



सत्यमेव जयते

Consulate General of India

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## FROM THE DESK OF CONSUL GENERAL



Dear friends,

The Consulate General of India, Frankfurt is pleased to present the latest edition of the commercial newsletter covering important developments in India and Germany.

Hon'ble Prime Minister Shri Narendra Modi chaired the UNSC High-level Open Debate on Enhancing Maritime Security. India also launched the digital payment solution e-RUPI.

The newsletter also covers interviews with Mr. Lothar Pirc, Founder and President, Maharishi Ayurveda Health Centre and with Mr. Sameer Agarwal, CEO and Founder, CSA Healthcare GmbH. The healthcare sector has emerged as an important sector for India-Germany bilateral cooperation with emphasis on traditional medicine.

The Consulate continued with its commercial outreach and held meetings with various stakeholders including trade promotion agencies, companies etc in line with emphasis placed by Hon'ble Prime Minister Shri Narendra Modi on increasing Indian exports as well his vision of Aatmanirbhar Bharat.

We welcome your feedback which may be sent via email on [com1.frankfurt@mea.gov.in](mailto:com1.frankfurt@mea.gov.in).

Yours sincerely  
Amit Telang

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



### Germany plans to bring semiconductor production back to Europe

In order to strengthen the German and European technological sovereignty, Germany is planning to bring back the semiconductor production to Europe. Several billion Euros are allotted for this project.

The Federal Minister of Finance, Mr. Peter Altmaier had a meeting with 50 representatives of the European and international semiconductor industry, with an objective to encourage them to invest in Germany. They were also offered a support package.

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

### Intel to invest billions to Euros in Europe to boost EU Chip capacity

Intel Corp announced its plans to invest as much as 80 billion euros in Europe over the next decade to boost the region's chip capacity. It also mentioned its plans to open a semiconductor plant in Ireland to cater to the automakers.

Intel CEO Pat Gelsinger, also said the company would announce the locations of two major new European chip fabrication plants by the end of the year.

Source: [www.reuters.com](http://www.reuters.com)

### German inflation at the highest level in a quarter-century

Inflation in Germany continued to rise in August: As per the Federal Statistical Office , the prices rose 3.9% year-on-year, based on the preliminary calculations. This is the highest inflation Germany has recorded in over a quarter of a century.

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

### Wera Werkzeuge GmbH enters India

Wera Werkzeuge GmbH, popularly known as Wera Tools is launched in India now through OSS Infocom, the country's one of the leading importers and distributors. Wera Werkzeuge GmbH has its headquarters in Wuppertal, Germany. Wera manufactures various tools used in the manufacturing industry.

Source: <http://bwdisrupt.businessworld.in/>

### Prime Minister Shri Narendra Modi interacts with Heads of Indian Missions abroad



Prime Minister Shri Narendra Modi interacting with the Heads of Indian Missions abroad

A virtual interaction between the Prime Minister, Shri Narendra Modi and the Heads of Indian Missions abroad and stakeholders of the trade and commerce sector took place on 06<sup>th</sup> August 2021. Hon`ble PM mentioned , “at a time when the country is on the AatmaNirbhar Bharat Mission, one of its goals is also to increase India's share in the global supply chain in exports manifold.” **A target of \$400 billion worth merchandise exports in the current FY 2021-22 has been set.**

He also highlighted the 4 factors crucial for increasing exports:

- the manufacturing in the country has to increase manifold and it should be qualitatively competitive.
- there should be an end to the logistics problems of transport.
- the government has to walk shoulder to shoulder with the exporters.
- the international market for Indian products.

The PM also stressed that, the governments both at the Centre and the states are trying to move ahead by understanding the needs of the business world. Under the AatmaNirbhar Bharat campaign, many relaxations have been given in compliance which have made it easier to run economic activities smoothly. The Emergency Credit Line Guarantee Scheme of Rs 3 lakh crore has provided relief to MSMEs and other affected sectors. Another Rs 1.5 lakh crore has been approved recently to encourage recovery and growth.

