Partner Country India at Hannover Messe 2015

Dear Friends and Colleagues,

I am happy to inform you that India had a successful participation as Partner Country at Hannover Messe this year. The scale and grandeur of our participation was indeed unprecedented. The Prime Minister, accompanied by several Ministerial delegations from both the Central government & state governments and over 100 CEO's participated at this year's fair. Nearly 400 exhibitors and over 6000 business visitors from India were present at Hannover. I am sure you would have heard our Prime Minister's address at Hannover Fair, in which he urged the business and investor community to look at the new opportunities for doing business in India.

2. One of the highlights our participation was the release of a Study titled 'Indo-German Collaboration in High-Technology Manufacturing' by the Prime Minister in the presence of German Chancellor at the Fair. The Study was carried out by the Indian Embassy in Berlin in partnership with Ernst & Young.

3. The Study has presented the potential for trade and investments in the Indian High-Tech sectors for German companies. The market potential in these sectors has been assessed through a market survey involving over 90 German CEO/CFO's and through data analysis. As export controls & dual use regulations have a bearing on high technology trade and investments, the study has not only presented the existing regulatory frameworks in both countries but has also carried out an impact analysis of these laws on the relevant sectors. A road map for Indo-German High-Tech Partnership consisting of various steps to be taken by various stakeholders has also been presented in the Study. Over 2000 copies of the Report were distributed at the Fair and we have received an overwhelmingly positive feedback for this work. I have enclosed a copy of the Study in this mail for those who may like to go through. We can also send hard copies if anyone is interested. We will be happy to receive your feedback.

4. The central Theme of our participation at Hannover Messe was "Make in India". Not only did we present the economic and manufacturing strengths of India at the Fair, but also India's soft power through splendid exhibition of our art, culture, cuisine and Yoga! Those who were at Hannover

Messe would have experienced this first hand. For those who could not make it to Hannover, we have prepared a Photo-feature India Partner Country at Hannover Messe 2015 which is available at

<https://www.dropbox.com/s/h2vx1ksifvm4mwx/Photo%20Feature-Partner%20Country%20India%20Hannover%20Messe%202015.pdf?dl=0>

5. By being the Partner Country at Hannover fair, we have been able to put India back in the minds of German and international business community. At the end of the Fair, Dr. Jochen Köckler, Board Member, Deutsche Messe remarked that 'India has set a new standard for the Partner Country at Hannover Messe'. I had the opportunity to summarize our work and achievements at the Closing Press conference of Hannover Messe held on 17th April. The full video of the Press Conference is available at

http://www.tvonweb.de/kunden/dmag/hm2015/ab2015/index_en.html.

6. One of the other highlights of our presentation at the Fair was the Indian cultural performance at the Opening Ceremony of Hannover Messe. The same is available at <https://www.youtube.com/watch?v=KT7NJkr7HYc>.

7. We hope that our participation at Hannover Messe has opened many new doors for collaboration between India and Germany. We look forward to working with you closely to take forward the momentum that was generated at the Hannover Fair.

Thanking you,

Yours sincerely,

P. S. Gangadhar

First Secretary(Economic & Commercial)

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