

Press Release

Road Show on *Make in India* initiative

A Road Show on *Make in India* initiative launched by the Prime Minister of India was organized by the Consulate in association with the Chamber of Commerce, Hannover at the latter's premises on March 13, 2015. Around 30 members of the Foreign Trade Committee (FTC) of the Chamber consisting of senior managers/CEOs of companies from an array of sectors attended the event. Mr. Gregor Wolf, Managing Director and Director of European and International Affairs, German Federation of Wholesale, Foreign Trade and Services (BGA), who came from Berlin, was also present. Besides, the Executive Committee of the Indian Business Forum e.V constituted by this Consulate last year took part in the roadshow.

Addressing the gathering, Consul General Dr. Vidhu Nair made a power point presentation on *Make in India - India as an innovative Partner Country at the Hannover Trade Fair 2015* during which he outlined the salient features of the initiative. He explained the potential offered by India in the 25 sectors covered under the initiative and urged the companies to take advantage of the opportunity. He also emphasised India's participation in this year's Hannover Trade Fair as Partner Country and spoke about various events being held on the occasion. Members of the Indian Business Forum shared their experience as Indian entrepreneurs of doing business in Germany. Light refreshments were served at the end of the programme. The event was well received and generated immense enthusiasm amongst German companies about the initiative.

Hamburg
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