On 14th April 2016, CGI Frankfurt celebrated the 125th Birth Anniversary of Dr. B.R. Ambedkar in Frankfurt. Consul General Mr. Raveesh Kumar presented the welcome remarks for the event highlighting the milestones achieved by Dr. Ambedkar despite the hardships faced by him in his life. Representatives from the Ambedkar Mission Society Frankfurt and Satguru Ravidas ji Guru Ghar in Frankfurt shared their greetings on this important occasion. Floral tributes to the leader were paid by all the diaspora organisation from the Rhein Main region. Prof. Martin Fuchs, Universität Erfurt delivered the keynote address on the universal relevance of Baba Ambedkar’s principles and philosophy in the modern era. There was also a rendering of instrumental music by Anubhab Academy. More than 120 people from CGI Frankfurt’s jurisdiction attended this special event.

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Make in India: IHK Trier

CGI Frankfurt in association with the Chamber of Commerce, Trier (IHK Trier) organized a business networking event on ‘Make in India: India at a Tipping Point’ on 6th April 2016 in Trier. The objective of the event was to share insights and perspectives on the Make in India campaign, progress and the developments in the economic policies in India. Dr. Glockauer in his opening remarks, highlighted that the trade between Rhineland Palatinate and India is on an increase given that many SMEs from the region are looking towards India to start or expand their operations. In his remarks, Consul General emphasized on the economic transformation that has taken place in the country since the new government has come to power in 2014. This was further emphasized by Mr. Dirk Matter, Managing Director, Indo-German Chamber of Commerce in his talk on ‘Tips on Market Entry in India’. Mr. Rolf Gänz, Managing Director and Owner, AC-Automation GmbH shared his company’s best practices in India. Mr. Thomas Braun, Senior Consultant, Wamser+Batra GmbH, touched upon the diverse working and business environments in Germany and India and threw light on the opportunities that India offered as well as some of the initial teething problems that could be faced by German companies in India and vice versa.
**Railway Minister Shri Suresh Prabhu visits Germany**

Hon’ble Indian Minister of Railways Shri Suresh Prabhu recently visited Düsseldorf in the jurisdiction of CGI Frankfurt and undertook a site visit to the manufacturing facility of Siemens in Krefeld, Germany to discuss potential areas of cooperation between the Ministry of Railways - India and Bundesministerium für Verkehr und digitale Infrastruktur (Federal Ministry of Transport and Digital Infrastructure).

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**Forthcoming events:**

21 June: International Yoga Day celebrations in Frankfurt and Cologne

25 June: International Yoga Day celebrations in Bonn

Contact: iyogday@cgifrankfurt.de

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**“Indra Dhanush”: Colors of India**

CGI Frankfurt in cooperation with Indische Tanzakademie and India Tourism organised an evening of classical Indian Dance and Music 'Indra Dhanush' in Tattersall, Wiesbaden. The event showcased performances by artists from Kala Sangam, an initiative by CGI Frankfurt, to provide a platform for artists residing in Germany. The event was a resounding success with 11 performances by around 20 artists. The event was attended by over 200 guests.

The Kala Sangam initiative was taken by CGI Frankfurt to streamline and encourage the dissemination of Indian culture in June 2014 with the aim of bringing together proponents of Indian culture in Germany on one platform. To give a visible shape to this platform, “Indra Dhanush”, colours of India’, was presented by the artists of Kala Sangam. The event was an evening showcasing and celebrating the congruence of different Indian and German artists from different cultures, presenting a mélange of musical, dance and art traditions. *More pictures on last page*

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**Make in India: India Budget 2016**

CGI Frankfurt in cooperation with PriceWaterhouseCoopers organized a business session on: "India Budget 2016/17 and other recent developments", Consul General Mr. Raveesh Kumar delivered the keynote address on the recent political and economic developments in India. PwC senior Partners, Mr. Ketan Dalal, Mr. Hansjoachim Köhler of India and Germany respectively along with the senior Manager, Ms. Iris Winkler presented on India Budget 2016/17 and recent developments highlighting the recent Tax Developments in India. Managing Director, German Centre, Gurgaon, Dr. Jana Helbig spoke on Success factors for German Companies in India and presented opportunities for German companies to invest/expand operations in India. Manager, PwC India, Mr. Nicolas Ramm, shared perspectives on the survey conducted by PwC on Strategy & – Manufacturing Barometer India which highlighted the general business environment in India for global and multinational companies. Over 40 representatives from the consulting, legal and the German industry attended the event.
Company Visits: Consul General in RLP & Essen

Consul General Mr. Raveesh Kumar visited two companies in the region of Rheinland-Pfalz on 7th April. He visited the company KOMAGE which has been developing and producing powder presses and peripheral systems for a wide range of industries and industrial applications for more than 100 years and Karl Otto Braun GmbH & Co. KGnasted which is the worldwide largest producer of special elastic textiles for medical use.

