



NATIONAL APEX CHAMBER

KONRAD  
ADENAUER  
STIFTUNG

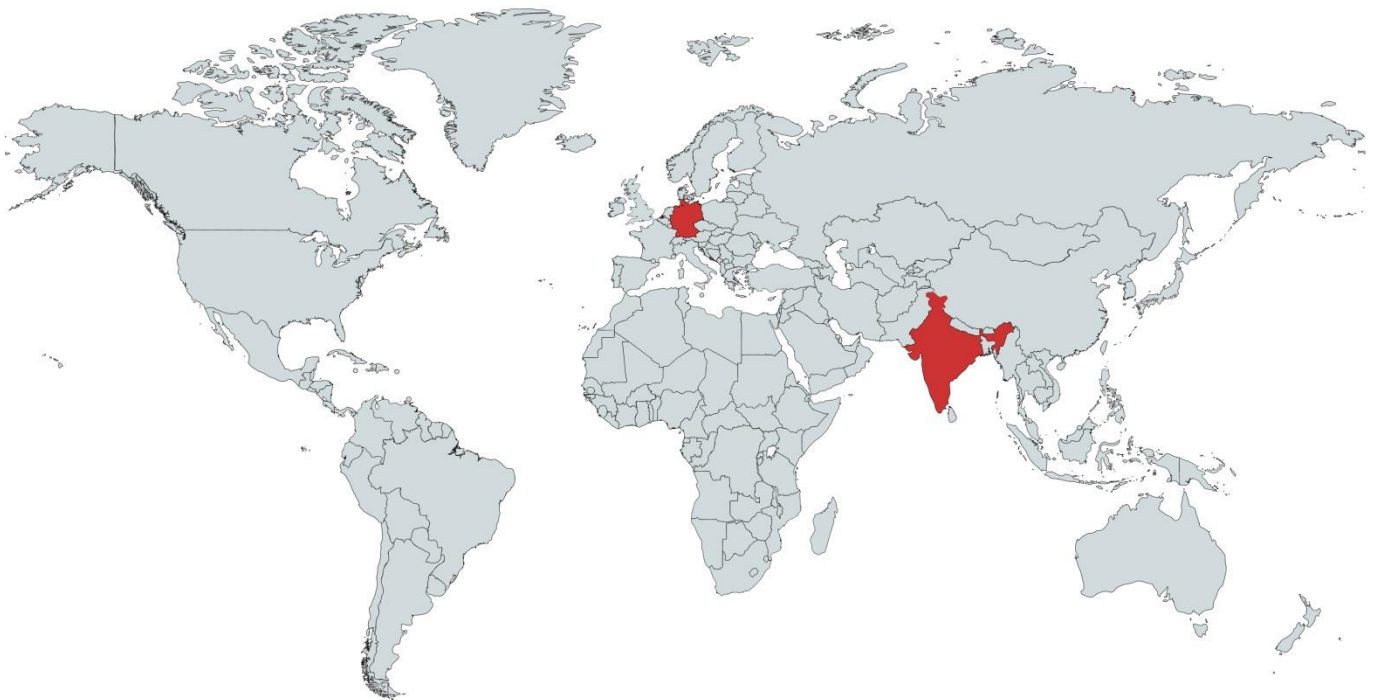


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## POST - EVENT REPORT

INTERACTIVE VIDEO CONFERENCE ON



## INDIA-GERMANY BUSINESS PROMOTION, CHALLENGES AND OPPORTUNITIES POST COVID-19

5<sup>th</sup> June, 2020

Chief Guest:

H.E. Mrs. Mukta D Tomar, Ambassador, Embassy of India, Berlin,  
Germany



NATIONAL APEX CHAMBER



## INTERACTIVE VIDEO CONFERENCE ON INDIA – GERMANY BUSINESS PROMOTION CHALLENGES AND OPPORTUNITIES - POST COVID 19

Friday 5<sup>th</sup> June 2020 | 03:30 PM onwards (IST)

