



# **India Day** ON THE LARGEST INDUSTRIAL FAIR OF THE WORLD: **HANNOVER MESSE 2015**

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April 14, 2015 | 11 a.m. - 7 p.m.

**GLOBAL BUSINESS & MARKETS, EXHIBITION HALL 6,  
BUSINESS FORUM 2**

## INDIA DAY – PART 1

11:00 a.m.

### **Panel Discussion: Success Strategies for Foreign Companies in India – Managers share their Experience**

- How does the “Modi factor” affect your business in India?
- What is the right strategy for India?
- Expat versus local employee – What is the right choice?
- What are the requirements on machine configurations – Indian user perspective?
- Does it make sense to downgrade features in order to decrease the price?
- Centralized or decentralized warehousing in India?
- Best strategy for after sales service?
- Which resources are required for a successful business in India?
- Is a joint venture an option?

#### **Panelists**

Pradeep Arora, Turck India Automation Pvt. Ltd.  
 Björn Becker, Jumo GmbH & Co. KG  
 Thomas Block, Remondis Aqua International GmbH  
 Thomas Breitingner, Maier + Vidorno GmbH  
 Umesh Kadam, Precision Automation & Robotics India Ltd.  
 Ashwin Pawar, ATS Conveyors India Pvt. Ltd.  
 J. Vasanthakumar, Hirotec India Pvt. Ltd.  
 Thomas Weidlich, Luther Lawfirm

1:00 p.m.

### **Get together**

## INDIA DAY – PART 2

2:00 p.m.

### **Welcome Note**

Dr. Jürgen Friedrich, CEO, Germany Trade & Invest (GTAI)

### **Introduction of Manager Training Program (MP)**

TBA, Federal Ministry for Economic Affairs and Energy (BMWi)

The Manager Training Program is a crucial element of the German foreign trade policy. True to the motto “Fit for Partnership”, the program is designed to prepare executives from, amongst others, India for doing business with German companies – enabling mutual success for both parties.

**Signing of the Program Extension** between BMWi and the Ministry of Commerce and Industry, India

### **Experience Report “Fit for Partnership”**

Vikas Jain, Director, Bhansali Group, alumni Manager Training Program 2009

3:00 p.m.

## KNOWLEDGE FORUM: INDIA AND GERMANY

### **Benefiting from India’s Diverse Potential**

- Chances and challenges of the Indian market  
Katrín Pasvantis, Director Middle East, Germany Trade & Invest (GTAI), (2008-2014: Director Trade, Mumbai)
- India Strategy – Rules of the Indian Market  
Thomas Breitingner, Senior Manager Business Development, Maier + Vidorno GmbH

### **Seizing Germany’s Comprehensive Possibilities**

- Germany as a business location for Indian companies  
Asha-Maria Sharma, Investor Consulting, Industrie 4.0/Internet of Things, Germany Trade & Invest (GTAI), (2011-2014: Director, Mumbai)

### **Q & A**

4:00 p.m.

### **Learning from Experience – A Comparison**

- From experience – the German perspective  
Björn Becker, Export Sales Manager, Jumo GmbH & Co. KG
- From experience – the Indian perspective  
Dayanand Dalvi, CEO, ATS Conveyors India Pvt. Ltd.
- From experience – a presentation by an Indian participant of the Manager Training Program  
Parita Sanghvi, Partner, Empire Industries, participant 2015

### **Q & A**

## INDIA DAY – PART 3

5:00 p.m.

### **Evening Reception and Matchmaking**

– 7:00 p.m.

## Registration

for the event **on April 14, 2015 in Hannover.**

Participation is free of charge. Due to limited space, we recommend to register as soon as possible.

I want to attend:

- ☐ India Day Part 1  
☐ India Day Part 2  
☐ India Day Part 3

Surname, Name

Position/Department

Company

E-mail

**Please register via E-mail or fax by no later than April 7, 2015.**

## Contact

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In cooperation with



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