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FROM THE DESK OF CONSUL GENERAL



Dear Friends,

I am delighted to present the February 2021 edition of the Commercial Newsletter of the Consulate General of India, Frankfurt. The highlight of this month's newsletter is the launch of the Production Linked Incentive Scheme launched by Government of India. Other important developments include inauguration of the World Sustainable Development Summit by Hon'ble Prime Minister and Commerce & Industry Minister Shri Piyush Goyal's address at the 6th International Conference on Pharmaceuticals & Medical Devices.

The Consulate organised a webinar on the opportunities for cooperation between Indian and German companies under the theme 'India meets NRW' which was addressed by Deputy Chief Minister of Karnataka Dr C N Ashwath Narayan and Mr Andreas Pinkwart, Minister of Economy, Innovation, Digitisation and Energy of North Rhine Westphalia. The event was very well received.

The Consulate also organised special mentorship sessions under its Start-up initiative which was launched in November 2020.

I hope you will enjoy the newsletter. We look forward to your feedback which may be sent on the e-mail ID com1.frankfurt@mea.gov.in.

Yours sincerely
(Amit S Telang)

BioNTech founders to receive one of Germany's highest order of merit.

Germany's presidential office announced that the founders of BioNTech, Özlem Türeci and Ugur Sahin, will receive the Knight Commander's Cross of the Federal Order of Merit for developing the coronavirus vaccine.

The awarding of the honor to the entrepreneur couple by Federal President Frank-Walter Steinmeier will take place on March 19 in Bellevue Palace in the presence of Chancellor Angela Merkel. It will be the first Order of Merit German President Frank-Walter Steinmeier awards in person this year.

Tech Mahindra and Telefónica Germany / O2 announce a strategic partnership

Tech Mahindra announced a strategic partnership with Telefónica Germany / O2, a leading telecommunications provider from Germany, to drive their end-to-end IT transformation. Through this digital transformation, Tech Mahindra will support Telefónica Germany / O2 to deliver faster product launches and provide a more 'human centered' experience to its customers in the mass market segment.

To deliver this large-scale digital transformation for Telefónica, Tech Mahindra will leverage its NewAgeDELIVERY platform that brings together the latest technologies, frameworks, methodologies to design, build and deploy products/ applications faster, cheaper and better. It will further utilize its AQT (Automation-Quality-Time) change framework, designed specifically to increase business efficiency and empower innovation, through Intelligent Automation and Design Thinking.

For more information: [Press release by Tech Mahindra](#)

Wipro and Telefónica Germany / O2 sign a Partnership Agreement:

Wipro Limited announced a five-year strategic partnership with Telefónica Germany / O2. As a part of this contract, Wipro will work with Telefónica Germany / O2 and its wider ecosystem to transform its Business Support Systems and associated Quality Assurance to enable superior customer experience and growth in the B2B market segment.

The Radical IT Transformation (RAITT) program will ensure that Telefónica Germany / O2 is well positioned to modernise and launch a range of new offerings including 5G products and services. Wipro will also invest in developing a state-of-the-art digital Business Support platform that will fuel Telefónica Germany's growth and provide the company with an outcome-based, committed plan.

For more information: [Press release by Wipro](#)

Prime Minister Shri Narendra Modi inaugurates World Sustainable Development Summit 2021



Prime Minister Shri Narendra Modi during the inauguration of the World Sustainable Development Summit 2021

Prime Minister Shri Narendra Modi inaugurated World Sustainable Development Summit 2021 via video conferencing on 10th Feb 2021. The theme of the Summit is 'Redefining our common future: Safe and secure environment for all'.

The Prime Minister emphasized climate justice for fighting against climate change. Climate justice is inspired by a vision of trusteeship- where growth comes with greater compassion to the poorest. Climate justice also means giving the developing countries enough space to grow. When each and every one of us understand our individual and/ collective duties, climate justice will be achieved.

The Prime Minister drew attention of the participants on two aspects: Togetherness and Innovation. He said that sustainable development will only be achieved by collective efforts. When every individual thinks of national good, When every nation thinks of global good, That is when sustainable development will become a reality. India has made an effort in this direction through the International Solar Alliance. He urged all participants to keep our minds and nations open to best practices from all over the world.