The government has also made a major decision regarding exporters. With this decision, the exporters will get a boost of about 88,000 crore rupees in the form of insurance cover. Similarly, rationalizing export incentives and making them WTO compliant will also boost exports. The central government is working closely with the states in minimizing the regulatory burden to give a boost to exports or investments.

Lastly, the PM requested all exporters to strengthen partnership with the MSMEs, farmers and fishermen and promote the start-ups. He remarked, “This is the time for us to establish a new identity of quality and reliability. We have to constantly try to add value to India's high value-added products for their exports in every nook and corner of the world.” He also assured all the exporters and the industry that the government will support them in every way.

### Prime Minister Shri Narendra Modi chairs UNSC High-level Open Debate on Enhancing Maritime Security



Prime Minister Shri Narendra Modi during UNSC High-level Open Debate on Enhancing Maritime

Prime Minister Shri Narendra Modi chaired the High-level Open Debate on 'Enhancing Maritime Security – A Case for International Cooperation' on 9th August via video conferencing. The meeting was attended by several Heads of State & Government of member states of the United Nations Security Council, and high level briefers from the UN System and key Regional Organizations. The discussion was focussed on ways to effectively counter maritime crime and insecurity and strengthen the coordination in the maritime domain.

Prime Minister Shri Narendra Modi proposed five basic principles for enhancing maritime security. The principles are removing barriers from legitimate maritime trade, encouraging responsible maritime connectivity, settling maritime disputes through peaceful means and on the basis of international law, jointly facing natural disasters and maritime threats created by non-state actors, and preserving the maritime environment and resources.

Shri Narendra Modi was the first Indian Prime Minister to preside over a UN Security Council Open Debate.

### Prime Minister Shri Narendra Modi launches digital payment solution e-RUPI

Prime Minister Shri Narendra Modi launched e-RUPI, a person and purpose specific digital payment solution on 2nd August 2021. e-RUPI is a cashless and contactless instrument for digital payment. It is a QR code or SMS string-based e-Voucher, which is delivered to the mobile of the beneficiaries. The users of this seamless one-time payment mechanism will be able to redeem the voucher without a card, digital payments app or internet banking access, at the service provider.



e-RUPI connects the sponsors of the services with the beneficiaries and service providers in a digital manner without any physical interface. It also ensures that the payment to the service provider is made only after the transaction is completed. Being pre-paid in nature, it assures timely payment to the service provider without involvement of any intermediary.

It is expected to be a revolutionary initiative in the direction of ensuring a leak-proof delivery of welfare services.

### Mr. Lothar Pirc, Founder and President, Maharishi AyurVeda Health Centre Bad Ems



Mr. Lothar Pirc

Founder and President, Maharishi  
AyurVeda Health Centre Bad Ems

Mr. Lothar Pirc is an international proponent of Ayurveda and holistic health. Mr. Pirc is the founder and president of the award-winning Maharishi AyurVeda Health Centre Bad Ems, Germany. Over the last 35 years, Mr. Pirc has introduced the health benefits of the natural, time-tested approaches of Maharishi AyurVeda to thousands of people worldwide. He has spoken to many groups of physicians, national health organisations, and government and business leaders in Europe, Russia, India, Japan, the Middle East, Africa, Mexico, Brazil, Canada, Nepal and the US. Mr. Pirc is a certified teacher of the Transcendental Meditation Programme and has been active in its international programmes for world peace for over 40 years.

In 2006, Mr. Pirc received a gold medal „For Honour and Good“ for his „excellent contribution for the revival and blossoming of peace, for greatness of mind and altruistic magnanimity“ at the Moscow Academy of Sciences, from the Russian charitable organisation „Patrons of the Century“. Mr. Pirc was presented the Global Hakim Ajmal Khan Award 2007 for Organisational and Social Vedic Services by the Chief Minister of the State of Delhi, India, for his work in the research, application, and expansion of Ayurveda around the world.