On 20th April, CG visited headquarters of the Evonik industries in Essen. He interacted with the Head of Project Management, Global IT & Processes and his team.

GIRT Muenster: Inaugural Event

Consul General attended the inauguration of the German-Indian Round Table in the City of Münster on 20th April. In his keynote address, CG urged the companies in NRW to seriously consider India either as a manufacturing destination for their products or further expand their operations in the country. The spokesperson for GIRT Germany, Dr. Waldraff and President of GIRT Münster Ms. Purvi Shah-Paulini and Mr. Clemens Schlotter welcomed the participants and shared the objective of the Münster chapter. Best practices report was shared by Mr. Thomas Block, General Manager, Remondis Aqua International GmbH. Over 30 participants from the Business community attended the inaugural event. There are now a total of six GIRTS in the jurisdiction of CGI Frankfurt.

India at IMEX 2016

On 19th April, the India Pavilion at IMEX Frankfurt was inaugurated by Consul Subhash Chand. The inauguration ceremony was followed by a tour of the fair in which he interacted with some of the Indian exhibitors. 29 Indian Exhibitors participated in IMEX 2016. IMEX is a worldwide exhibition for incentive travel, meetings and events that takes place annually in Frankfurt.

University Visit by CG

Consul General visited Hochschule Rhein-Waal and met the President of the University, Dr. Heide Naderer. He also held an interactive session with the Indian student community at the University. Around 500 Indian students are studying in the university.
Germany sees 6% increase in Indian visitors in 2016

Germany saw an increase of over six per cent in the number of Indian visitors travelling to the European nation in 2015. The nation expects a growth of 8-10 per cent in the number in 2016. The German National Tourist Office (GATO) which carries out consumer marketing and trade campaigns through the year to bring forth Germany’s attractions, activities and experiences, is focusing on the theme "Germany- Holidays in the Heart of Nature for the year 2016". Germany, which has always been a favoured business hub is now growing as a leisure destination for the Indian travelers, the GATO stated. German Ambassador to India Mr Martin Ney said Germany stands not only for quality vehicles and world-class industry but has a lot more to offer: vibrant cities, natural beauty and inspiring cultural monuments - like Cologne Cathedral or the Semperoper in Dresden. "The nearly twofold increase of Indian travelers in less than a decade shows that Germany is a trending destination on the global tourism map," he said.

German firm Aluplast opens plant in Gujarat

Germany-based Aluplast GmbH opened a new plant in Gujarat, which it said will be mainly used to meet export demand for its products. The facility has come up at GIDC in Manjusar on the city's outskirts. The German company manufactures highly innovative uPVC doors and window systems. Talking to reporters on the occasion, Dirk Seitz, CEO of Aluplast, said: "We have set up this plant at a total cost of four million euros to meet the export demand from China, Australia, Indonesia and China, among other countries. Sixty per cent of the products from the plant will be exported while the rest will be used to meet demand in India." Klaus Bormann, head of administration at Consulate General of Germany in Mumbai, and the company's founder Chairman Manfred J Seitz and CEO Dirk Seitz were present. "The company decided to set up this plant in Gujarat because of industry-friendly environment provided by the state government," Bormann said. Headquartered in Karlsruhe town, where it was established over three decades ago, Aluplast has turned into a global player with sales offices and production plants in almost 30 countries.

India, Germany ink agreement on Namami Gange project

India signed an agreement with German agency for International Cooperation (GIZ) for the rejuvenation of the Ganga river under the 'Namami Gange' project. The agreement was signed between the ministry of water resources, river development and Ganga rejuvenation and GIZ, which represents the German government in development cooperation across the world. "The agreement's objective is to enable responsible stakeholders at the national and state levels to apply integrated river basin management approach for the Ganga river's rejuvenation," a water resources ministry statement said. "It will be based on knowledge exchange and practical experience of both countries on strategic river basin management issues, effective data management system and public engagement," it added. "The project will closely cooperate with other national and international initiatives, including bilateral projects like Support to National Urban Sanitation Policy and Sustainable Environment-friendly Industrial Production," the statement said. The German contribution to the 2016-2018 project will be Rs.22.5 crore. Initial actions will focus on Uttarakhand, with a scope to expand it to other states upstream of the Ganga river. The ultimate goal is to adopt the successful river basin management strategies used for Rhine and Danube rivers in Germany and replicate the same for the Ganga, the statement said.

