

## Press Release

### India Days, Hannover

A 5-day India-focussed event entitled “*India Days*” was held from June 23-27, 2014 at Hannover with the objective to increase awareness about India and to promote the country as a destination for business and investment. It was organised jointly by the German India Business Centre (GIBC), Hannover Chamber of Commerce (IHK), Indo-German Society, Hannover (DIG) and Ministry of Economy, Labour and Traffic of Lower Saxony in association with the Consulate General of India, Hamburg. The following programmes were held as part of *India Days*:

- a) Seminar on “Successful India engagement under difficult conditions” organized by IHK on June 23, 2014.
- b) Symposium on Frugal Innovation organized by GIBC at Pavilion Hannover on June 24, 2014.
- c) “Indo-German Science Slam” by GIBC on June 24, 2014 at Pavilion Hannover.
- d) Workshop on “Inter-cultural Training in India-Central factor for business success” organized by IHK on June 25, 2014.
- e) Talk on “India’s Mega Cities – strategies for modernization and contradictions of life in megacities” organized by DIG on June 27, 2014 at the Volkshochschule, Hannover.

2. The event provided an opportunity to showcase India’s cultural, scientific and economic strength. Coming close on the heels of formation of the new Indian Government, it generated a lot of interest among the German business community especially those who are eager to improve/enter into business relations with India. The event was widely publicised and evoked positive response from various sections.

**Hamburg**  
**July 3, 2014**