For more information: [Press release by PMO India](#)

Union Minister Shri Piyush Goyal addresses the 6th International Conference on Pharmaceutical & Medical Devices

Minister of Railways, Commerce & Industry, and Consumer Affairs and Food & Public Distribution Shri Piyush Goyal called upon the Indian pharmaceutical and health care sector to adopt best practices in terms of quality, facility and commitment to maintain high standards during his the 6th International Conference on Pharmaceutical & Medical Devices Sector.

Shri Goyal said that Quality does not come at a price, rather quality reduces our price. He said that Regulatory & good manufacturing practices, certifications and approvals will always help us grow in scale and bring down the price.



Union Minister Shri Piyush Goyal addresses the 6th International Conference on Pharmaceutical & Medical Devices

The Government of India approved Production Linked Incentive Scheme for Pharmaceuticals

The Union Cabinet, chaired by the Prime Minister, Shri Narendra Modi has approved Production Linked Incentive (PLI) Scheme for Pharmaceuticals over a period of Financial Year 2020-21 to 2028-29. The Scheme will benefit domestic manufacturers, help in creating employment and is expected to contribute to the availability of wider range of affordable medicines for consumers.

The scheme is expected to promote the production of high value products in the country and increase the value addition in exports. Total incremental sales of Rs.2,94,000 crore and total incremental exports of Rs.1,96,000 crore are estimated during six years from 2022-23 to 2027-28.

The scheme is expected to generate employment for both skilled and unskilled personnel, estimated at 20,000 direct and 80,000 indirect jobs as a result of growth in the sector.

It is expected to promote innovation for development of complex and high-tech products including products of emerging therapies and in-vitro Diagnostic Devices as also self-reliance in important drugs. It is also expected to improve accessibility and affordability of medical products including orphan drugs to the Indian population. The Scheme is also expected to bring in investment of Rs.15,000 crore in the pharmaceutical sector.

The scheme will be part of the umbrella scheme for the Development of Pharmaceutical Industry. The objective of the scheme is to enhance India's manufacturing capabilities by increasing investment and production in the sector and contributing to product diversification to high value goods in the pharmaceutical sector. One of the further objectives of the scheme is to create global champions out of India, who have the potential to grow in size and scale using cutting edge technology and thereby penetrate the global value chains.

For more information: [Press release by Govt of India](#)

The Government of India approved inclusion of 'Specialty Steel' under the Production Linked Incentive (PLI) Scheme

The Government of India has approved inclusion of 'Specialty Steel' under the Production Linked Incentive (PLI) Scheme with a 5-year financial outlay of Rs 6322 Cr to promote the manufacturing of 'Specialty Steel' within the country by attracting capital investment, generate employment and promote technology up-gradation in the steel sector. This would help in improving availability of 'Specialty Steel' in the country by making the country Atmanirbhar in meeting the domestic demand. In a deregulated, open market scenario, domestic steel price is determined by market forces of demand and supply, trends in prices of raw materials and is also influenced by global steel trade conditions.



Dr. Rainer Waldschmidt, Managing Director, Hessen Trade & Invest GmbH

Dr. Rainer Waldschmidt is the Managing Director of the state-owned Hessen Economic Development Agency, Hessen Trade & Invest GmbH and HA Hessen Agentur GmbH.

He is also the spokesperson for the German States Economic Development Organisations and Managing Director of the Science4Life national startup competition.

He has also held various positions in the state administration (Hessian Ministry of Economics) as well as leading industrial positions in biotech, pharma and med-tech in Europe and the US at Bayer, Höchst and Chiron Biotech Corporation – Novartis.

Hessen Trade & Invest GmbH represents all Hessen-based economic development agencies at the state level. It offers a unique strategic combination of investor consulting, technology and innovation promotion, as well as comprehensive advice on EU funding and collaboration programs.

International investors can profit from its competition-neutral advice, specific support and, above all, excellent local and international connections. They work closely with businesses, research, community groups, local and regional government and authorities. They also keep businesses updated on the latest technological trends and funding programs in Hessen, Germany and the EU.

Interview of Dr. Rainer Waldschmidt

How does HTAI assist companies wanting to invest in Hessen?

Companies and investors receive information on the location factors, technologies and innovations that make a move to Hessen attractive. We help them understand their specific market and sector environment in our business location. To assist with this, we provide them with market data, contact details and legal information. They can count on our close relationships with other companies, organizations and networks. Of course, we treat each project confidentially, and always tailor our service to individual requirements.

