



सत्यमेव जयते

Consulate General of India

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FROM THE DESK OF CONSUL GENERAL



Dear Friends,

I am delighted to share the March 2021 edition of the Commercial Newsletter of the Consulate.

This edition covers information about some of the important initiatives launched by the Government of India such as the Production Linked Incentive Scheme that promotes entrepreneurship and is an important step towards ease of doing business in India. Besides, the government has also announced attractive schemes to encourage educational opportunities for international students.

As part of India's commitment to the global efforts to combat climate change, the Government of India took many steps and in tune with our efforts for water conservation, Prime Minister Shri Narendra Modi has launched the 'Catch the Rain' campaign.

We are also thankful to Mr. Eric Menges, Managing Director of Frankfurt RheinMain GmbH for sharing his perspective to further strengthen Indo-German economic cooperation as we celebrate 70th anniversary of establishment of diplomatic relations with Germany this year.

I hope you will enjoy reading the newsletter. We look forward to your feedback.

Yours sincerely,
Amit Telang

The German Council of Economic Experts(GCEE) estimates German economy to grow at 3.1 percent

The German Council of Economic Experts (GCEE) estimates that the gross domestic product (GDP) in Germany would grow by 3.1 % in 2021. The economic recovery is expected to continue next year too as the demand worldwide is expected to rise. The GCEE estimates that the GDP is likely to grow by 4.0 % in 2022.

Consumer price inflation is likely to rise temporarily this year especially as a result of higher energy prices and the expiry of the VAT cut. The GCEE is forecasting that the rate of inflation in Germany will average 2.1 % and 1.9 % in 2021 and 2022, respectively. It expects GDP in the euro area to grow by 4.1 % and 4.2 % in 2021 and 2022, respectively.

Source: www.sachverstaendigenrat-wirtschaft.de

The University Alliance Ruhr to receive 75 Million Euros for New Research Centers

The state government of North Rhine-Westphalia announced its plans to support the University Alliance Ruhr in establishing four research centers and a college as part of the Ruhr Conference. This will involve Ruhr Universität Bochum, TU Dortmund University and the University of Duisburg-Essen consolidating their long-standing cooperation under one new roof - the Research Alliance Ruhr. A sum of up to 75 million euros is now being invested in the construction over the next four years, with the buildings set to be fully operational by 2025.

With these new research centers, the three universities are pooling their expertise in areas in which they are already conducting internationally renowned, cutting-edge research. The four research centers will deal with future-oriented issues in engineering and the life and natural sciences. The Chemical Sciences and Sustainability center will focus on sustainable solutions based on chemistry, while the center for Trustworthy Data Science and Security will deal with data security. The Center for Future Energy Materials and Systems will be dedicated to questions of energy technology, and the One Health center will comprise a holistic approach to research into human health. A college will in turn be established for the humanities and social sciences, which will promote international exchange through research stays.

Source: <https://www.uaruhr.de/news/2021/news01029.html.en>

Prime Minister Shri Narendra Modi receives CERAWeek Global Energy and Environment Leadership Award



Prime Minister Shri Narendra Modi delivering the keynote address at the CERAWeek 2021

Prime Minister Shri Narendra Modi delivered the keynote address at the CERAWeek 2021 through video conference. He was awarded the CERAWeek Global Energy and Environment Leadership Award. He dedicated the award to people and traditions of India.

The Prime Minister said there are only two ways to fight climate change and calamities. One is through policies, laws, rules and orders. Another and the most powerful way is behavioral change. He also mentioned recently launched National Hydrogen Mission and PM KUSUM which promotes an equitable and decentralized model of solar energy generation.

The Prime Minister said for large-scale behaviour change, we need to offer solutions that are innovative, affordable and powered by public participation. He cited examples like people embracing LED bulbs, Give It Up Movement, increased LPG coverage, affordable transportation initiatives. He expressed happiness about the growing acceptance of ethanol across India. He also noted that over the last seven years, India's forest cover has grown significantly, the population of lions, tigers, leopards and waterfowls has grown.

Prime Minister Shri Narendra Modi launches 'Jal Shakti Abhiyan: Catch the Rain' campaign on the occasion of World Water Day

Prime Minister Shri Narendra Modi launched the 'Jal Shakti Abhiyan: Catch the Rain' campaign on World Water Day via video conferencing. A Memorandum of Agreement was signed to implement the Ken Betwa Link Project, the first project of the National Perspective Plan for interlinking of rivers.



Prime Minister Shri Narendra Modi during the launch of the 'Jal Shakti Abhiyan: Catch the Rain' campaign

The Prime Minister noted that the challenge of the water crisis is increasing equally with India's development. He said it is the responsibility of the present generation of the country to fulfill its responsibility for the generations to come. He asserted that the government has made water governance a priority in its policies and decisions. In the last 6 years, many steps have been taken in this direction.

