

# india day 2017

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## The Business Forum

27 June 2017, Cologne, Congress-Centrum West Koelnmesse, 9:00 am to 6:00 pm



Luther.



**India is currently enjoying a meteoric rise. According to the IMF, the subcontinent remains one of the fastest growing newly industrialised countries.** What is currently happening there is historic. First, the adoption of the amended constitution, paving the way for the long-planned unification of the VAT system (introduction of the goods and service tax – GST). Then the very surprising cash reform to combat corruption and black money. Foreign companies can expect much better business opportunities because of these reforms. Many reasons for taking a closer look at India again.

The great **'India Day 2017 – The Business Forum'** takes place on **Tuesday, 27 June 2017 in Cologne, Germany, Congress-Centrum West, Koelnmesse, 9.00 am to 6.00 pm.**

With informative panels and talks by experts and entrepreneurs, this conference will update you on everything to do with INDIA. Renowned India experts will share their opinions on recent developments in India's economy and politics with top-class participants as part of India Day. Discussions will focus on not just opportunities, but the typical risks in doing business in India, and practical tips on structuring investments in India. By involving "hidden champions" with extensive experience in India, the event offers an excellent forum for exchanging real-life experiences. The participants also have the opportunity to discuss strategic considerations and current questions about day-to-day business in one-to-one conversations with the speakers and organisers.

As in previous years, India Day 2017 will once again be a highlight on the German-Indian events calendar. Please register as soon as possible.



# 2011-2016



Impressions

**Host: Alexander Hoeckle, Director of International Affairs and Business Support,  
Cologne Chamber of Commerce and Industry**

**9:00 am Opening speech and news from India**

- Raveesh Kumar, Consul General of India in Frankfurt am Main

**9:20 am Metro: Wholesale on course for expansion in India**

*Metro Cash & Carry has been active in India since 2003 and plans to be represented with 50 major stores nationwide by 2020. Why is India at the centre of Metro's expansion plans? What hurdles have been overcome and what challenges does the retail group still face?*

- Ivonne Julitta Bollow, Director of International Affairs, Corporate Communication and Public Policy, Metro AG

**9:40 am Liebherr: Establishing sales and production in India**

*The LIEBHERR Group has been in India for more than 30 years. From the founding of a joint venture to the establishment of a dedicated production facility, Liebherr has successfully mastered every step. What have been the success factors for this expansion process and which strategy is being pursued for the future?*

- Gerd Booch, Sales Director, Liebherr-Werke Biberach GmbH

*Subsequent discussion round on this topic with*

- Hartmut Heckermann, Director of International Marketing, Bilstein Group
- Dr. Harald Werner, Vice President of International Sales Asia-Pacific, Niedax GmbH & Co. KG
- Jürgen Baró Pizà, Finance Director, ZF TRW

11:00 am **Coffee break**

11:25 am **India as a site for innovation – Study finds that Germany is still not sufficiently exploiting potential**

*German companies are so far barely exploiting the potential in research and development (R&D) in India. For many companies, the world's second largest newly industrialised country is still predominantly a major market for goods from Germany, while other Western industrialised countries already intensively draw on India's varied innovation potential. These and many other interesting results are shown in a new study by the Bertelsmann Stiftung.*

- Fabienne Frauendorfer, Project Manager, Bertelsmann Stiftung
- Murali Nair, Senior Project Manager, Bertelsmann Stiftung

11:50 am **Trade fair landscape in India – a door opener for your business?**

*The trade fair landscape in India is diverse. Will participants make contact with national trade partners and can trade fair attendance help to better understand the specificities and the complexity of the Indian market?*

- Heike Schöttle, Speaker Regions: Western Europe, Near/Middle East, South Asia, AUMA
- Subsequent discussion round on this topic with*
- Frank J. Goebels, Authorised Representative, Jokari GmbH
  - Ashwani Pande, Managing Director, Koelnmesse YA Tradefair Pvt. Ltd.
  - Dr. Thomas Kaup, Sales Manager, Wafios AG

12:50 pm **Lunch break**

2:15 pm **Chalta hai and Guanxi: China and India – an intercultural business comparison**