### Guest Speakers



**H.E. Mrs. Mukta D Tomar**  
Ambassador, Embassy of India  
Berlin, Germany



**H.E. Mr. Mark Hauptmann**  
Member of The German Parliament



**Mr. Peter Rimmele**  
Resident Representative of  
Konrad-Adenauer-Stiftung in India



**Mr. Bernhard Steinrücke**  
Director General, Indo-German  
Chamber of Commerce  
Deutsch-Indische Handelskammer



**Mr. Rajesh Nath**  
Managing Director  
German Engineering Federation  
(VDMA) India

### PHDCCI Leadership



**Dr. D.K Aggarwal**  
President, PHDCCI



**Mr. Sanjay Aggarwal**  
Sr. Vice President, PHDCCI



**Mr. Pradeep Multani**  
Vice President, PHDCCI

### RSVP

#### INTERNATIONAL AFFAIRS AND TRADE FAIR DIVISION

Mr. Abhishek Banwara, Email: [abhishekbawara@phdcci.in](mailto:abhishekbawara@phdcci.in) / Mob: +91- 96541 22241  
Ms. Kanishka Arora, Email: [kanishka.arora@phdcci.in](mailto:kanishka.arora@phdcci.in) / Mob: +91- 99990 78178

## **ABOUT PHDCCI**

PHD Chamber of Commerce and Industry (PHDCCI) has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past 115 years. It is a progressive, proactive and dynamic pan-India apex organization. As a partner in progress with industry and government, PHD Chamber with a special focus on MSMEs works at the grassroots level, with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

## **ABOUT KONRAD-ADENAUER-STIFTUNG**

The Konrad-Adenauer-Stiftung (KAS) is a German foundation and has its headquarters situated in Berlin. KAS is active in more than 120 countries and in India since 1968 with the basic philosophy of respect for partner country's sovereignty in a spirit of partnership and cooperation. KAS is associated with many Think tanks, Apex bodies and non-profit organizations. Specifically, KAS offers to contribute by assisting India in its process of social, structural and political transformation based on democratic values and the rule of law; strengthening economic reforms, the small and medium business sector and an effective social market economy as well as supporting the integration of India into the global economy; intensifying the dialogue between Germany, Europe, and India and other major powers, especially on current foreign and security policy as well as promoting the education of young print journalists.

## **INTRODUCTION**

The International Affairs Committee and Trade Fairs Committee, PHD Chamber of Commerce and Industry, organized an Interactive Video Conference on 'India – Germany Business Promotion, Challenges and Opportunities Post COVID-19' on 5<sup>th</sup> June 2020 with H.E. Mrs. Mukta D Tomar, Ambassador, Embassy of India, Berlin, Oman.

The Objective of the Video Conference was to have a meaningful discussion to understand the Impact of COVID 19 and the challenges being faced for promoting business activities as regards export and import, travel restrictions, and also understand the potential and possibilities of enhancing bilateral trade post lockdown. The session witnessed a participation of more than 140 industry players and senior members of PHDCCI.

The session had the presence of eminent speakers:



