

## From the "Gateway of India" to the "Gate to the World" – Discover India in Hamburg

Hamburg will celebrate the sixth India Week from 2<sup>nd</sup> to 8<sup>th</sup> November this year. More than 60 events covering economy, culture, science and education, politics and society will showcase the profound expertise in Hamburg relating to India.

What started as an initiative of the German-Indian Round Table (GIRT) in 2007, has become an institution over the years. Due to its growing size and wide range of topics, the event takes place every two years since 2009 and is organized under the lead of the Senate Chancellery together with the Ministry of Culture in Hamburg, the Hamburg Chamber of Commerce, the HWF Hamburg Business Development Corporation and the German-Indian Round Table as well as the Hamburg Representation Mumbai. Another important partner is the Consulate General of India, Hamburg.

The purpose of India Week Hamburg is to display the multiple ties between Hamburg and India, strengthen existing partnerships and create new opportunities for cooperation. All those institutions, universities, companies, NGOs and others who are involved with India are invited to contribute.

The India Week Hamburg has grown to be the largest event of its kind in Germany. At first, the focus mainly lay on economy. From eight programme items in 2007 over 23 in 2009 to 43 in 2013, the India Week Hamburg has now crossed the remarkable threshold of 60. Having a broad target group, some 20,000 guests followed the invitation to discover India in Hamburg in

2013. This year, around 30,000 are expected. But not just in size – the programme continued to grow and diversify in terms of topics covered and formats presented. In panels, workshops and colloquia, top-level guests from India meet decision-makers in differing fields such as economics, science, politics and society.

In the economic sphere, the Indian government has triggered many processes of change. Hence, during India Week Hamburg 2015, experts from Germany and India will provide a professional audience with the latest updates and discuss the specifics of doing business with India. To understand the Indian consumer is crucial for successful market entry and will be a focal topic of discussion. The legal framework will be an issue as well as the impact of the new investment policy "Make in India". Potential German investors will receive in-depth information on tax regulations and the latest developments in Foreign Direct Investment. The issues of energy supply and renewables will be discussed as well as life sciences. The ongoing shift towards digitalization will be picked up by looking at digital ecosystems, mobile and e-commerce in India or the media's search for online gold.

Further highlights are panels on India's foreign policy, the historical role of and present challenges in the Indian Ocean region. Cooperation between universities, research institutions and schools will be part of the agenda as well. Mutual knowledge transfer best describes the projects in development cooperation that will present their work during India Week Hamburg.

The cultural programme will guarantee sophisticated entertainment including cinema, exhibitions, theatre, lectures, dance, and concerts. Both classical and contemporary performances will delight the audience and show that India has a lot to offer. This section of the programme has also grown remarkably in quality and size.

The India Week Hamburg is inaugurated by the First Mayor of Hamburg in a reception ceremony in Town Hall with more than 400 guests. Invited are distinguished guests from economy, politics, diplomacy, science, society and others. The separate reception for the economic events of India Week Hamburg stresses the importance of this programme section.

Besides the allocation of profound experience and know-how, India Week Hamburg reflects the hard work and enthusiasm that marks cooperation between India and Hamburg – the city in Germany that will yet again bring to life its title "Gateway to the world".

For further information on India Week Hamburg please visit [www.indiaweek.hamburg.de](http://www.indiaweek.hamburg.de) or contact **Luise Lina Schulz** at the Senate Chancellery Hamburg at [luiselina.schulz@sk.hamburg.de](mailto:luiselina.schulz@sk.hamburg.de).



Business Event at the Chamber of Commerce & Industry



Political Event at the German Institute of Global and Area Studies



Cultural Event at the Senate