The Indian Government approved Production Linked Incentive Scheme for IT Hardware

The Union Cabinet chaired by the Prime Minister, Shri Narendra Modi approved the Production Linked Incentive (PLI) Scheme for IT Hardware. The scheme proposes production-linked incentive to boost domestic manufacturing and attract large investments in the value chain of IT Hardware. The Target Segments under the proposed Scheme include Laptops, Tablets, All-in-One PCs and Servers.

The Scheme shall extend an incentive of 4% to 2% / 1% on net incremental sales (over base year i.e. 2019-20) of goods manufactured in India and covered under the target segment to eligible companies for a period of four years.

The scheme will enhance the development of electronics ecosystem in the country. India will be well-positioned as a global hub for Electronics System Design and Manufacturing (ESDM) on account of integration with global value chains, thereby becoming a destination for IT Hardware exports. The scheme has an employment generation potential of over 1,80,000 (direct and indirect) over 4 years. The Scheme will provide impetus to Domestic Value Addition for IT Hardware which is expected to rise to 20% - 25% by 2025.

The Government of India sets the stage for attracting international students to India

The Ministry of Education, India is deliberating on measures to increase the number of international students coming to India for higher studies. In a review meeting of the Ministry's "Study in India" Programme, Secretary Higher Education Shri Amit Khare said that the criteria for institutions partnering under the programme will soon be revised so that more institutions that have the necessary infrastructure and academic quality can join the programme.

Study in India is a programme of the Government of India that aims to attract international students to higher education institutions in India. Select 117 institutions are partners under the programme that was launched in 2018. Admissions are merit based and done through a common portal. Around 7500 students from over 50 countries have come to Indian institutions so far under this programme.

The Ministry is looking towards enhanced academic collaborations between Indian and international institutions under Twinning, Joint and Dual degrees with credit transfer mechanism. UGC has already brought out draft regulations in this regard that have currently been put up for stakeholder consultation. These regulations will give a boost to student exchange programmes and short programmes of one or two semesters.

The Ministry has plans to take up the issue of allowing internships for international students with the concerned department of the Government. The Ministry will iron out other issues of concern for international students, for example, visa issues.

With Mr. Eric Menges, Management Director, FRM GmbH



Mr. Eric Menges
Managing Director, FRM GmbH

Mr. Eric Menges was born on April 6, 1967 in Frankfurt am Main. After completing a trainee program at Banque Transatlantique in Paris, France, he worked in logistics management at Transfield Construction Pty. Ltd. in Australia for one year. From 1988 to 1994, he studied Business Administration at the Johann Wolfgang Goethe University in Frankfurt am Main and graduated with distinction.

After graduating, he worked as Business Development Manager at Tricom Electronics Trading in Sulzbach for one year. In 1996, he began his career as Head of Investment Marketing for the Australian Government (State Victoria) in Europe.

After four years as an authorised representative, Mr. Menges is Managing Director of FrankfurtRheinMain GmbH since a strategic reorientation in 2013 and markets the FrankfurtRheinMain region worldwide.

Interview of Mr. Eric Menges

How does FRM GmbH support the companies interested in investing in Frankfurt Rhein-Main region?

As the official International Marketing Agency, the core mandate of FrankfurtRheinMain GmbH is to support global businesses to expand their operations in the Greater Frankfurt Region. We are the one stop shop to get in touch with the entire greater Frankfurt Region. My team offers a range of services, free of charge that makes it easy for international organizations, irrespective of size and sector, to establish a foothold in the EU. We help locate suitable and reasonably priced office space, establish contact with regulators, provide recruitment support, facilitate work permits; basically provide the necessary hand-holding for setting up business here.

Since 2016, Brexit has been playing a very crucial role in the financial services landscape, I am happy to share that over the last four years, we have supported over 60 financial service institutions towards fulfilling their objective in setting up either large licensed EU Headquarters or representative offices in Frankfurt. We have been able to provide a truly soft landing for these in the EU. With our own offices in India and the UK we are there where and when our clients need us.

What incentives does the Frankfurt Rhein-Main region offer to the investors?

For any company to grow roots and expand anywhere, requires a proper and conducive ecosystem. I believe that the Region presents the perfect environment for every investor wishing to invest with assured and sustainable long term returns. I believe this the best incentive any location can offer to any stakeholder. Besides this, clearly our incentives are embedded in our infrastructure that companies have access to when they invest here.