In 2010, he founded Pirc Clinic Consulting offering comprehensive services to assist in the development and management of Maharishi AyurVeda Health Centres around the world. In 2012 Lothar Pirc founded the Stiftung zur Förderung des vedischen Kulturerbes. In 2020, Mr. Pirc was elected board member of the German National Ayurveda Association, ADAVED.

### Interview

#### 1) What services and products do Maharishi Ayurveda offer?

First of all, I would like to mention that I am very grateful and happy to have come into contact with the wonderful knowledge of Ayurveda - the oldest healthcare system of the world, recognised by WHO. Ayurveda has proven to be successful in the areas of prevention, rejuvenation and cure. Credit goes to the great Vedic tradition and India, the land of the Veda, and my master Maharishi Mahesh Yogi who has revived this knowledge comprehensively with some of the greatest Vaidyas and family traditions of India. He connected Vedic knowledge to modern science, inspired scientific research to validate its benefits and brought it to the western world. Maharishi also revived consciousness-based approaches like the Transcendental Meditation (TM) technique for the direct experience of inner unbounded consciousness.

Our primary services in Bad Ems are Panchakarma treatments. These Ayurvedic cleansing treatments use a wide variety of methods to remove metabolic waste products, undigested food components and environmental toxins. In our Maharishi AyurVeda Health Centre in Bad Ems, we have treated around 30,000 people with Panchakarma in the last 29 years. We have seen amazing results in rejuvenation and also in the treatment of long-standing chronic diseases. Our Centre, with around 90 staff members, has received many national and international awards and honours.

In collaboration with Maharishi Vedic University, The Netherlands, Maharishi AyurVeda offers many training courses for health consultants and the following courses for laypeople:

- Introduction to Maharishi Ayurveda
- Good health through prevention
- Diet, digestion and nutrition
- Maharishi self pulse reading
- Maharishi yoga asanas

In collaboration with the Deutsche Gesellschaft für Ayurveda, the oldest and largest Ayurveda doctors association outside India, founded in 1983, several hundreds of doctors have been trained.

In terms of products I can say the following:

Maharishi AyurVeda is considered the pioneer of Ayurveda in Europe since 1987, providing the largest range of proprietary and classical Ayurvedic food supplements, certified natural cosmetics, and beverages. In addition, it assists and supports various organisations in Europe with product knowledge and education in the area of Ayurveda for practicing doctors and health practitioners.

## **2) Was there any impact of the COVID 19 pandemic on the Ayurveda sector?**

During the first lock-down, we had to close our operation. But after two months, since we received the hospital status, we received permission to continue the work. However, due to the restrictions such as social distancing and hygiene regulations, we could not operate at full scale. In addition, many of our international guests were not able to get visas for Germany. On the other hand, we have gained new clients who used to go to India for Panchakarma. They were very satisfied with our authentic treatments and services. We have been running at about 60% capacity. In the meantime, we had a few patients with long-term Covid symptoms who received our treatments, which included Panchakarma, herbal food supplements and dietary recommendations. They had inspiring positive results

As far as products are concerned, Maharishi AyurVeda experienced a significant increase in consumption of preparations known and trusted in Ayurveda for immunity-boosting effects and upper respiratory strengthening. A general positive trend towards maintaining healthier lifestyle products was distinctly visible for long-standing and a trusted brand like Maharishi AyurVeda in this sector.

**3) What has your experience been with promoting Ayurveda in Germany?**

Maharishi AyurVeda is the pioneer in Europe. The first Maharishi AyurVeda Health Centre started in 1986, and the Centre in Bad Ems was founded in 1992. We have been instrumental for tremendous press activities. More than 1,200 journalists visited the Health Centre in Bad Ems, receiving sample treatments and diagnoses, which resulted in more than 1,000 positive press reports and hundreds of TV reports. However, in the last years our clients came mainly by word of mouth. Also, in the first years of our activities, many medical journals featured preliminary scientific research articles on Maharishi AyurVeda.

