

India at Hannover Technology Fair 2006

India was invited to the Hannover Technology Fair, the world's largest and most important annual technology event (held from April 24 to 28), as the 'Partner Country' after a gap of 22 years. A high-profile delegation, representing a cross-section of the Indian Government and India Inc, was present. A Team **India Now** report



INDIA EVERYWHERE: Mr. Michael Glos, Dr. Angela Merkel, Dr. Manmohan Singh, Mr. Kamal Nath and Mr. Kapil Sibal at the opening of the India Pavillion at the Hannover Fair



Indian Prime Minister, Dr. Manmohan Singh, inaugurated the Hannover Messe 2006, along with Dr. Angela Merkel, the Chancellor of Germany. The central ministers of Commerce and Industry, Kamal Nath, of Science and Technology Kapil Sibal and Minister of State for Industry, Ashwini Kumar were also present at the fair along with senior government functionaries, CEOs of Public Sector Units (PSUs) and leading private corporations.

"India is at the cusp of a historic transformation and sees Germany as a leading scientific, technological and cultural power reflecting a future of great possibilities between the two countries," said Dr Singh, in his inaugural address. "The

emerging areas of Indian strength such as chemicals, pharmaceuticals, auto components and electronics complement areas of German expertise. The dynamic German SME sector and emerging knowledge sectors are seen as future areas of cooperation."

Quoting a recent India Brand Equity Foundation (IBEF) study of German business companies, the Prime Minister emphasised: "More than 80 per cent of German companies are aware of the huge potential of the Indian market. Almost 65 per cent of German manufacturing companies have a presence in India and another 30 per cent plan to come to India ...This is smart strategic planning."

The German Chancellor, accepting Dr

Singh's invitation to visit India, noted that "there is a strong strategic partnership between India and Germany and there is a need to enhance this cooperation. Both the governments are working on a common agenda of energy security and supply, and science and technology. India offers enormous growth potential which the German companies must take advantage of."

According to Commerce and Industry Minister Kamal Nath, "India's presence as a Partner Country in Hannover marks the renewal of its strong and robust relations with Germany. The foundation of mutually beneficial commercial relations between the two countries lies in leveraging both the countries' inherent manufac-



turing strengths."

Added the Minister: "The strongest endorsement of India's emerging potential as the next global manufacturing champion comes from the fact that today approximately 80% of all German investors present in India are manufacturing firms - all of them world leaders in their field - mostly from the electronics and electrical sectors, chemicals and mechanical engineering and auto components. Daimler Chrysler, Siemens, Bayer, BASF, Robert Bosch, Allianz, Thyssen Krupp and SAP come to mind. The relationship is about to enter a new phase as Indian companies with new-found confidence in their competitive strengths are increasingly looking at Germany as a base

for value-added operations."

Addressing a group of German and Indian CEOs at the Indo-German Technology Partnership Forum, Kapil Sibal, the Minister of Science & Technology and Ocean Development, spelt out the India Advantage, with its high potential working population, growing economy, fast track growth in key sectors like IT, biotechnology, healthcare and automotive component. This would encourage German and Indian companies to partner for progress, he added.

The vast Indian contingent took 11,500 sq m of space at the Hannover fair, the largest-ever by a Partner Country. The India Pavilion had a wide range of participants, including five state governments,

and over 370 firms, both large and small and medium enterprises (SMEs). They included companies such as Bharat Forge, Hero Motors, the TVS Group and Ashok Leyland.

Different sectors were represented at the India Pavilion including Automotive, Energy, Engineering Services, Research & Development, Subcontracting, Digital Processes, Micro Technology and Science & Technology.

And supported by the IBEF, the Indian contingent took forward the 'India Everywhere' campaign from its previous stop at the World Economic Forum's annual meeting in Davos in January. The campaign aims at drawing attention to the unique economic value proposition India

offers to the world by maintaining a continued and sustained presence in major global events throughout the year.

An additional feature at the Hannover Messe was the showcasing of three Brand India themes as part of 'India Everywhere' campaign, through a concerted media campaign:

- ❖ Fastest Growing Free Market Democracy
- ❖ Innovation & Skill-Intensive Manufacturing Hub
- ❖ Incredible India

Not wanting to restrict India's presence at Hannover to just business and investment, the Incredible India theme was also taken up, presenting a kaleidoscope of authentic Indian culture, fashion, cuisine, music and dance.

India's rising economic status and emergence as an innovation and high-end manufacturing hub were also in the spotlight at the event, which saw participation by over 5,200 companies from across 70 countries, besides the 370 Indian companies. The participants displayed their prod-

ucts, scouted for collaborations and generated business opportunities.

High-profile business delegations led by Presidents of the Confederation of Indian Industry (CII), the Automotive Component Manufacturers Association of India (ACMA), the Federation of Indian Chambers of Commerce and Industry (FICCI), and the Engineering Export Promotion Council of India (EEPC) participated at the fair, showcasing the new face of India at various business platforms.

Indian firms generated substantial busi-





ness at the fair. Preliminary estimates amounted to about \$1.3 billion, including concluded and potential deals. Over 35,000 visitors came to the India Pavilion and close to 100 business enquiries per exhibitor were generated.

Several strategically important Memoranda of Understanding (MoUs) were signed in the presence of Dr. Singh and Dr. Merkel, at the Indo-German Business Summit, spelling inflow of large German foreign direct investments (FDI) into India.

The Indo-German Business Summit, chaired by the two Heads of States, and other senior leaders including Commerce Minister Kamal Nath, and Michael Glos, the German Federal Minister of Economics, topped the busy agenda of business events.

Other prominent events included seminars on 'Doing Business in India';

'Investment Opportunities in Karnataka and Orissa'; 'Indo-German Technology Partnership Forum' (chaired by Science and Technology Minister Kapil Sibal); 'Indo-German Energy Symposium' and Media Round table with KfW IPEX Bank

The IBEF report, Proven Strategies: Successful German Companies in India (a continuation of the IBEF 'Success Stories' series), where most German companies rated India very highly, was carried widely in the media as a proof point for India's growing importance as an investment destination for Germany.

The Times of India cited the report while talking about 'India is Everywhere now in Hannover,' while The Economic Times mentioned the report while writing on 'European manufacturing companies look at India for outsourcing' and 'India

Everywhere wafts though Hannover Fair'.

The thematic events at the fair included 'India Everywhere' Fashion Show, Fashionnova Fashion Show and 'India Evening,' providing a holistic experience and showcasing different facets of India to the visitors. The German media as well as other international media at Hannover focused positively on India's recognition as an emergent economic power as well as a responsible nuclear power. Many, like Deutsche Welle (radio and online media), carried daily reports on India's participation at the Hannover Messe.

There were over 315 print exposures in all the leading newspapers across India, besides over 20 electronic exposures. The media reports highlighted the strong and robust relations between India and Germany. 🇮🇳