**Dr. D K Aggarwal, President, PHDCCI**



**H.E. Ms. Mukta Dutta Tomar, Ambassador, Embassy of India, Berlin, Germany**



**H.E. Mr. Mark Hauptmann, Member of the German Parliament, Germany**



**Mr. Peter Rimmele, Resident Representative of Konrad-Adenauer-Stiftung in India**



**Mr. Bernhard Steinrücke, Director General, Indo-German Chamber of Commerce, Deutsch-Indische Handelskammer**



**Mr. Rajesh Nath, Managing Director, German Engineering Federation (VDMA) India**



**Mr. Pradeep Multani, Vice President, PHDCCI**



**Mr. Saurabh Sanyal, Secretary General, PHDCCI**

## Key-Takeaways

- Germany can be referred as a success story as it curtailed the pandemic without overburdening its health system.
- Germany and India are amongst the most strategic partners both bilaterally and in the global context in terms of trade, investment and technology.
- Germany has emerged as one of India's key supporters in terms of expert advice, technical know-how and implementation strategies.
- Indo-German cooperation in trade and technology is one of the most dynamic facets of the bilateral partnership.
- Apart from the traditional sectors, knowledge driven sectors hold good potential for collaboration in the fields of IT, ITES, biotechnology, auto components, renewable energy, green technology, urban mobility & development and entertainment industry.
- Germany was the first country to announce sustainable economic measures aimed at mitigating the economic consequences due to Covid19.
- The Partnership between both the countries has been multifaceted ranging from digital transformation through innovation and frontier technologies, especially artificial intelligence, environment and renewable energy.
- Indian Pharma companies are global leaders in producing affordable low cost medicines and vaccines and India is now a reliable partner for providing affordable medicines.
- The Atmanirbhar Bharat Abhiyan stimulus package aims to make India self-reliant and India should ramp up domestic manufacturing capability and needs to build and redefine the existing international relations between Germany and India.
- India and Germany have new areas of cooperation and need to build on the comparative advantages in areas like Pharmaceuticals, Traditional API & Drugs and IT.
- India is manufacturer of low cost vaccine and both the countries should work jointly in Research and Development, clinical testing and mass production of vaccine and medicines.
- The pandemic has taught every nation the risk of over dependence on a single country for supply chain and presently Germany is focusing on filling up the gaps by looking for new partners in Asia and India in particular.

- India and Germany can look forward to bilateral cooperation and more trade and partnerships and it is the right time for the Indian industries to build on its competitive advantage as Germany is open to Business with India.
- Five trends that can strengthen the partnership between India and Germany namely, Supply Chain Management; Value Partnerships; Globalization; Digitalization and IRD (Innovation, research, and Development)
- Germany articulated a desire to enhance the existing cooperation with India in the field of skill development and expressed their willingness to intensify their efforts to bridge the gap between the demand and shortage of skilled work force.
- It is the right time for a Free Trade Agreement between EU and India and at the upcoming Indo German Inter Government dialogue in November will pave the way forward between the two nations.
- As America and China are working independently it is the right time for Germany and Europe to look at new partners and in particular, India.
- German companies like Bosch and Siemens which in spite of facing huge challenges and issues are committed to India and have restarted their production.
- German companies are committed to India and have new expansion plans.
- Indian Government has taken the boldest of reforms especially in Agriculture which has brought a drastic change in agriculture industry. The German companies can use the opportunity in India as more than 60% of people in India are employed in agriculture sector.
- India is excelling in Air conditioning, Furniture and Shoe Industry and requires machinery to manufacture all these products, the German machines can fill in the gap. The German Machine Tool Industry post Covid19 can look at India as a significant market.
- Rather than dependency on one country, Germany can look at developing supply chain in India more on sourcing from India.
- 80% of API is imported to India from China, India and Germany can work together to make API and vaccines.
- Germany can introduce technology suitable to the Indian needs and requirements as most of the countries worldwide are boycotting China.

## The proceedings of the session are as follows:



**Dr. D K Aggarwal, President, PHDCCI,** welcomed H.E. Mrs. Mukta D Tomar, Ambassador, Embassy of India, Berlin, Germany and other dignitaries to the Video Conference and thanked Konrad- Adenauer- Stiftung for partnering for the Video Conference. He said that the Indian response to the Covid19 pandemic has been very proactive and can be vindicated by the fact that several countries have taken up similar measure as India had taken early on in its efforts to flatten the curve. On the first day of India's unlocking phase, the number of fresh infections dipped slightly in India but given certain challenges like the population, natural calamities, etc., there is still a long way to go.

Dr. Aggarwal emphasised that Germany can be referred as success story as it curtailed the pandemic without overburdening its health system. The proportion of severe cases and fatalities is lower in Germany than in many other countries. He further added that interconnected world need global-level crisis management as multilateral cooperation even among close allies is not functional. A single country cannot manage a pandemic alone as it needs international coordination.

