

The Cluster Approach

GTAI travels with East German business delegation to India

Berlin (GTAI) - A German business delegation, gathered together from a variety of different bodies and industries, will arrive in India on Sunday, to start a whistle-stop week-long tour of Mumbai, Bangalore and Delhi. The delegation's aim: to show Indian companies the value of obtaining a presence in Germany's strong ICT industry and economy through investment. With a forecast market value of around EUR 135 billion in 2017, the German ICT market is the second largest in Europe. IT & business services account for 30 percent of turnover, with the software sector generating a further 17 percent of revenue. Of the 1,333 investment projects within the ICT industry in Germany between 2010 and 2016, 285 were in the new eastern states, where clusters like Silicon Saxony in Dresden, a high-tech cluster with 320 member companies, offer excellent opportunities.

Communication technology is acting as a backbone for the digitization process in India, a country which itself added over 1,000 tech start-ups in 2017. Many of these focused on business to business tech, such as healthtech, fintech, e-commerce and aggregators, as well as AI, analytics and augmented reality, all fields in which Germany has, to some extent, a pioneering role. Government initiatives and the involvement of research and development, academia, start-ups and enterprises are driving an innovation boom in areas such as cloud, wireless and wired broadband, while data acquisition technologies and analytics are set to transform the country by providing advanced intelligence in a country which already has one of the world's largest software industries.

The industry has reached a transitional phase in India now, where new skills and newer, deeper technologies are required to make further significant progress. These are all to be found in Eastern Germany, which is what the delegation will explain.

"Eastern Germany has become a tech hub for young, innovative start-ups working on the edge of technological knowledge," said CEO of federal economic agency Germany Trade & Invest (GTAI) Jürgen Friedrich. GTAI are hosting the visiting delegation. "Saxony in particular is developing a reputation as a good value. High-tech location for the ICT industry, with well-qualified personnel thick on the ground and excellent infrastructure. We are very much looking forward to meeting with representatives of India's ICT industry – and others - to identify mutual needs and possible synergies between the industries and German industry clusters."

The delegation will first make a brief evening stop in Mumbai on Monday December 4, at the Taj Land's End Hotel from 7.00pm local time, where there will be an investor conference and dinner.

On Tuesday December 5, also from 7.00pm, the delegation will be in Bangalore, at the Leela Palace Bengaluru hotel. Then on Thursday December 7, the delegation will be at the LaLiT Hotel in New Delhi.



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