Over the last 40 years, we have substantially contributed that Ayurveda became a household word in Germany. Most people in Germany are familiar with the name Ayurveda and think it is something good. However, the general public's appreciation is not reflected in the policies by the government and the health insurances. Here we see a significant need for collaboration to get Ayurveda recognised and integrated as an integral part of the health care system. Along with other Ayurveda schools, clinics, and product companies, we founded a German umbrella organisation called ADAVED. ADAVED <https://ayurveda-dachverband.de/en/> aims for the promotion, dissemination, integration and recognition as a comprehensive health and medical system in Germany. But to undertake this task, the funds for doing so are still restricted.

While consumer attitude towards trying medicinal products from the complementary/alternative health sector such as Ayurveda has been steadily gaining ground, regulatory restrictions limit the usage of the products to the detrimental effect not only in the growth of the Ayurveda industry but also restricting consumers access to some of the best researched ayurvedic preparations meant for chronic ailments according to the ancient knowledge of Ayurveda. Making any health claims on Ayurveda remains a stumbling block.

Visible promotion of Ayurveda by the Government of India as a medical system in the larger public interest within Europe would be highly beneficial along with close cooperation with the industry in understanding the regulatory challenges and finding ways to bring Ayurveda into the mainstream health system.

**4) What are the potential areas for the Indo-German collaboration in the Ayurveda sector?**

Based on my observation of thousands of patients over the past 30 years, I firmly believe the knowledge of Ayurveda will not only make an enormous contribution to improving public health but also to reducing healthcare costs. It could start with simple Ayurvedic nutrition rules in schools up to the integration of Ayurveda in the training of health professions. Therefore every effort to spread this knowledge is worthwhile.

My proposal is:

1. Develop a marketing strategy for Indian Missions around the world, for lobbying work, organise press activities and conferences for health professionals, Government people and health insurances, and support our active people.

(China started investing in the promotion and research of TCM 50 years ago. As a result, in Germany, 18,000 MDS are practicing Chinese medicine. Only a few hundred practice Ayurveda.)

2. Review existing research and propagate it. Funding for new evidence-based research in Germany and Europe at renowned Universities to document the role of Ayurveda in reducing chronic diseases and healthcare costs.

3. Legalise the practice of Ayurveda by upgrading and standardising Vaidya training for working in the West. Create training courses recognised in the West.

4. Ensure that only safe and properly tested products according to western quality standards are exported from India to ensure that they are free from heavy metals, pesticides, herbicides or other harmful ingredients.

5. To provide first-hand export data of Ayurvedic herbs to the German authorities by the Indian Government would be one of the many immediate steps within the regulatory environment.

6. Recognition of Ayurveda education and prestigious educational institutes in Germany and EU with background experience and knowledge base.

## Mr. Sameer Agarwal, CEO and Founder, CSA Healthcare GmbH



**Mr. Sameer Agarwal, Founder and CEO, CSA Healthcare GmbH**

Mr. Sameer Agarwal is CEO and founder of CSA Healthcare GmbH. He is also a board member of Sintetica SA, Switzerland, a specialty injectable company, and is founder & board member of Novitate Pharma Inc, USA, a US focused pharmaceutical startup. He has also held various interim senior management roles for clients of CSA Healthcare GmbH.

Mr. Agarwal is a pharma leader with 30 years of global experience, thereof more than 15 years of senior executive level experience (including for Fresenius Kabi & Dabur Pharma) with responsibilities for strategy, portfolio management, M&A, sales & marketing. He has headed global pharma businesses in USA, China & rest of Asia, Europe, Russia and South America, covering key product types including oncology, biosimilars, pain management, anesthesia, anti-infective and critical care. He is also experienced in business development, IP, regulatory, pharmaceutical analysis and bioequivalence studies.

Mr. Agarwal holds a Master of Pharmacy degree from the Indian Institute of Technology, BHU, India, and a Master of Science degree in Pharma Sciences from University of Toledo, USA. He attended Kellogg Executive Scholar Program (Sales & Marketing) at Northwestern University, USA and Advanced Management Program at INSEAD, France. Before relocating to Germany, he has lived in India, the USA and Hong Kong.