On the relationship between India and Germany, Dr. Aggarwal said that it has intensified in the recent past with both the nations having shared values, goals, and perspectives on current events and issues. Germany and India are amongst the most strategic partners, both bilaterally and in the global context in terms of trade, investment and technology. Germany has emerged as one of India's key supporters in terms of expert advice, technical know-how and implementation strategies. He insisted that the Indo-German relations will get stronger post Covid-19 as Germany is India's most important trading partner in the EU and its sixth most important trading partner worldwide. Germany's development cooperation with India is a major component of bilateral relations. The current total trade between India and Germany stands at US\$ 2.4 billion with India's import at US\$ 1.5 billion and India's export at US\$ 9.0 billion in 2018-2019. Bilateral development cooperation focuses on the following areas: energy, sustainable urban development as well as environmental and resource protection. In addition, German development cooperation supports the economic participation of women and the setting up of a practice-oriented (dual) vocational training system and provides stimulus for innovative approaches, e.g. in social policy or promoting start-ups. Indo-German cooperation in trade and technology is one of the most dynamic facets of the bilateral partnership. Joint Commission on Industrial and Economic

Cooperation is led by the Finance Minister from the Indian side, and the Economics Minister from the German side. In addition, there are several Joint Working Groups in the fields of agriculture, automobile sector, infrastructure, coal, tourism, standardization, vocational education, etc. The Indo- German Energy Forum focuses on renewable energy, alternative fuels, energy efficient technologies and power sector. The Indo- German Environment Forum focuses on water supply and sanitation, waste management, energy efficiency, and the Clean Development Mechanism (CDM) proposed in the Kyoto Protocol.

Dr. Aggarwal said that while India is growing in significance as a trading partner for Germany there is clearly a great deal of potential to be realized. Apart from traditional sectors, knowledge driven sectors hold good potential for collaboration in the fields of IT, ITES, biotechnology, auto components, renewable energy, green technology, urban mobility & development and the entertainment industry. There are several important Trade Fairs held in Germany, in which Indian companies regularly participate to promote their products and technology.

Dr. Aggarwal concluded his address by informing the participants that the members of PHDCCI have been generously contributing to the PM CARES Fund (more than USD 68 million presently) which has been rightly acknowledged by the Hon'ble Prime Minister of India. PHDCCI remains committed to assist the industry to overcome the difficulty it faces currently with all the possible representation to be made to the Government and the Associations across globe.



**Mr. Peter Rimmele, Resident Representative of Konrad-Adenauer-Stiftung in India**, welcomed the speakers and panellist to the webinar and informed the audience that KAS and the Indian Mission in Germany have a long standing relationship and it has further strengthened and matured during the tenure of H.E. Mrs. Tomar. He

spoke on the historical trade linkage between India and Germany which emerged as strong economies after World War II. He briefed about the history of KAS and how the institution engaged with the India since its inception. Covid19 as per him has impacted everyone including the business of both Germany and India. The supply chain and trade network are main pillars of global economy and India will play an important role in the worldwide supply chain and increase its own economy. The Global Supply Chain network need trustworthy and reliable partners and India is one such partner for Germany. India's FDI policies are good to attract the foreign investments especially from Germany both in terms of capital and Make in India initiatives. The last mile connectivity is lacking in India which is a very big hindrance in the implementation of the policies at the grass root level and KAS sees this as an opportunity to work with PHDCCI.





**H.E. Ms. Mukta Dutta Tomar, Ambassador, Embassy of India, Berlin, Germany** appreciates the platform and the initiative of PHDDCI to organise this interactive session. She said Germany's success in battling the corona virus pandemic is very well with their 'Can do' spirit. Compared to many other countries, Germany has managed the

COVID-19 crisis well, owing to its properly funded health system. She informed about the measures taken by the Government of Germany which led to slowdown the spread of COVID 19 pandemic. Germany was the first country to announce sustainable economic measures aimed at mitigating the economic consequences that the COVID-19 pandemic has on the German economy; such as short-term work pay, loans and grants to the business, and moratorium on payment of tax, rent and debit repayment and other new measures that helped business to stabilize and highlighted that Germany is looming for recovery by 2021.

