

## **Press Release**

### **CeBIT 2014, Hannover**

CeBIT, the world's largest Trade Fair for office automation, information & technology and telecommunication was held at Hannover from March 9-14, 2014. A total of 65 Indian companies, mostly small and medium enterprises attended the Fair and set up stands. Besides, pavilions were put up by the State of Kerala, which included 34 IT companies under the umbrella of Group of Technology Companies (GTech), Gujarat Electronics and Software Industries Association (GESIA) and India Electronics and Semiconductor Association (IESA).

2. The following official Indian delegations also visited CeBIT 2014:

- a) Delegation led by Shri J. Satyanarayana, Secretary, Department of Electronics & Information Technology (DeitY);
- b) Delegation from Software Technology Parks of India (STPI) led by Dr. Omkar Rai, Director General;
- c) Delegation from the State of Odisha led by Shri S.K. Mishra, Commissioner-cum- Secretary (IT);
- d) Delegation from the State of Kerala led by Shri P.K. Kurian, Principal Secretary (IT).

The Consulate facilitated meetings of the official delegations with the following:

- a) Dr. Andreas Gruchow, Member of the Board of Deutsche Messe (organizers of CeBIT) and Mr. Marius Felzmann, Senior Vice President of CeBIT (March 10, 2014);
- b) Dr. Horst Schrage, CEO of Hannover Chamber of Commerce (HCOC) and Mr. Tilman Brunner, Director, International Department, HCOC (March 11, 2014);
- c) Mr. Wolfgang Hoeltgen, Director, German-India Business Centre (GIBC), Hannover (March 11, 2014);
- d) Indian Business Forum, Northern Germany (March 11, 2014).

3. On March 10, 2014, the delegations were welcomed at the Fairground by representatives of Deutsche Messe and were taken to various stalls, including that of IBM, Microsoft, Siemens, Continental, Bundesdruckerei (German Printing Agency) and German Ministry of Information and Security. On March 11, 2014, DeitY organized a workshop on "India as an Electronics Design and Manufacturing Hub" during which the delegations gave presentations which was followed by media interaction. During the meetings, Secretary (DeitY) informed about GOI's National IT Policy 2012 as well as steps initiated to augment electronics manufacturing in India. He also elaborated on various incentives offered by GOI to companies setting up business in these areas as well as potential for bilateral cooperation with Germany.

**Hamburg**  
**March 18, 2014**

