

**CONSULATE GENERAL OF INDIA
HAMBURG**

Press Release

CeBIT 2017, Hannover

CeBIT, the world's biggest Information, Communication and Technology Fair was held at Hannover from March 20-24, 2017. Over 3,000 companies, including industry giants such as IBM, Microsoft, Google, Oracle, HP, Hitachi, Huawei, Samsung, Siemens, Panasonic, Philips, Toshiba from over 70 countries attended the Fair. The partner country for CeBIT 2017 was Japan and the main theme of the Fair was "*d!economy - no limites*". CeBIT 2017 was inaugurated on March 19, 2017 jointly by German Chancellor Angela Merkel and Japanese Prime Minister H.E. Mr. Shinzo Abe. Other distinguished speakers at the inauguration event were Prof. Dr. Johanna Wanka (Federal Minister of Education and Research); Ms. Daniela Behrens (State Secretary, Ministry of Economy, Labour and Transport of Lower Saxony); Mr. Thorsten Dirks (President of the Federal Association for Information Technology, Telecommunications and New Media -Bitkom); Prof. Dieter Kempf (President, Federal Association of German Industry - BDI); Mr. Toshiaki Jeita (President and CEO - Hitachi Ltd) and Prof. Dr. Jeanette Hofmann, Research Director, Internet Policy and Governance, Humboldt Institute for Internet and Society. German Chancellor, together with Japanese Prime Minister, also visited CeBIT (a customary tour) gaining a first-hand impression of the solutions and opportunities opened up by digitalization.

Indian Participation: Around 55 Indian companies, mostly small and medium enterprises, attended the Fair and set up stands. Of these, 22 companies participated under the aegis of Electronic and Computer Software Export Promotion Council (ESC), 10 companies under Export Promotion Council for EoUs & SEZ Units (ECP), Ministry of Commerce & Industry and 10 companies were present in the India Startup Pavilion. Remaining 13 companies did take part individually in different halls of the fairground.

Deputy Chief of Mission Shri Abhishek Singh visited CeBIT on March 21, 2017. DCM Shri Singh, alongwith Shri Ram P. Deswal - Vice Consul at this Consulate and officers of the Ministry of Electronics & Information Technology (MeitY) visited the exhibition halls and interacted with the Indian and foreign exhibitors at the fairground during the Fair. Ms. Uma Chauhan (Scientist 'F', MeitY) and Ms. Meenakshi Rai Bhatia (Dy. CFO, ERNET India - presently posted in IPHW Division of MeitY) visited Hannover from March 19-23 for CeBIT 2017. Shri T. V. Ravi (Director-SEZ-Department of Commerce and Director General of Export Promotion Council for EoUs and SEZs (EPCES) visited Hannover from March 18-22, 2017 to attend the Fair. Dr. Omkar Rai (Director General, Software Technology Parks of India-STPI); Shri Devesh Tyagi (Senior Director-STPI) and Shri Amit Bansal (Additional Director-STPI) also visited Hannover from March 19-23 to attend CeBIT Fair.

Embassy of India, Berlin together with Department of Electronic & Information Technology (DeietY), MeitY/STPI and Consulate General of India-Hamburg organized a Seminar (Workshop) on “*Opportunities for German companies in India’s Digitalisation Mission and Electronics Design & Manufacturing (ESDM)*” during CeBIT 2017 on 21st March 2017 from 1100 hrs to 1315 hrs at Room 11 in the Convention Centre, Deutsche Messe, Hannover. German Mittelstand Companies (SMEs) are keen to partner with India in its growth story in Electronics, IT and ITES sectors within the “*Make in India*”, “*Digital India*” and “*Start-Up India*” missions. This was a major take away from the Seminar in which large number of exhibitors from Germany and India participated. The focus of the Seminar was to present the opportunities in the Electronics System Design and Manufacturing to the German companies and also to showcase the unique steps taken by the Govt. of India in fields of digitalisation, development of Start-Up ecosystem and the opportunities these sectors throw for the German *Mittelstand* (small and medium family-owned commercial enterprises/firms/companies).

CeBIT showcases the latest trends and advancements in IT and telecommunication sector in the world. This year, over 200,000 visitors in attendance were particularly impressed with Japan's showcase as the event's Official Partner Country. With a huge line up of 120 companies in two halls (occupying 7200 square meter of space), Japan set a new record. With the lead theme “*d!economy – no limites*” this year's CeBIT provided tangible evidence of the wave of digitalization sweeping the economy and society. The highlights included IBM’s minibus equipped with artificial intelligence making it capable of answering passengers' questions, drones which can be used to inspect industrial plants and equipment and the Smart City, boasting a sustainable infrastructure providing new services to its residents. Last year, the CeBIT focused on the people behind the decisions powering the digital transformation. As a result, the CeBIT this year registered a notable increase in attendance by professionals from sales, marketing, finance, banking and insurance sectors.

The next CeBIT Fair will be staged from 11 to 15 June 2018 in Hannover, the capital city of the State of Lower Saxony, Germany.

Hamburg
March 25, 2017