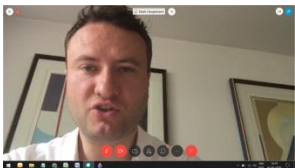
H.E. Mrs. Tomar mentioned that India-Germany relationship has been traditionally strong and the relations between both the countries witnessed strong rapid progress and there is a sense of optimism. She highlighted that the visit of the German Chancellor to India particularly focused on giving a new momentum to the bilateral ties by significantly scaling up cooperation in several sectors. Germany and India have agreed on consulting each other in identifying best possible approach. She highlighted Inter- Government Consultation between India-Germany strengthens the "very close" relationship between both the countries in order to further intensify bilateral trade and investment. The Partnership between both the countries has been multifaceted ranging from digital transformation through innovation and frontier technologies, especially artificial intelligence, environment and renewable energy. She said the pandemic has a serious global effect which has given the Indian community to explore the potential opportunities. Indian Pharma companies are global leaders in producing affordable low cost medicines and vaccines and India is now a reliable partner for providing affordable medicines.

Her Excellency appreciated the measures taken by the Government of India in making India a self-reliant country and the five pillars which are essential to run industries and economy of India. She added that the bilateral cooperation between India -Germany will continue rapidly as PM Modi has reached out to national leaders on ways to diversify exports. The Atmanirbhar Bharat Abhiyan stimulus package aims to make India self-reliant and India should ramp up domestic manufacturing capability and needs to build and redefine the existing international relations between Germany and India. She also reiterated that PM Modi has mentioned that India will be in Top 25 countries in terms of Ease of Doing Business and will remove the barriers which are

preventing the country from achieving its potential. The structural reforms to all the private sector are very significant which provides the opportunities to initiate land, labour and liquidity reforms during Covid 19 crises.

Her Excellency further mentioned that India and Germany have new areas of cooperation and need to build on the comparative advantages in areas like Pharmaceuticals, Traditional API & Drugs and IT. She also highlighted that India is manufacturer of low cost vaccine and both the countries should work jointly in Research and Development, clinical testing and mass production of vaccine and medicines. Both the side should work towards strengthening its cooperation in the field of Artificial Intelligence and Digital Transformation. German Mittelstand and Indian SMEs stands at a crucial juncture in the economy and offer to deepen its collaboration as SMEs play a major role in establishing a manufacturing base in every country. Her Excellency also said that this pandemic has taught every nation the risk of over dependence on a single country for supply chain and presently Germany is focusing on filling up the gaps by looking for new partners in Asia and India in particular.

While concluding her remarks Her Excellency mentioned that Germany has an open and welcoming attitude and the Embassy will extend all the support to facilitate the partnership between India and Germany to take this partnership forward. She added that Prime Minister Narendra Modi initiative “Make in India” aims to produce cost effective & high quality products both in domestic and international market and this can be done jointly. He also mentioned about “Fast track agreement” which closely monitor all issues faced by German companies in India. India and Germany can look forward to bilateral cooperation and more trade and partnerships and it is the right time for the Indian industries to build on its competitive advantage as Germany is open to Business with India.



**H.E. Mr. Mark Hauptmann, Member of the German Parliament** began his address by stating that the world is in the midst of a global pandemic and all countries have been impacted significantly. In Europe, the most successful policy response to the pandemic has been by Germany, as measured by the decline in new COVID-19 cases in recent weeks and consistent increase in recovered cases. Germany has managed the COVID-19 crisis well, owing to its properly funded health system and technological edge. The German healthcare played a great role to fight against pandemic. The COVID-19 pandemic has tested the competency of healthcare systems around the world and Germany has emerged as one of the top performers. He further added that as the corona virus crisis in Germany is keeping many people out of work, the government has given an

aid package to help low-income workers and small businesses avoid economic meltdown and protect employees and companies from the worst economic impacts of the pandemic. The aid package will extend and increase the level of support in stages which also includes tax relief for the hard-hit catering industry, with the value added tax lowered from 19% to 5%. Other tax breaks are planned for small and medium-sized businesses to free up liquidity and offset losses.

Mr. Hauptmann said that the federal government promised extensive support to companies and the self-employed. "**A support package for employees**" is designed to provide businesses with sufficient financial resources. In addition, the German states also expanded existing funding schemes. The support measures adopted in Germany relate in particular to liquidity aid (facilitated access to loans and guarantees, lending, and tax relief) and grants for micro-enterprises, allowance. He also highlighted an additional fiscal stimulus package has been announced by the government- comprising a temporary VAT reduction, income support for families, VAT reduction for hotels and restaurants, grants for hard-hit SME's, financial support for local governments, and subsidies/investment in green energy. The German parliament has adopted the "Economic Stabilisation Funds Act" which serves to cushion the economic impact of the Novel Coronavirus (COVID-19) pandemic on certain companies in the real economy which shall serve to overcome liquidity bottlenecks by supporting refinancing on the capital market and create framework conditions for strengthening the capital base of companies whose existence is of considerable importance for Germany.