After settling in Hessen, our team remains available for assistance with further development. As you can see: We don't just offer advice during the settlement process. Our work starts well beforehand, and never truly ends.

What are the major sectors for inward investment that Hessen is focusing on?

Since our economy thrives on its broad diversity and the multitude of innovative ideas, we don't focus on specific sectors for inward investment. However, recent years have shown that the majority of FDI projects come from the software and IT services sector, followed by financial and business services. This is likely due to the fact that DE-CIX, one of the largest internet exchanges in the world, is located in Frankfurt. This makes it the most attractive city for data centers in the GAS region, according to a recent study by PwC and the German Data Center Association. When advising companies, we thoroughly assess both their market potential and the current sector environment.

Prominent examples of Indian companies that have successfully settled in Hessen include the State Bank of India, Infosys and Sterling Software. The Indian and Hessian economies offer great potential for synergies in the life sciences sector and the chemical industry. As one of the most traditional and important locations in the pharmaceutical and chemical industry, Hessen is widely known as the 'pharmacy of the world' and offers great growth potential for international companies. With around 21,000 employees, the pharmaceutical industry is the largest industrial employer in Hessen.

More than 13,000 successful international companies have made a home here or are located here. This includes international corporations as well as small and medium-sized companies, global market leaders and hidden champions.

Hessen is known for its financial sector and the pharma industry. How did the COVID-19 pandemic affect these sectors?

The COVID-19 pandemic presented our economy and the companies located in Hessen with an unprecedented Herculean task, not just in the financial sector. Hessen is the hub of continental Europe, and not only because of its central location. Our economy is well networked – throughout Europe and worldwide. So the current situation affects us significantly. But I am convinced that our networks are strong enough to overcome this crisis and will enable us to move forward again. The first steps have already been taken: Hessen is playing a central role in the fight against the pandemic. 250 million vaccine doses will be produced in Marburg in the first half of this year and Frankfurt-Höchst will also play a key role in bottling the vaccine from summer 2021.

As early as July 2020, Hessen significantly supported the development of a drug candidate for SARS-CoV-2 using artificial intelligence. The project by Hessen company Innoplexus aims to significantly shorten the search for new active substances by collating global research results and evaluating them with the help of artificial intelligence. Innoplexus has another location with a large number of employees in India, the home of its founder, Dr. Gunjan Bhardwaj.

In terms of the financial sector, Brexit has played an important role in recent years. At least 32 banks from 15 countries have opted for Frankfurt and thousands of new jobs have been created. This development has strengthened Frankfurt's position as EU's leading financial center and the home of the euro. In total, 160 foreign banks are located here.

What would you like to advise the Indian companies, willing to invest in Hessen?

We strongly recommend contacting us directly. This will save a lot of time and money and support you in generating the desired success after the move. We are the first port of call for international companies at state level. And Indian firms are lucky: Important partners and institutions are right on their doorstep. As well as the Consulate General of India, the German-Indian Round Table and the India Trade Promotion Organization are all located in Frankfurt. And the Indian community in Hessen is growing rapidly: more than 17,800 people from India live and work here. Here at Hessen Trade & Invest, we also work with the Consulate General to organize networking events for the Indian community in Hessen.

Experience Sharing between India & Germany in the Renewable Energy Sector



Consul General Dr. Amit Telang, Consul Ms. Ruby Jaspreet and Consul Mr. Anuj Gupta during the webinar

Consulate General of India, Frankfurt in collaboration with the Ministry of Economy, Innovation, Digitization and Energy of the State of North-Rhine Westphalia (NRW), Energie Agentur NRW and CII organized an event under the rubric of 'India meets NRW'. There was in depth exchange of views on emerging opportunities in the renewable energy sector.

