



Indo-German Business Summit Berlin 2009: Market Opportunities for Indian and German Companies

A seminar to be held as part of the 7th Asia-Pacific-Weeks Berlin 2009 explores how Indian and German companies should prepare their market entry in the respective other country in order to achieve sustainable growth in a promising new market

Berlin, 17 August 2009. – India is increasingly coming into the focus of German businesses as a market with a huge growth potential. Vice versa, Indian companies look increasingly to Germany when it comes to establishing a footprint in the EU. The framework conditions which they are facing in each of the two countries and which strategies are to be followed in entering such a market are the themes of the Indo-German Business Summit Berlin 2009 which will be held in Berlin on October 13, 2009 as part of the 7th Asia-Pacific-Weeks Berlin 2009.

Following the inaugural address which will be given by His Excellency Mr. Suhir Vyas, the Indian ambassador to Germany, the participants will split into two separate panels: Indian companies will attend the presentations on the inbound panel which explores the German market, whereas German companies will be given information on the opportunities offered by the Indian market in the outbound panel. A particular emphasis will be put on opportunities in the automotive sector in both countries. Following the presentations, the Indian Embassy has invited all participants to a reception where ideas can be exchanged and networking continued.



The enormous interest in India shown by German mid-sized companies is evidenced by the study "Global Perspective" which was carried out in 2008 by IMAP M&A Consultants AG. According to this study, three out of ten participants can imagine a strategic partnership with an Indian company or even a sale of their business to an Indian buyer.

The Asia-Pacific Weeks are held bi-annually since 1997 as an initiative of the Governing Mayor of Berlin and offer an excellent opportunity for dialogue for actors from the business, scientific, political and cultural sectors between Europe and Asia. The main themes of 7th Asia-Pacific-Weeks from 7 to 18 October 2009 in Berlin are „Mobility“ und „Energy“.

Flyer and Registration

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