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FROM THE DESK OF CONSUL GENERAL



Dear friends,

I am happy to present the June 2021 edition of the Commercial Newsletter of Consulate General of India, Frankfurt.

Among the major developments in India, the prominent events include Prime Minister Shri Narendra Modi's participation in the outreach session of G7 Summit and his keynote address at the 5th edition of VivaTech via video conference.

The Newsletter also includes an interview with Mr. Wolfgang Marzin, President and CEO, Messe Frankfurt GmbH, who has shared his views on the post-pandemic scenario, especially the prospects for resumption of trade fairs and other outreach activities at the Messe Frankfurt. Interestingly, Mr. Marzin has observed that *"If the pandemic situation continues to improve, we have every confidence that we will be able to get fully started again in all areas in 2022"*.

In another encouraging development, Infosys is collaborating with the FIR e. V. at RWTH Aachen and Schmiede.one GmbH & Co. KG on autonomous robotic swarm for harvesting in a real testing field near Düsseldorf.

I hope you will enjoy reading the newsletter. We welcome your feedback which may be sent via email on com1.frankfurt@mea.gov.in.

Yours sincerely,

Amit Telang

<https://cgifrankfurt.gov.in/>



North Rhine-Westphalia to fund 24 additional 5G projects

In order to advance the 5G technology, the state of North Rhine-Westphalia is funding 24 projects more with around 36.8 million euros as part of the second round of the 5G.NRW competition. The funded projects were selected by an independent panel of experts from a total of 51 submitted sketches.

The project by Infosys in collaboration with the FIR e. V. at RWTH Aachen and Schmiede.one GmbH & Co. KG, which probes a connected autonomous robotic swarm for harvesting in a real testing field near Düsseldorf, was also chosen by the State of NRW.

Source: <https://www.land.nrw/>

Messe Frankfurt aims for €500 million in sales in 2022

During a press conference, Mr. Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, said: "If the pandemic situation continues to improve, we have every confidence that we will be able to get fully started again in all areas in 2022. We are aiming for sales of over €500 million." If the pandemic situation and the restrictions imposed by local authorities permit, Messe Frankfurt is planning to organize events in the second half of this year. The events are being planned in digital, hybrid and in-person formats for the third and fourth quarters of the current financial year.

Messe Frankfurt in its press release mentioned that the other guest events scheduled to take place in Frankfurt including various trade fairs would create momentum at the Group's Frankfurt base. Mr. Uwe Behm, Member of the Executive Board of Messe Frankfurt, commented: "We are delighted that our contract with DECHEMA has been renewed." This means that the Frankfurt exhibition grounds will be playing host to ACHEMA – the world forum and leading show for the process industries – until at least 2027.

Source: <https://www.messefrankfurt.com/>

The Euro-zone and the German inflation slows down in June

Both the Euro-zone and the German inflation eased in June and were lower as compared to the previous month of May. In case of Euro-zone, consumer prices rose 1.9% from a year earlier, down from a more than two-year high of 2% in May. Consumer prices in Germany rose by 2.1% in June, down from 2.4% in May.

Source: www.reuters.com & www.bloomberg.com

Prime Minister Shri Narendra participates in the first Outreach Session of G7 Summit



Prime Minister Shri Narendra Modi during the first Outreach Session of G7 Summit

Prime Minister Shri Narendra Modi participated in the first Outreach Session of the G7 Summit. The session, titled 'Building Back Stronger - Health', focused on global recovery from the coronavirus pandemic and on strengthening resilience against future pandemics.

During the session, Prime Minister expressed appreciation for the support extended by the G7 and other guest countries during the recent wave of COVID infections in India. He also explained India's successful use of open source digital tools for contact tracing and vaccine management, and conveyed India's willingness to share its experience and expertise with other developing countries.

On the second day of the Outreach Sessions of the G7 Summit, Prime Minister Shri Narendra Modi took part in two sessions titled 'Building Back Together—Open Societies and Economies' and 'Building Back Greener: Climate and Nature'.