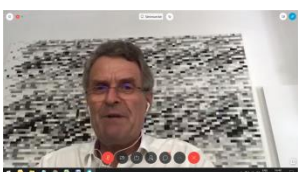
Mr. Hauptmann suggested five trends that can strengthen the partnership between India and Germany namely, Supply Chain Management; Value Partnerships; Globalization; Digitalization and IRD (Innovation, research, and Development).

- i. **Supply Chain Management:** Mr. Hauptmann said that in the changed times and in the event of disruptions in the supply chains, countries around the world will be looking for maximum diversification of their production and supply chains in the medium to long term. India and Germany needs to put in place focused and integrated efforts and initiatives based on strategic cooperation. India is also emerging as one of the key auto components centre in Asia and is expected to play a significant role in the global automotive supply chain in the near future.
- ii. **Value Partnerships:** For Germany, India is a partner with potential as India has the largest democracy and it is increasingly becoming significant international player and regional power. Mr. Hauptmann highlighted that Indo-German relationship is deeply

rooted to long standing history and cultural connections marked by friendship, similar ideas, principle of IPR, rule of law and cooperation. Thus there are significant potential for future cooperation & partnership. He also added that Germany is ready for a close and dynamic cooperation & partnership on all levels towards countries of Indo-Pacific.

- iii. Globalisation: Mr. Hauptmann added that the pandemic has hit the global economy badly and it is a time for India and Germany to globally come together. Both the countries should deepen the efforts to resume stalled negotiations for a free trade agreement to restart negotiations between the EU and India.
- iv. Digitalization: As per Mr. Hauptmann, Digitalization has played an important role in the past and will become even more important post Covid19. India has a huge potential especially when it comes to digitalisation as it is a leader in the segment and this will create significant economic value. India should focus on strategic cooperation in the field of new and advanced technology.
- v. IRD (Innovation, research, and Development): Mr. Hauptmann said that India and Germany plays important role in strengthening Cooperation in the Field of Artificial Intelligence and Digital Transformation. Both sides should focus on strategic cooperation in the field of new and advanced technology- 5G and AI. Both sides should build strategies on AI and recognise its potential on research and innovation. The potential synergies in focus areas such as Health, Mobility and Agriculture offer immense opportunities for enhancing cooperation and building on our comparative advantages.

Mr. Hauptmann concluded by saying that Germany articulated a desire to enhance the existing cooperation with India in the field of skill development and expressed their willingness to intensify their efforts to bridge the gap between the demand and shortage of skilled work force.



**Mr. Bernhard Steinrücke, Director General, Indo-German Chamber of Commerce, Deutsch-Indische Handelskammer**, thanked Her Excellency for her perspective and information with regards to the pandemic situation in Germany and the way the Government curtailed its spread. He was of the opinion it is the right time for a Free Trade Agreement between EU and India and at the

upcoming Indo German Inter Government dialogue in November will pave the way forward between the two nations. He referred to the 73 points of joint declaration on the strategic partnership for sustainable, reliable and international order, Artificial Intelligence or expansion of trade and investment by innovation, climate protection, sustainable development, bringing people together, global responsibility sharing and others which needs to be implemented urgently.

On new partners, Mr. Bernhard said that as America and China are working independently it is the right time for Germany and Europe to look at new partners and in particular, India. He reiterated on the strategies that was finalised during the meeting of the Prime Minister of India and the German Chancellor.

Mr. Bernhard cited examples of German companies like Bosch and Siemens which in spite of facing huge challenges and issues are committed to India and have restarted their production. He further added that the German companies are committed to India and have new expansion plans. There are challenges due to Covid19 but the companies are optimistic about India as it is important and good place to do business. Most of them the German companies been in India for more than 100 years and are committed to India. German companies are now looking at establishing their projects in India instead of China during the current pandemic situation which is very remarkable. The need to restart and bring back the business is the case for India as is for the other countries.