### Profile: CSA Healthcare GmbH

CSA Healthcare GmbH (CSA), [www.csa-healthcare.com](http://www.csa-healthcare.com), is a management consultancy company focused on Pharma, Life-Sciences and Med-Tech. The company is head-quartered in Frankfurt am Main and has offices in the USA and Thailand.

Through its in-house expertise and an expert network of alliance partners, CSA provides services to its clients in four practice areas:

- (1) Strategy: portfolio & new therapy area strategy; new market entry strategy; corporate strategy
- (2) Acquisitions: commercial due diligence; project tracking; post-acquisition integration; interim management
- (3) Licensing: new chemical entities; new biological entities; differentiated products
- (4) Additional Services: marketing services; launches; clinical trials; regulatory approvals; services to companies planning to enter the German market (on-boarding, integration, recruitments)

### Interview

#### 1) What are the potential areas for Indo-German collaboration in the pharma sector?

Pharma sector offers excellent opportunities for Indo-German collaboration. Germany has traditionally been strong in new technologies in pharma and biotech whereas India has been strong in APIs (active pharma ingredients) and dosage form manufacturing. These strengths are complementary.

India offers excellent collaboration opportunities by way of its installed capacity of high-quality low-cost production of APIs and dosage forms. These can be very helpful to mitigate the margin pressures faced by German pharmaceutical companies due to increasing healthcare costs. German companies can also benefit by setting up pharma manufacturing facilities in India leveraging the excellent existing ecosystem of pharma manufacturing in India as well as *“Make in India”* initiative of the Government of India. Many leading European and German pharma companies are already having production facilities in India, e.g. Fresenius, Sandoz (Novartis), Roche, Sanofi-Aventis, etc.

On the other side, India’s push for new research and innovation as part of *“Atmanirbhar Bharat”* can tremendously benefit through Germany’s expertise in new drug research and similar areas. Many Indian companies with historical strengths in generics are presently seeking to expand into new drug research. Innovative strengths of small & mid-sized German companies can be leveraged by these Indian companies to achieve their goals. There are many ongoing initiatives in this area, for example, the German Federal Government has launched a campaign titled *“India and Germany- Strategic Partners for Innovation”* to enable and facilitate mutually beneficial R&D collaborations between Indian and German R&D institutions and companies (<https://www.internationales-buero.de/en/418.php>).

#### 3) What do you advise the Indian Pharma companies interested to invest in Germany?

Germany is an attractive location for investment in pharma sector. Most Indian companies are already very well aware of the Key Success Factors for the German market. As a recap, I would like to reiterate following three important areas:

**One:** My advice to the Indian Pharma companies would be to take up a thorough due diligence of the target product groups and sales channels before proceeding further with investments in manufacturing and / or product commercialization in Germany.

While the German pharma market is highly attractive, it comes with its challenges. In areas of generics and biosimilars, Germany is known to be among the lowest priced markets in Europe, thanks to the excellent work done by the key stakeholders responsible for purchasing in hospital as well as retail segments. On the other side, for innovative products success in German markets depends on highly focused scientific activities and scientific data generation, which requires a good understanding of the key opinion leaders and key stakeholders.

**Two:** Besides understanding the market dynamics and requirements well, I would also advise Indian Pharma companies to consider partnership and alliances with German pharma companies and distributors. This strategy is usually more efficient and cost effective than setting greenfield operations for commercialization of their products.

**Three:** I would highly recommend considering that the German work culture pivots on values of transparency, immaculate planning & execution, quality, compliance and respect to committed timelines. It is important to understand these values while taking up any discussions and negotiations with stakeholders in Germany.

#### **4) What are the opportunities and challenges posed by COVID 19 Pandemic to the Pharmaceutical sector?**

Covid-19 pandemic has made the world think out of box and multiple new areas have emerged which need immediate and urgent attention. There major areas where Indian companies can contribute and be successful are: (1) digital therapeutics (DTx), (2) pharmaceutical raw material and active pharmaceutical ingredients (APIs), and (3) vaccine manufacturing and supplies.

