

Embassy of India
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Press Release

Industry 4.0, Germany supportive of Make In India

Parliamentary State Secretary, Federal Ministry of Economic Affairs and Energy (BMWi), Frau Brigitte Zypries emphasized Germany's continuing support to **Make in India** at the Make in India Mittelstand (MIIM) Workshop at Hannover Messe 2016. She encouraged the Mittelstand companies to probe opportunity in India and recalled the impressive partnership that was launched with India at the last edition of the world's largest trade fair. German SMEs present during the workshop highlighted that the MIIM initiative was very useful in facilitating their investment into India and expressed that the program running at the Embassy of India, Berlin has helped in early realization of their market entry into India.

A huge delegation of over 150 Indian exhibitors and companies across key industrial sectors such as Research and Technology, Industrial Supply, Energy, Digital Technology, Electronics, Industrial Automation, etc, participated in the 2016th edition of the Hannover Messe. India was the Partner country in Hannover Messe 2015. Apart from large number of big Indian companies, many medium and small scale Indian companies exhibited their key products and technologies in this world's largest industrial fair under the umbrella of Engineering Export Promotion Council (EEPC) with active support from the Embassy of India, Berlin and Department of Heavy Industries (DHI), Ministry of Commerce, Govt. of India.

Embassy of India, Berlin jointly with EEPC India 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 for German and Indian Business community.



Fig1 : Seminar on Industry 4.0 during Hannover Messe 2016

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 and India will not be left behind in Industry 4.0 and will be a reliable partner of Germany.

Two important MoU's were signed between the Indian and German side at the side lines 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 I (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.

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.



Fig2 : Make In India Mittelstand Seminar at Hannover Messe 2016

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.

Leading theme of this year's Hannover Messe is "Integrated Industry- Discover Solutions". For 2016, USA is the partner country in the Hannover Messe. About 5200 exhibitors from 75 countries participated in the fair this year. Over 2000 companies from Germany participated in the event.