On the Healthcare sector, Mr. Bernhard said that the health crisis created a crisis in demand as well and the government need to take all the possible measure to bring back the demand, citing the example of the measures taken in Germany such as the "Kurzarbeit Geld" which is a short-term work allowance, an unemployment insurance benefit. Germany had this before the financial crisis and is benefitting remarkably in the current pandemic situation.

On the Agriculture sector, Mr. Bernhard said that the Indian Government has taken the boldest of reforms especially in Agriculture which has brought a drastic change in agriculture industry. The German companies can use the opportunity in India as more than 60% of people in India are employed in agriculture sector. The agriculture industry has been doing well in the current crisis because of the good monsoon and the food supply chain has been in place since the beginning. The Indian Agriculture is a huge opportunity for Germany.

Mr. Bernhard further added that India has a big trade deficit with Germany but as highlighted by Prime Minister Mr. Narendra Modi, India should work on its strength to lessen the deficit. India is excelling in Air conditioning, Furniture and Shoe Industry and requires machinery to manufacture

all these products, the German machines can fill in the gap. The German Machine Tool Industry post Covid19 can look at India as a significant market.

Mr. Bernhard concluded by saying that a lot of work needs to be done as the pandemic has affected India more than any other country in the world because of its huge population of 1.3 billion people. The crisis is a very good opportunity to think about the human impact on the environment over the years and plan for the next 75 years. The next normal year will be 2022 as India will host G-20 and Germany will host G-7.



**Mr. Rajesh Nath, Managing Director, German Engineering Federation (VDMA)**

**India**, complimented PHDCCI for organizing the webinar and shared a presentation on statistics on the German Engineering Industry. As per him the

German exports to India peaked from EUR 600 million in 1999-2000 EUR 3000 million in 2011-12. He added that the previous three years have been good for the German Exports to India though there was a dip in 2019 due to the prevailing slowdown in the Indian economy and stands at EUR 3,100 million. He further added that there is a healthy growth of exports from India to Germany over the years and exports from India in the engineering sector has been consistently rising although at lower level at EUR 600 million.

Mr. Nath insisted that there are plenty of opportunities for local Indian companies including the members of PHDCCI. As per him whenever foreign or German companies come to India, they look for good suppliers in India which is good opportunity for India, especially during the pandemic time as there are supply chain disruption. Through the Make in India program the Indian enterprises can use the opportunities to enhance the exports to Germany, particularly mentioning about the sectors like machine tool sector, Mr. Nath said that Germans are very strong in this sector in India. The valves sector in India has picked up in the last 4-5 years and other sectors, like air handling technology, cold chain and agriculture have immense potential in India. He further added that Germany is also strong in the textile sector and development of medical textile is a very good opportunity.

Under the current prevailing situation of the pandemic, Mr. Nath highlighted the sentiments of engineering companies in India which is greatly hampered. As per the survey conducted by VDMA, 80% of the companies in India in the engineering sector have been impacted due to the pandemic and only 1% of the companies feel that the business will get better in coming time. He said that the main sentiments that are affecting are the demand crisis. 33% feel that demand would be a factor that would hamper their development. The stimulus package that India has announced and the reforms that Indian government is undertaking is essential that Industry

would require investment from the government. 15% of the respondents surveyed felt that there is a shortage in import material and India offers a good opportunity. He further said that rather than dependency on one country, Germany can look at developing supply chain in India more on sourcing from India. As per the survey done on 8<sup>th</sup> May, 91% of the respondents feel that their businesses will be impacted which will also have a strong impact on development of business in Germany.

Mr. Nath concluded by giving a brief insight of the portfolio of VDMA which included various industrial verticals and is the only German association that has a strong presence worldwide.

