

## 'Indo-German business takes a step forward at the India Meets Europe summit'



— April 11, 2014

The 'India meets Europe' summit took place at the world's biggest Industrial fair- Hannover Messe as part of the Global Business & Markets platform. The summit was aimed at developing a strong and long term platform to develop trade and investment relationship between India and Germany. The themes and topics covered at the event were considered quite informative, serving as a springboard for smaller German companies to understand and prepare for the opportunities and the challenges of doing business in India.

The summit was supported by partners like the Ministry of Economics Affairs, Labour and Transport for the State of Lower Saxony, Consulate General of India – Hamburg, FICCI, EEPC INDIA, Germany Trade & Invest, and OAV Germany, with sponsorships from BDO AG, Osborne Clarke and Nishith Desai Associates.



Some of the high ranking speakers included Dr. Andreas Gruchow - Member of the Board, Deutsche Messe AG, Mr.Ralf Pospich, Head of Foreign Affairs, Ministry of Economics Affairs, Labour and Transport for the State of Lower Saxony, Mr. Mohan Murti, MD Europe, Reliance Industries Ltd., Mr.Nimish Shah, GM, Suzlon Energy and Ms.Kamini Issar Ernst, Regional Director Germany, FICCI, and representatives from companies like Bayer Cropscience, Cronimet, Hoerbiger Antriebstechnik and SMS Siemag AG to name a few.



The summit saw a good level of participation from the Indian as well as German companies including Bertelsmann Stiftung, one of the most respected institutions of the country. The Indian delegation was headed by the Indian government agency EEPC India.

The topics presented at the India Meets Europe summit were as under :

- Indo German Cooperation and Integration in a Changing World
- Conquering the Chaos: Win in India, Win Everywhere

- India Inc. Investment in Europe
- Skill Development & Vocational Training
- Securing Opportunities and Avoiding Pitfalls

Besides these, the participants also had a constructive political debate on the need for a stable government with more initiative on economic reforms. The Q&A sessions between the speakers and the audience saw a healthy exchange of ideas and provided fresh perspectives for accelerating business relations and vitality post Indian elections. The participating delegates were quite impressed with the overall quality of the summit and the execution of the event. Dr. Amal Mukhopadhyay, Managing Director- ELGA Biotech was quoted as saying, “You and your team must be congratulated for a smooth organization of the event which brought up discussions many relevant facets of Indo-European business relationship. Well done and keep it up”.

Few of the delegates suggested the need to have more focus on workshops, roundtable discussions and one-to-one meetings. It was also suggested to conduct similar events in the future at different fairs in India and Germany.

Mr. Brijesh Patel - MD, Indus Media says, “For the following year, we hope to extend this summit to a more comprehensive two, half day events which would include round table discussions and panel discussions. We would like to thank all the participants, our media partners and, of course, our sponsors. With their continued support I’m sure the India Meets Europe summit will go a long way in bridging the Indo-German business prospects”.

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