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## India at Hannover Technology Fair 2006

April 24, 2006 - April 28, 2006  
Hannover, Germany

### Activity Report

#### India at Hannover Messe

- India was invited as the 'Partner Country' at the Hannover Technology Fair 2006, the world's largest and most important annual technology fair, from 24 - 28 April 2006 after a gap of 22 years
- A high profile delegation from a cross section of Government and India Inc was present at Hannover, taking forward the 'India Everywhere' campaign (supported by the India Brand Equity Foundation) from its previous stop at the World Economic Forum's Annual Meeting in Davos in January 2006. 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 2006
- India took 11,500 sqm of space at the fair (the largest ever by a Partner Country). Over 370 companies, large as well as SMEs, such as Bharat Forge, Hero, TVS Group and Ashok Leyland amongst others along with five State Governments participated at a separate 'India Pavilion' and at other stalls in the fair grounds
- Various sectors were represented at the India Pavilion including Automotive, Energy, Engineering Services, Research & Development, Subcontracting, Digital Processes, Micro Technology and Science & Technology
- The following Brand India themes were showcased at the Hannover Messe as part of 'India Everywhere' campaign through a concerted media campaign:
  - Fastest Growing Free Market Democracy
  - Innovation & Skill-Intensive Manufacturing Hub
  - Incredible India
- **Incredible India** at Hannover - Not restricting India's presence at Hannover to just business and investment, a kaleidoscope of authentic Indian culture, fashion, cuisine, music and dance were some of the key highlights at the fair.

## Key Highlights

### Paradigm shift in Indo-German Bilateral Relations

- The Prime Minister of India, Dr. Manmohan Singh inaugurated the Hannover Messe 2006 along with Dr. Angela Merkel, the Chancellor of Germany. Federal Ministers of Commerce & Industry and Science & Technology were also present during the Fair along with senior government functionaries, CEOs of Public Sector Units (PSUs) and leading private corporations.
- The media reports highlighted these strong and robust relations between India and Germany extensively, quoting key officials from both sides. The Indian newspapers covered a variety of topics including 'doubling of Indo-German trade by 2008', 'exploration of possibilities in civil nuclear facilities', 'PM gets 2-b euro investment pledge for manufacturing', 'Achtung! German investment caravan coming' - all references being made to Indian Prime Minister's famous breakfast with 13 German CEOs.

### Key Voices

- In his inaugural address, **Dr. Manmohan Singh** said, "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. 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 IBEF survey of German business leaders, the Prime Minister emphasized, "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."

- Accepting the Prime Minister of India's invitation to visit India, **Dr. Angela Merkel** in her inaugural address said, "There is a strong strategic partnership between India & Germany and there is a need to enhance this cooperation. Both the governments are working on a common agenda of energy security & supply and science & technology. India offers enormous growth potential which the German companies must take advantage of."

- **Mr. Kamal Nath**, Minister of Commerce and Industry, Government of India said, "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 manufacturing strengths.

The Minister added, "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 & 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, **Mr Kapil Sibal**, Minister of Science & Technology and Ocean Development, Government of India spelt out the India Advantage with high potential working population, growing economy, fast track growth in key sectors like IT, biotechnology, healthcare and automotive components thereby, encouraging German and Indian companies to partner for progress.

### Increased Business Confidence

- India's rising economic status and emergence as an **innovation and hi-end manufacturing hub** were in the spotlight at Hannover. More than 5200 companies from across 70 countries and 370 Indian companies displayed their products, scouted for collaborations and generated business opportunities. High-profile business delegations led by Presidents of CII, ACMA, FICCI and EEPCC participated at the fair, showcasing the new face of India at various business platforms.
- **Total business generated** at the Hannover Messe 2006 for India was **USD 1.3 billion** including concluded and potential deals.
- **India Pavilion success** - Over 35,000 visitors came to the India Pavilion and close to 100 business enquiries per exhibitor were generated
- Reiterating Germany's increased confidence in India, **Hindustan Times** wrote that 'India's participation as the partner country at this year's Hannover Fair and Indian premier Manmohan Singh's visit to Germany have created a wave of euphoria in the Indian press, very much in tune with India's new self-confidence as well as the country's globalized dreams', **Hindu Business Line** reported that 'Resurgent India strikes back with confidence' and **The Economic Times** mentioned that

'European companies look at India for their outsourcing needs' among others.

- Several **strategically important MoUs** were signed in the presence of Dr. Manmohan Singh and Dr. Angela Merkel, the two Heads of States at the **Indo-German Business Summit** spelling inflow of large German FDI into India. Some of the key ones widely reported in the press were:
  - 'Big deals at Hannover' (**Hindustan Times**); 'Kingfisher signs USD1 billion deal with Airbus' (**The Times of India**); 'Kingfisher Airlines has struck USD 1 billion deal with Airbus' (**The Financial Express**)
  - 'BMW, Bosch to invest in India' (**The Times of India**); Posco to help woo investments for India (**Asian Age**); & 'Govt to woo India Inc with bag of goodies' (**The Economic Times**)
  - Some of the other key headlines on the Indo-German Business Summit included 'Indo-German confluence at Hannover' (**The Hindu Business Line**); 'India seeks German investments' (**The Hindu**); 'Call for greater Indo-German ties' (**The Statesman**)
  
- **Seminars, Forums and Conferences** - India organized a series of business events on each day of the fair, which generated considerable interest in the media. Starting with the **Indo-German Business Summit** (chaired by the two Heads of States and other senior leaders including Mr Kamal Nath, Minister of Commerce & Industry, India and Mr. Michael Glos, Federal Minister of Economics, Germany), the prominent events included seminars on 'Doing Business in India'; 'Investment Opportunities in Karnataka & Orissa'; 'Indo-German Technology Partnership Forum' (chaired by Mr Kapil Sibal, Minister of Science & Technology and Ocean Development, Government of India); 'Indo-German Energy Symposium' and Media Round table with KfW IPEX Bank
  - 'India's big infrastructure idea: Special Economic Regions' (**The Indian Express**), which was revealed at the 'Indo-German Infrastructure Dialogue', was covered prominently
  
  - India energy and retail sectors were identified as an attractive investment opportunities, which also caught media attention - 'Invitation for German companies to invest in Power sector', 'Retail sector set to open the doors' (**Financial Express**); 'India opens new window in retail trade at Hannover' (**Business Standard**).

## 'India Everywhere'

- 'India Everywhere' campaign was in focus across the Indian media with headlines like 'India Everywhere' wafts through Hannover Fair' (**The Economic Times**) and 'It's India Everywhere in Hannover this time around' (**DNA**).
- **India Brand Equity Foundation 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 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'.
- Thematic events - 'India Everywhere' Fashion Show, Fashionnova Fashion Show and 'India Evening' provided a holistic experience showcasing different facets of India to the visitors

## Overall Media Output

### India

- Over 315 print exposures in all the leading newspapers across India
- 20 electronic exposures (more expected)
- Key messages focused on:
  - German FDI coming to India
  - India Everywhere: India's growing importance as an economic power
  - India's strength in manufacturing and science & technology
- Majority of exposures mentioned 'India Everywhere' while 38 exposures focused exclusively on 'India Everywhere' at Hannover

### International

- The German media and the international media at Hannover focused positively on India's recognition as an emergent economic power as well as a responsible nuclear power with media like Deutsche Welle (radio and online media) carrying daily reports on India's participation at the Hannover Messe.