Zee TV Partners with SES Platform Services to Launch New Indian TV Channel in Germany via SES Satellite

SES Platform Services, a wholly-owned subsidiary of SES S.A., announced it has entered into a long-term partnership with India’s leading media conglomerate, Zee Entertainment Enterprises Limited (ZEEL), to launch a new free-to-air (FTA) television channel in Germany in both SD and HD by mid-year via SES satellites at Astra 19.2 degrees East. Once launched, Zee One can be received by 18 million households in Germany, as well as 2.5 million German-speaking households in Austria and Switzerland. This new channel for the German market will bring high-quality Bollywood films produced by the Indian film industry, as well as popular Indian television series, to German screens for the first time, 24 hours a day. Under the agreement, SES Platform Services, a leading technical media service provider for the innovative distribution of video content, will be providing satellite capacity and ground services, including encoding, multiplexing and uplinking from its site in Munich-Unterfoehring.

BMW India gets Frank Schloeder as new head

Luxury car maker BMW’s India operations will get a new head from next month. Frank Schloeder, 41, currently director (marketing) at BMW India has been appointed as acting president of BMW Group India, the company said. The outgoing president Philipp von Sahr will head BMW Niederlassung in Berlin, Germany. Mr Schloeder completed International Studies in Business Administration from University of Munster, Germany and Montpellier Business School, France. He began his career with BMW in France in 1997.
How has been your experience in India so far and what are your future plans in India?

Kärcher has opened its subsidiary in 2011 taken over the assets from the former distributor. Kärcher has 11 branch offices throughout India and employs 250 people mainly sales and service staff. As Kärcher is offering professional as well as consumer cleaning solutions the market potential is huge, everybody who has been to India will confirm this. However manual cleaning stills prevail and customers still don’t see the requirement to spend money for cleaning machines. But we see the trend changing and especially customers in the export industry, shopping malls, hospitals etc. are starting to see the advantage of our equipment. The Indian Government has started in 2015 the Clean India Campaign which has had a slow start and needs more commitment from the Government to be a success. We believe that India for us is one the faster growing markets in the world and we will continue to invest in our infrastructure and expansion.

What are the three areas where you would like to see improvements to facilitate Ease of Doing Business?

Selling mainly direct and shipping products from our main warehouse in Ahmedabad to all states is still an administrative nightmare. Road permits, different tax laws, a poor transport sector and the bad road conditions are areal challenges. We all hope that the introduction of GST will happen latest in April 2017, this is so long overdue. Other bureaucratic hurdles have to mentioned too whether it is to transfer a car from one state to the other, get permission for opening a branch office or getting ridiculous inspections. Despite other official statements speed money for any government service is still the norm not an exception.

In your opinion, what are the promising sectors for Investment in India?

As India has in so many sectors still a long way to catch up with competing countries I would say that more or less all sectors have the potential for strong growth but companies should not expect short term results, if investing in India it must be a long-term strategy. Just the seize of the country with its 1.3 Billion inhabitants cannot be ignores despite all the challenges which have to be mastered.

What is the advice you would like to give to a German who would like to invest in India.

Make sure you have a long term plan, don’t try just to import products. Success will come with especially designed or altered products for the Indian customer. High tech products are welcomed but very often the price will change the mind of the customer. If the volume allows manufacturing in India should be taken into consideration. The Indian Government is keen to support this with the well-known initiative Make in India.
CONSULATE GENERAL OF INDIA
FRIEDRICH-EBERT-ANLAGE 26, 60325, FRANKFURT AM MAIN, GERMANY
Telephone : +49 69 153 00 50

For suggestions and feedback, please send your e-mails to ibf@cgifrankfurt.de

News Round-up

Students’ Open House 2016

CGI Frankfurt organised a Students’ Open House on 28th April 2016 at the Consulate. Consul General addressed the gathering and highlighted issues concerning the an Indian student’s life in Germany. Prof. Dr. Harleman VP, Global Preclinical Devp. & Management Global Medical, Clinical & Regulatory Affairs, Fresenius Kabi Deutschland spoke on opportunities for students in pharmaceutical industry in Germany. Mr. Bejoy George, SVP, Engg. R&D division, HCL Technologies gave an indepth presentation on the opportunities for Indian engineering students in Germany, and how to be prepared for these. The session also included a talk by Intercultural Trainer, Ms. Rucha Ambekar, Head Transcompass who threw light on studying at a German University. This was followed by an interactive session. Please contact education@cgifrankfurt.de to attend the next Open House.

CG attends Ugadi Celebrations

On 9th April Telugu Velugu Germany's (TVG) e.V celebrated ‘Ugadi’, the Telugu New Year and its 10th Anniversary in Frankfurt. Consul General Mr. Raveesh Kumar and the City Councillor for the city of Frankfurt Ms. Renate Sterzel were the main guests at the event. As part of the celebrations Consul General also felicitated the Chairman of the organisation Mr. Basri Sai Reddy and interacted with the young professionals at the organisation.

Month of April in in Pictures!

Ms. Bharathi Avireddy  Ms. Durga Arya  Ms. Janani Suresh Ram  Mr. Ashok Nair  Ms. Anuradha Patil
Ms. Elena Mullick  D for Dance group  Ms. Priya Gurumoorthy  Kathak performance