

**CONSULATE GENERAL OF INDIA  
HAMBURG**

**Press Release**

**CeBIT 2016, Hannover**

CeBIT, the world's biggest Trade Fair for office automation, information & technology and telecommunication was held at Hannover from March 14-18, 2016. Around 3,300 companies including industry giants such as IBM, Microsoft, Google, Oracle, HP, Samsung, Siemens from over 70 countries attended the Fair. The partner country for CeBIT 2016 was Switzerland and the main theme of the Fair was "d!economy: Join-Create-Succeed". German Federal Chancellor Ms. Angela Merkel was at CeBIT for her traditional tour of the show on March 15, 2016, gaining a first-hand impression of the solutions and opportunities opened up by digitalization. She emphasized the need for faster progress.

**Indian Participation**

A total of 74 Indian companies, mostly small and medium enterprises, attended the Fair and set up stands. Of these 43 companies participated under the aegis of Electronic and Computer Software Export Promotion Council (ECS), New Delhi. Official Indian delegation led by Dr. Aruna Sharma, Secretary, Department of Electronics & Information Technology (DeitY) visited CeBIT 2016. The other members of delegation were Dr. Omkar Rai, Director General, Software Technology Parks of India (STPI); Dr. Ashwini Kumar Sharma, Director General, NIELIT; Shri Deepak Sharma, Director (Scientist 'F') and Shri Rajesh Kumar (Scientist 'D'), DeitY, New Delhi. Besides above, senior government officers from the states of Gujarat, Kerala, Maharashtra, Odisha and Uttar Pradesh also visited the CeBIT 2016. Ambassador of India to Germany, Shri Gurjit Singh accompanied by two officers from EoI Berlin - Shri B. S. Dash, Second Secretary; Shri Vikram Vardhan, Third Secretary also visited CeBIT on March 14, 2016.

On the forenoon of March 14, 2016, the official delegations were welcomed at the Fairground by Dr. Wolfram von Fritsch, CEO of Deutsche Messe (DM). Ambassador Singh together with Dr. Aruna Sharma, Secretary, DeitY; Dr. Wolfram von Fritsch, CEO DM; Dr. A Didar Singh, Secretary General, Federation of Indian Chambers of Commerce & Industry (FICCI) inaugurated the Indian Pavilion set-up by FICCI, DeitY and Department of Industrial Policy and Promotion (DIPP), New Delhi. Ambassador Singh, Secretary (DeitY) Dr. Aruna Sharma and other members of delegation visited the different halls and interacted with the Indian and foreign exhibitors at the Fairgrounds.

India-related events "Make in India CEO Seminar" and "Investment Opportunities in Indian States" on March 14, 2016 and another event "Starups! Advancing Innovation and Entrepreneurship" on March 15, 2016 were well attended. From March 15 through March 18, a number of B2B and G2B meetings were also organized.

CeBIT showcases the latest trends and advancements in IT and telecommunication sector in the world. CeBIT 2016 was reportedly attended by nearly 200,000 visitors. With the lead theme “d!economy: Join-Create-Succeed”, CeBIT focused, this year, on the people behind the decisions powering the digital transformation. As a result, CeBIT registered a notable increase in attendance by professionals from sales, marketing, finance, banking and insurance sectors. Compared to the previous year, the Indian participation increased by nearly 20 percent in CeBIT 2016. Some of the Indian IT companies present at CeBIT 2016 conveyed positive feedback in terms of getting good business offers.

The next CeBIT will be staged from 20 to 24 March 2017 in Hannover, the capital city of the State of Lower Saxony, Germany.

**Hamburg**  
**March 21, 2016**