Invited to speak as a Lead Speaker in the session on Open Societies, PM recalled that democracy and freedom were a part of India's civilizations ethos. He shared the concern expressed by several leaders that open societies are particularly vulnerable to disinformation and cyber-attacks, and stressed the need to ensure that cyberspace remains an avenue for advancing democratic values and not of subverting it. Highlighting the non-democratic and unequal nature of global governance institutions, PM called for the reform of the multilateral system as the best signal of commitment to the cause of Open Societies. The leaders adopted the 'Open Societies Statement' at the end of the meeting.

In the session on climate change, PM highlighted that the planet's atmosphere, biodiversity and oceans can not be protected by countries acting in silos, and called for collective action on climate change. Speaking about India's unwavering commitment to climate action, he mentioned the commitment by Indian Railways to achieve Net Zero Emissions by 2030. He stressed that India is the only G-20 country on track to meet its Paris commitments. He also took note of the increasing effectiveness of the two major global initiatives nurtured by India i.e. the CDRI and the International Solar Alliance. Prime Minister stressed that developing countries need better access to climate finance, and called for a holistic approach towards climate change that covers all dimensions of the problem- mitigation, adaptation, technology transfer, climate financing, equity, climate justice and lifestyle change.

Prime Minister Shri Narendra Modi delivers keynote address at the 5th edition of VivaTech Summit



Prime Minister Shri Narendra Modi addressing VivaTech Summit

Prime Minister Shri Narendra Modi delivered the keynote address at the 5th edition of VivaTech via video conference. The Prime Minister was invited as a Guest of Honour to deliver the keynote address at VivaTech 2021, one of the largest digital and startup events in Europe, held in Paris every year since 2016. Speaking on the occasion, the Prime Minister said that India and France have been working closely on a wide range of subjects. Among these, technology and digital are emerging areas of cooperation. It is the need of the hour that such cooperation continues to grow further. It will not only help our nations but also the world at large.

The Prime Minister praised the role of the start-up sector in meeting the challenge of the pandemic. The private sector played a key role in addressing the shortage of PPE kits, masks, testing kits etc. Doctors adopted tele-medicine in a big way so that some COVID and other non-COVID issues could be addressed virtually

The Prime Minister said that India is home to one of the world's largest start-up eco systems. Several unicorns have come up in the recent years. India offers what innovators and investors need. He invited the world to invest in India based on the five pillars of: Talent, Market, Capital, Eco-system and, Culture of openness. The Prime Minister also stressed the strengths like, Indian talent pool, mobile phone penetration and millions of internet users, highest and cheap data consumption in the world and the highest use of social media to invite investors to India.

The Government of India takes up measures to save energy and reduce CO₂ emissions

The Ministry of Power, Govt of India is implementing measures to save energy with an objective to reduce CO₂ emission levels in the environment from industries, establishments and by using equipment/ appliances. In this regard, Perform Achieve and Trade (PAT) Scheme is a key programme for large industries and establishments. This scheme aims to enhance the cost-effectiveness of energy savings by upgrading technologies or by taking in-house actions to minimize energy consumption. The scheme provides mandatory targets for the identified Large Units and the excess energy saved by them is issued as Energy Saving Certificate, which are tradable instruments. The different industries and establishments are assigned separate energy efficiency targets based on their levels of energy consumption and the potential for energy savings.

Speaking about the scheme, an official from the Bureau of Energy Efficiency (BEE) said that the blend of regulatory as well as market based policies in various sectors would offer promising outcomes, if all the energy efficiency measures are adopted by the potential Consumers of the economy. This would further endorse the Government's significant efforts in enabling mitigation of CO₂ emissions towards maintaining environmental integrity and meeting our climate commitments.

Mr. Wolfgang Marzin, President and CEO, Messe Frankfurt GmbH

Mr. Wolfgang Marzin is President and Chief Executive Officer of Messe Frankfurt GmbH, which he took over as Chairman on 1 April 2010.



