

**CONSULATE GENERAL OF INDIA
HAMBURG**

Press Release

Hannover Messe 2016

Hannover Messe 2016, the world's largest industrial engineering and technology Fair was held in Hannover from April 25-29, 2016. Leading theme of this year's Hannover Messe was "Integrated Industry - Discover Solutions". In addition to more than 190,000 visitors, about 5200 exhibitors (including 2300 companies from Germany, 415 from U.S.A, 718 from China, 150 from India and 140 from Turkey) participated in the Fair.

This year (2016), USA was the partner country in the Hannover Messe. The Fair was jointly inaugurated by the German Federal Chancellor Mrs. Angela Merkel and American President Mr. Barack Obama on April 24, 2016 at the Congress Centrum, Hannover. German Chancellor and U.S. President were at Hannover Messe Fairgrounds for their traditional tour of the show on April 25, 2016, gaining a first-hand impression of the solutions and opportunities opened up by new Industrial Revolution 4.0.

India's Participation

India's presence in the Fair was primarily in the areas of Industrial Supply, Research and Technology, Energy, Digital Technology, Electronics, Industrial Automation, Engineering Services, Hydraulic & Locomotive Components and General Engineering Industries etc. Altogether, 150 Indian companies participated including 60 under the aegis of the Engineering Export Promotion Council (EEPC India). Apart from large number of big Indian companies, many medium and small scale Indian companies exhibited their key products and technologies under the umbrella of EEPC with active support from the Embassy of India (Berlin), Consulate General of India (Hamburg) and Department of Heavy Industries, Ministry of Commerce, Govt. of India.

Shri Girish Shankar, Secretary, Department of Heavy Industries and Public Enterprises, Govt. of India and Ambassador of India to Germany, Shri Gurjit Singh accompanied by two officers from EoI Berlin - Shri B. S. Dash, Second Secretary and Shri Vikram Vardhan, Second Secretary Hannover Messe 2016. Ambassador, Secretary (HI&PE) and other members of delegation visited different halls and interacted with the Indian and foreign exhibitors at the Fairgrounds.

Inauguration of the India Technology Pavilion

Ambassador Shri Gurjit Singh, Secretary Shri Girish Shankar and EEPC Chairman Shri T. S. Bhasin jointly inaugurated the India Technology Pavilion on April 25, 2016 at the Hannover Fairgrounds during Hannover Messe 2016.

Seminar on Industry 4.0 during Hannover Messe 2016

Embassy of India, Berlin together with EEPC and in cooperation with Department of Heavy Industries, Department of Commerce organized a focused event on Industry 4.0 on the first day (25.04.2016) of the Hannover Fair 2016. The event namely “Indo-German Innovation Partnership through Industry 4.0” was aimed at discussing globally advanced manufacturing trends and innovations in cutting edge technologies for today’s industry and exploring business collaborations through innovation in Indian Manufacturing Sector. The workshop was attended by Ambassador of India to Germany Shri Gurjit Singh, Shri Girish Shankar, Secretary (DHI), Shri. T. S. Bhasin, Chairman, EEPC India and many distinguished guests from German and Indian Business community. Ambassador Gurjit Singh highlighted that Innovation was the basis of the new partnership between India and Germany. India needs and invites greater cross investments and greater technology collaborations. He further said that partnership should not be based on development finance but there should also be greater FDI, greater private sector involvement in key opportunities that lie in India in field of Infrastructure, manufacturing, Smart Cities, Railways, Energy, etc. Referring to Industry 4.0, he further added that India also wants to leap frog; India will not be left behind in Industry 4.0 but will be a reliable partner of Germany.

Two important MoU’s were signed between the Indian and German side on sidelines of Hannover Messe:-

1. MoU between DHI, Govt of India and Steinbeis Gmbh in area of technology transfer for cooperation in manufacturing sector.
2. MoU between DHI, FICCI and HMF (Hannover Milano Fairs India Pvt Ltd- a joint venture set up by Deutsche Messe AG and Fiera Milano SpA) for organization of series of World of Industry India Trade Show in India as well as cooperation in participation in other major trade shows in India and around the world.

Make In India Mittelstand Seminar at Hannover Messe 2016

A Make in India Seminar namely “Make in India Mittelstand: Succeeding through Sustainable Partnerships” was organized by Embassy of India, Berlin jointly with EEPC on the 2nd day (26.04.2016) of Hannover Messe 2016. The focus of the seminar, attended by large number of German Mittelstand firms and companies, was to highlight the benefits of the local fast track Programme, Make in India Mittelstand (MIIM) that the Embassy is currently running to assist the investments of German SMEs into India. Hon’ble Parliamentary State Secretary, Federal Ministry of Economic Affairs and Energy (BMW), Frau Brigitte Zypries speaking at the MIIM Seminar praised the MIIM initiative and expressed full support from the German government towards this programme. Ambassador Gurjit Singh assured the German companies of all support from the Embassy of India in facilitating their investments into India and also urged them to take full use of this mechanism. He also highlighted that there was need for the German companies to view the development

finance projects as investment opportunities and work on a consortium-led approach for investment. He further added that through investments and setting up of manufacturing units in these sectors, the 30 % Local Content Rules (LCR) could also be leveraged.

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