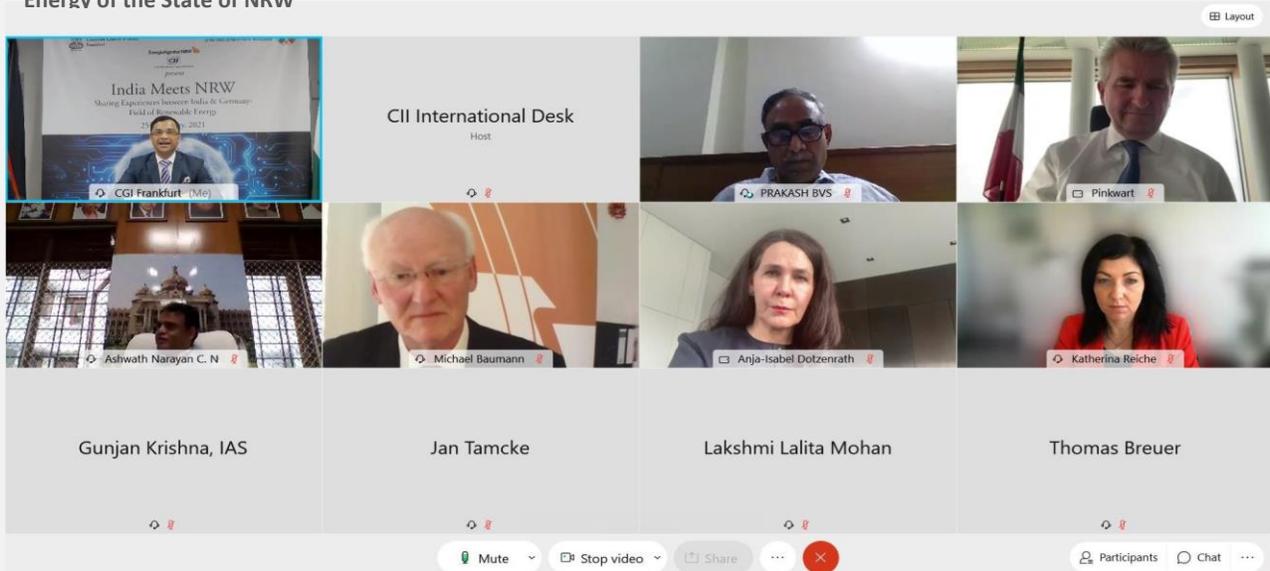
In the inaugural session, Hon'ble Minister Prof. Dr. Andreas Pinkwart, Minister for Economy, Innovation, Digitization and Energy of the State of NRW and Hon'ble Dy. CM Dr. C. N. Ashwath Narayan, State Government of Karnataka, underlined the need for closer cooperation between India and Germany, focusing on the strengths of the federal states in expanding economic cooperation, in particular, the renewable energy sector such as hydrogen fuel being crucial for achieving the targets under the Paris climate agreement and to work toward a safe and sustainable future.



Hon'ble Minister Prof. Dr. Andreas Pinkwart, Minister for Economy, Innovation, Digitization and Energy of the State of NRW



Hon'ble Dy. CM Dr. C. N. Ashwath Narayan, State Government of Karnataka



Government representatives and Industry experts from India and Germany during the webinar

Start-Up Challenge Mentoring Sessions

CGI Frankfurt, in collaboration with StartUp India, launched a Start-Up Challenge in November 2020. Under this initiative, mentoring sessions were held during the month of February 2021, where the participants presented their Enthralling and Inventive ideas. The challenge is being held with the support from the three mentors – Mr. Manish Tiwari, Demand Planning Predictive Analytics Lead, Nestle, Mr. Pinaki Ray, Sr. Director, EMEA, Business Architecture, SAP, and Mr. Sandeep Chowdhury, Sr. Director, Telecommunications, SAP.

The sessions included presentations by 13 teams which was followed up by feedback from the mentors. Each session also included an industry leader as a guest mentor. The sessions saw innovative concepts being presented by young Indian students.



Mentoring sessions of the Start-Up Challenge

Guest Mentors of the Start-Up Challenge



Mr. Devender Maggo,
Retail Head, ICICI Bank,
Germany



Ms. Lilly Vasthani, AVP -
Delivery Head Eastern Europe ,
NORDIC & Switzerland, Infosys



Mr. Gunjan Bhardwaj, CEO-
Founder , Innoplexus



Mr. Amit Garg
COO/ Service Delivery Head
(Continental Europe) at
Wipro

Mentors of the Start-Up Challenge



Mr. Pinaki Ray
Sr. Director, EMEA, Business
Architecture, SAP



Mr. Manish Tiwari
Demand Planning Predictive
Analytics Lead, Nestle



Mr. Sandeep Chowdhury
Sr. Director, Telecommunication,
SAP

THANK YOU

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