



# INDIA WEEK HAMBURG

## SPONSORSHIP OPPORTUNITIES

## Explore India in Hamburg

Once again, India in all its facets and complexity can be encountered in Hamburg

During the seventh India Week Hamburg taking place in November 2017, the Hanseatic City will, once more, focus attention on the cultural diversity and the enormous potential of Asia's third-largest national economy. India Week Hamburg was initiated to offer a platform to institutions, companies and individuals within the metropolitan region of Hamburg to showcase their engagement in and with India, and hence fill with life the long-standing, amicable ties between Hamburg and India.

Hamburg is connected to India in many ways— through cultural, scientific and, economic exchange. Economic relations with India are of central importance to Hamburg as a European trade hub. Likewise, Hamburg harbour is a gateway to the European continent to Indian goods – this connectedness is clearly reflected in the programme of the India Week Hamburg 2017.

Seize the opportunity – become part of India Week Hamburg 2017!



# Sponsoring is worth it!



India's growth dynamics has accelerated significantly after the change in the central government in Mai 2014 and the Modi government's initiative to boost industrialisation and economic reforms. India's middle class is on the rise, creating a multitude of perspectives in one of the world's largest consumer markets

The India Week Hamburg offers to you:



- The largest India-focused economic forum of this kind in Germany
- Around 50 events covering culture, economics, sciences, politics and society
- App. 30,000 visitors from Germany and India expected , including high-ranking decision makers from politics and business
- An excellent environment for creating visibility for your company and discuss new trends and developments with representatives from business and politics
- Attractive focal topics of business-related events: digital economy, startups, India's position in global supply chains, health, renewable energies...and more



# Sponsoring Packages

Partner Packages	Bronze (€ 1,250-2,000)	Silver (€ 2,500)	Gold (€ 5,000)	Platinum (€ 12,000)
Single -page advertisement in the printed programme brochure	•	•	•	•
Placement of sponsor's logo on India Week publications (programme brochure, flyers, posters)		•	•	•
Reference to sponsors in India Week Hamburg 2017 press releases		•	•	•
Placement of sponsor's logo on the official India Week website including link to company's website		•	•	•
Sponsor-booth at a selected event (5m <sup>2</sup> space for roll-up, table for presenting flyers, brochures etc.)*			•	•
Invitation to the Inaugural Reception at the Mayor's Hall			2 company representatives	5 persons in the VIP area (company representatives + guests)
Visibility of sponsor's logo in the advertisement for passenger information screens in public transport				•
Speaker slot at one of the business events of the organisers <sup>#</sup>				•

We will supply you with a table and space. Backdrop and material need to be provided by the sponsor.

<sup>#</sup>Time allotted for speaking is 15 minutes at maximum length plus 5 minutes for discussion (overall 20 minutes) at one of the organisers' economic events

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We are looking forward to hearing from you!