Frankfurt airport has been ranked as the world's best connected airport for many years now, however one cannot undermine the outstanding interconnectivity presented by the Autobahn (highways), air-, water-, and railways not only within Germany but for the European mainland as a whole. It is simply the most efficient location to base yourself to conquer these markets. That is why companies from all parts of the world and from all kinds of different industries choose to locate here.

Today's changed normal times also require a digital infrastructure to endure and propel business growth. Frankfurt is home to the world's largest internet exchange and it is no mean feat that in our Region we have the highest number of network providers worldwide (700+) and we have become the leading location for data centers in Germany. The Region is also burgeoning as a great B2B Startup ecosystem with a focus on Cybersecurity, Fintech, Legaltech, PropTech, Insurtech and Blockchain. Add to it reasonable office or even co-sharing workspaces, affordable rents and an excellent quality of life. An array of International Schools and Universities as well as a first class health system and an overall healthy lifestyle are concrete reasons and incentives to come and be a part of this Region and are also the reason why many expatriates end up asking for an extension of their secondment.

What is your experience with the Indian companies present in Frankfurt and also those exploring opportunities to set up their businesses in the FRM region?

India and Germany have shared solid bilateral partnerships over six decades and this has definitely reflected in the number of Indian companies finding their bases here. Noteworthy is that the Indian companies have been a part of the Frankfurt Rhein-Main business culture for more than two decades. The top Indian and global names in the ICT industry, have their German Headquarters in Frankfurt and these have been working closely with the local industry giants successfully over the decades. I cannot recall a single investment by an Indian company that has not developed into a great success story. It is definitely interesting to note that the Indian companies are integrated deep into the German ethos by recruiting locally and contributing to local social and business fabric over the years, concrete reasons why they are often being lauded as "Best workplaces" to work in Germany. One crucial reason for their success is the international atmosphere; people from 180 different countries live in Frankfurt Rhein-Main and account for approximately 12% of the entire population, a statistic that is hard to beat!

The background for this needs to be understood: Multinational companies bring with them their own work and personnel culture. The expat employees along with their families make Frankfurt their home, albeit for a limited time. This has also been true for all the major Indian business settlements, which has resulted in a strong Indian professional community contributing to the overall prosperity and social health of the Region. The fact that the Indian diaspora has settled well in the Frankfurt Rhine Main Region will only further encourage other Indian companies to consider our location for their business and personal growth.

How has COVID19 impacted the business landscape?

The world has changed dramatically in the past twelve months and so has our Region. While most countries were faced with severe unemployment and insolvencies, thanks to a solid federal and state government in Germany, incentives like “Kurzarbeit” (Short-term work) and “Corona Sofort-Hilfe” (Corona emergency aids) for small and large businesses the situation here has managed to limit the collateral economic damage. Also, the pandemic times have proven that we need to be digitally agile and our Region has to a large extent, thanks to the unparalleled infrastructure, provided this required safety net and security for our businesses to withstand critical times. Obviously Frankfurt airport and the Frankfurt fair grounds are critical pieces of infrastructure and are heavily affected at this point in time but we are sure that they will also help us to recover from this crisis as early as possible.

However, critical times require a critical call to action, and I am proud to say, that thanks to a dense healthcare and pharma network of companies, our Region has delivered globally acknowledged results. The persistent commitment of over 41,000 employees in 24 companies from our Region has also, in a way, paved way for the birth of one of the first successful vaccines, namely, the vaccine jointly developed by Biontech, Frankfurt region based research facility and the global Pharma giant, Pfizer. The so-called Covid-19 Cluster has brought together twelve Research universities and institutions working on a range of issues spanning from sterilization of masks to aerosol simulations and genetic analyses up to the licensing and government release of vaccines. By now everybody has heard of the Paul Ehrlich Federal Institute for Vaccines and Biomedicines, based here in the Frankfurt Rhein Main region.

With the vaccination drive presently under way in Germany, the stability and growth to the Region will return sooner than later. We are receiving signals that companies will choose to focus international activities and operations in certain countries and regions and no doubt Frankfurt Rhein Main is one the contenders. Once the doors and borders open, our Region is happy to welcome you and be your gateway to Europe. We are looking forward to it!



Consul General Dr. Amit Telang, Consul(Coord) Ms.Ruby Jaspreet in a virtual meeting with Mr. Sven Giegold, Hon'ble Member of European Parliament representing the Green Party from North Rhine Westphalia.

International Women's Day Celebrations

On the occasion of the International Women's Day 2021, the Consulate General of India, Frankfurt organized a panel discussion on " Role of Indian Women in the Freedom Struggle and the Reform Movement in India".

Panelists



Ms. Manjiri
Kirloskar



Ms. Malathi
Krishnaswamy



Prof. Geeta
Dharampal



Ms. Jagjeet
Anders



Ms. Rucha Ambekar

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