*While there are similarities between China and India, there are also a great many differences. Fundamentally, the two Asian economic giants are completely different markets with their own rules.*

■ Dr. Manuel Vermeer, Managing Director, Dr. Vermeer Consult

2:45 pm **E-commerce in India – exploiting new potential**

*In the next five years, the e-commerce sector in India is set to grow by around 34% each year. The total sales in Indian B2B online retail in 2021 is forecasted to be USD 700 billion, in B2C online retail USD 64 billion. Even today, there are 140 million online shoppers, and the trend is growing rapidly (41% CAGR).*

■ Thomas Breitingner, Senior Manager for Business Development, Maier+Vidorno GmbH

3:00 pm **Jagenberg: India, a market with particular challenges?**

*Insights into the market experience of the Jagenberg Group in India. Among other things, this talk is about the experiences of the 20-year-old subsidiary, with a particular focus on 'HR management in India', and 'is India more complicated than other overseas markets?'.*

■ Jan-Hendrik Heinen, Head of Business Development, Jagenberg AG

3:20 pm **Coffee break**

3:50 pm **The world is closing itself off, India is opening the gates.**

*India is attracting investors around the world with diverse programmes and subsidies, a behavior in stark contrast to what many other superpowers do. To what extent do Trump, Brexit and other global trends influence the Indian economy? What approach is taken by Modi and will the efforts of the Indian government be supported by this?*

- Robert Herzner, Legal Counsel Asia, GTAI

4:10 pm **India – Quo vadis?**

*The current global political and economic conflict situation is causing major uncertainty in the business world. How should entrepreneurs adjust their India strategy in the coming years? What aspects make India especially attractive as a site for investment? Do the measures introduced since 2014 drawn by Modi's government facilitate investment and which future incentives are planned to benefit foreign investors in India? An exchange of views on the future of India.*

- Murali Nair, Senior Project Manager, Bertelsmann Stiftung
- Dr. Manuel Vermeer, Managing Director, Dr. Vermeer Consult
- Robert Herzner, Legal Counsel Asia, GTAI
- Jan-Hendrik Heinen, Head of Business Development, Jagenberg AG

5:00 pm **Get-together**

Some of the talks and panel discussions are in German. Simultaneous interpreting is available in German and English.



**The Business Forum**

27 June 2017, Cologne, Congress-Centrum West  
Koelnmesse, 9:00 am to 6:00 pm  
(Please note: Access via Congress-Centrum Ost)  
Deutz-Mülheimer Straße 51, 50679 Cologne, Germany

Name .....

Company .....

Address .....

Phone .....

E-mail .....

**The participation fee is EUR 120 p.p. excl. VAT. Early birds (by 6 June 2017) get a 20% discount.** The registration deadline is 20 June 2017. The invoice follows by post after the registration deadline.

Ms Parboti Maya Bhattacharya is taking **bookings** by **e-mail at kontakt@indiaday.de** and by **fax to +49 221 880 408 11.**

Please note: in the event of cancellation following the registration deadline, we will charge the full participation fee. Naturally, substitute participants can be named.

Registration

www.indiaday.de

**Koelnmesse** is one of the world's largest international trade fair companies. In India, it is represented with its own subsidiaries in Mumbai and Hyderabad and regularly organises events locally relating to food, food packaging and processing, foundry technology, and the processing of metal, aluminium and chemicals. [www.koelnmesse.com](http://www.koelnmesse.com)

**Luther Rechtsanwaltsgesellschaft mbH** is one of the leading German corporate law firms with 16 German and international offices. The law firm has extensive experience in doing business in India. Together with Indian partners, Luther offers comprehensive advice in all legal, tax-related, and regulatory matters in the subcontinent. [www.luther-lawfirm.com](http://www.luther-lawfirm.com)

**Maier+Vidorno (M+V)** is one of the leading European service and consulting companies when it comes to establishing and expanding sales and service structures in India. With more than 175 employees in all key business centres in India as well as at its Cologne headquarters, M+V offers knowledgeable experts from all business areas. [www.maiervidorno.com](http://www.maiervidorno.com)

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## The Business Forum

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