COVID 19 Pandemic has seen fast growth of Digital Therapeutics. Many diagnostic, patient management tools besides therapeutic platforms have been launched in recent months. The EMA ([www.ema.europa.eu](http://www.ema.europa.eu), European Medicines Agency) as well as the German agency BfArM ([www.bfarm.de](http://www.bfarm.de), Bundesinstitut für Arzneimittel und Medizinprodukte) are making substantial efforts to approve DTx products. India, with its strong eco-system of software and digital industry can contribute very well to requirements of DTx in Germany.

As we all know global supply chains took a major hit during COVID 19 Pandemic. Major challenges were faced in availability of certain raw material and APIs. India is among the largest global producers of APIs, if not the largest, and is already supplying multiple APIs to the German pharma sector. It will be worthwhile for Indian companies to work more closely with German companies to identify newer opportunities in APIs space and be the preferred suppliers of APIs.

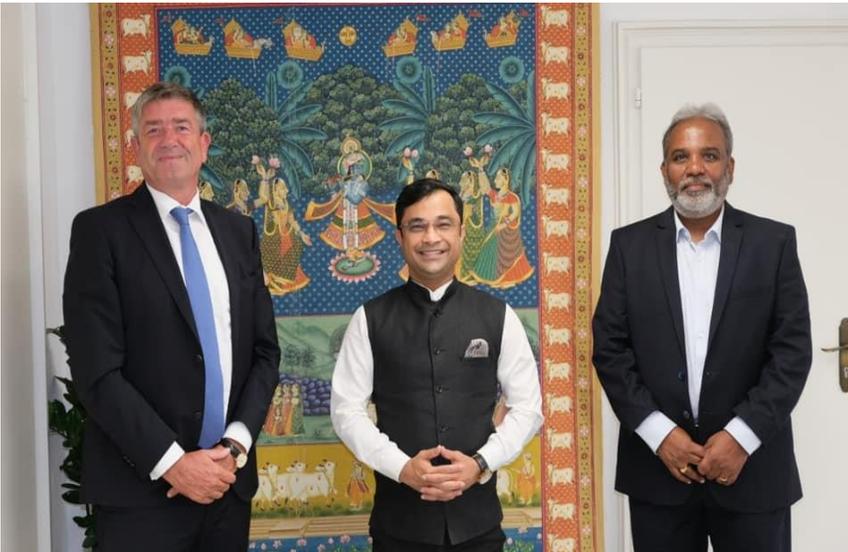
India is known to be the largest global producer of vaccines with respect to number of doses. COVID 19 has highlighted the need to bring newer vaccines quickly to the market as well as produce large quantities. I see tremendous opportunities in this area with multiple collaboration possible for leading vaccine producers of India with German companies.



Consul General Dr. Amit Telang with Mr. Ashok Sridharan, Former Mayor of the City of Bonn



Consul General with Mr. Alexander Hetjes, Lord Mayor, Bad Homburg



Consul General Dr. Amit Telang with Mr. Sriram Raghavan, CEO and Mr Bernd Meist, Joint CEO of State Bank of India, Frankfurt



Consul General Dr. Amit Telang with CEO Mr. Andreas Hettich, Hettich Holding GmbH & Co. oHG

# COMMERCIAL OUTREACH



Mr. Ram Kumar, Consul (Coordination) with Mr. Michael Konow, Managing Director of Chamber of Commerce & Industry of Fulda.



Consul General Dr. Amit Telang with Ms. Purvi Shah Paulini, Founder, Living India



Consul General Dr. Amit Telang with Dr. Matthias Braun, Member of the Management Board of Sanofi-Aventis Deutschland GmbH



Consul General Dr. Amit Telang visiting IHK Münster



Consul (Coordination) Mr. Ram Kumar and Consul (Commerce) Mr. Vinod Kumar visited Düsseldorf and met with partners and friends from NRW Global Business, Düsseldorf City Administration and the Indo German Chamber of Commerce.

**THANK YOU**