Mr. Wolfgang Marzin
President and CEO
Messe Frankfurt GmbH

Mr. Marzin, initially trained as a freight forwarding agent at Schenker, has a degree in business administration (1984-1987), specialising in foreign trade. In 1990, he began his professional career as a project manager for foreign trade fairs at the International Trade Fair and Exhibition Service in Munich. In 1991, he moved to Messe München (Exhibitor Group Director) and in 1997 to Messe Düsseldorf (President of Messe Düsseldorf North America). In 2001, he joined as Deputy Managing Director of GHM Gesellschaft für Handwerksmessen (Munich) and from 2002 to 2004, he was the Chairman of the Board of Management. From 2004 to 2009, he was the CEO of Messe Leipzig

He is also Member of the Board of Directors of AUMA (exhibition and trade fair committee of the German economy) and Member of the Board of Directors of the UFI (The Global Association of the Exhibition Industry).

Interview

How has the COVID 19 Pandemic impacted the trade fairs at Messe Frankfurt?

The Corona pandemic has hit the entire event industry hard. Our major flagship fairs in Frankfurt with a high degree of internationality on the exhibitor and visitor side could no longer take place as usual due to the ongoing worldwide travel restrictions or the official regulations since February 2020. Alternative dates could be found for most events, but we had to cancel some. We have created numerous digital and hybrid formats for our customers to bridge the time until we can meet again as usual. Although the response has been very positive, we realise that this is mainly an interim solution, because the face-to-face meeting cannot be transferred to digital. We are hopeful that trade fairs with a regional focus have been taking place again in China and Japan since the summer of 2020, and we hope that the situation in the rest of the world will ease in the near future as the vaccine progresses.

Are there any trade fairs planned for this year?

The starting signal for the 2021 trade fair calendar was given by the regionally oriented Beautyworld Japan Fukuoka trade fair and in France, too, a sector meeting point could already be organised at the beginning of February with the Texworld Evolution Paris Showroom. In addition, Asiamold and SIAF were successfully held in Guangzhou at the beginning of March and ISH Digital was launched in Germany, to name but a few. In July, we can expect Frankfurt Fashion Week as a digital format and the regional trade fair Nordstil in Hamburg as a physical event. In September, Automechanika Frankfurt Digital Plus and Hypermotion as a hybrid event will take place at the Frankfurt exhibition centre, followed by IndoorAir as a physical trade fair in October. Other events planned for the second half of the year include Formnext, Texcare International and many more, in addition to numerous guest events.

What has your experience been with Indian representation in trade fairs?

Whether on the exhibitor or visitor side - our guests from India traditionally play a very important role at Messe Frankfurt. This tradition has certainly lasted longest at our textile and consumer goods fairs in Frankfurt, which benefit greatly from the high level of Indian participation. For example, India is one of the top exhibiting nations at Heimtextil and also Ambiente at our home venue. We also welcome numerous Indian companies and visitors at events such as Automechanika Frankfurt, ISH or Light + Building. Messe Frankfurt has been represented in the growth market of India since the beginning of the 1990s for the continuous development of its trade fair brands, and has even had its own subsidiary since 1998. We are working specifically and continuously to expand our market position locally, with the rollout of our own events as well as acquisitions that complement our portfolio. In addition, our strategy on the subcontinent is to pick up on market developments, even if these are in completely new sectors. Our events are very well established in the Indian market and our flagship fairs are fixed constants in the trade fair calendar. Thanks to our broad know-how in dealing with the Indian market conditions and our close relations with associations and the media as well as with local, regional and national authorities, we are ready to start again closely alongside our Indian partners and friends once the pandemic has subsided.

How would the trade fairs be organized at Messe Frankfurt in the post-COVID time?

As soon as the current situation allows, major events will take place again. Compliance with safety and hygiene guidelines as well as travel restrictions will play an important role as long as the Corona pandemic is still with us. We can already see this in China and Japan, for example, where regional events are already taking place again. But in Frankfurt, too, we have proven time and again in recent months that we can hold events in compliance with official safety and hygiene requirements. How and whether trade fair formats will fundamentally change in the future depends on the needs of the industries involved. Digital elements were already part of our events long before the outbreak of the pandemic and they will remain so after the pandemic. It goes without saying that we will continue to develop our platforms in constant exchange with our industries. By intelligently combining the experience in three-dimensional space, the integration of our international sales network and the extended reach in digital for regions and target groups, we will make our trade fair participation even more successful in the future.

However, I can say with conviction that we can rely on one constant: the personal encounter. No one wants to just sit at home and talk via video conference in the long run.

14th
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