### **Sectoral Inputs on Challenges and Opportunities**



**Mr Pradeep Multani, Vice President, PHDCCI and Chairman, Multani Pharmaceuticals Ltd** spoke on the Healthcare, Ayush and Pharmaceutical Sector stating that it is very importance sector during the Covid19 and the healthcare sector of every country is badly impacted. India offers good

opportunity for Germany to work together in the field of health care and pharmaceutical sector. Indian hospitals are the best in the world providing the services at 10% of the total cost in other countries. He stressed upon the fact that the Indian doctors and nurses have shown outstanding training and expertise in every country of the world and Indian hospitals are well equipped with best medical equipment majority of them being supplied from Germany. India and Germany can work together for more hospitals for both the nations at very competitive and reasonable cost. He added that India is the pharmacy of the world, best quality and affordable pricing of its medicines.

Mr. Multani added that as 80% of API is imported to India from China, India and Germany can work together to make API and vaccines. He said that the traditional Indian medicines system known as Ayush which stands for Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy is a 5000 year old traditional medicines system. China was able to control the pandemic as they combined the allopath system with Chinese traditional medicines. India with a population of 1.3 billion has been able to keep the number of Covid19 patients low due to outstanding measures taken by the Hon'ble Prime Minister of India along with the Ministry of Health & Family as well as the Ministry of Ayush. He further insisted on building of strong immunity, use of sanitiser, face mask and social distancing. Ministry of Ayush has been very active and recommended ayush medicines like Chavyanprash, Gheloi and Ayush Kadha as immunity boosters including practising

of Yoga. Germany may collaborate with India on the traditional medicines and also look at India as the reliable source of supplier of PPE kit, N95 face mask, gloves, allopath drugs and also ayush immunity boosters.

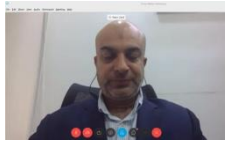
Mr. Multani concluded by saying that India looks forward to work together with Germany to overcome the pandemic and is also prepared to build up relations together in a better way.



**Mr Vivek Agarwala, Chairman, International Affairs Committee for Africa, PHDCCI and Director, Timberworkz** spoke about the Agriculture, Food Processing and Infrastructure Sector. He mentioned that the World has seen many crises in the past and humanity has always emerged as

stronger than ever before. On the Food Processing sector he said that food security is a big concern for the government worldwide. There should be an efficient production base with robust and affordable technology which will have a regular supply base and act as supply chain. Creating a supply chain between the receiving country and the producing country is the most important aspect in the present day as it brings together the trusted partners. India has emerged as the trusted partner for the world as it supplied pharma products to over 100 countries in the current pandemic. It is important to introduce the efficient and affordable technology and invest in food processing and Germany with its efficient and robust technology at the affordable price can lead in the sector. Germany can introduce technology suitable to the Indian needs and requirements as most of the countries worldwide are boycotting China and German companies can step in and partner with Indian companies to produce in India for their own consumption as well as local Indian consumption and lead in the changing world. India has the ability to lead production centres of processed foods for the world. India is an exporter of agriculture products and they need to take the production to a greater level by partnering with technology supplier to set up specified food processing zones and be the food basket for the world. Mr. Agarwala further added that similar opportunities in agriculture are available in Africa with abundant land available with cheap workforce. Germany can support with technology, supply chain can be created and there can be triangular approach with India Germany working together in Africa. Mr. Agarwala concluded by saying that there is an opportunity post Covid19 in making India the trusted partner for supply of processed foods and basic cereals to the world.





**Mr. Nasir Zaidi, Chairman, International Affairs Committee for Gulf, PHDCCI and Partner, Pacific Travels** addressed on the Education, Tourism and Aviation Sector informing that there is immense potential for exchange of knowledge with good coordination between Indian educational institutions and institutions in Germany. On-line and off-line institutions and courses along with good knowledge exchange can be set up between the two countries. He added that Youth tourism will flourish and both the countries need to keep an eye on it. The next three years will be the niche of the tourists travelling around the world and this will bring opportunities to develop an inward and outward tourism between India and Germany. With regard to aviation Mr. Zaidi insisted upon having a better connectivity with affordable prices to attract travellers in both the countries.

**Mr. Karl Quehenberger, Managing Director, ANDRITZ Hyro Pvt. Ltd** informed about his company which is manufacturing in India since 1920 and is currently facing a problem in the Covid19 situation due to the unavailability of skilled people in the manufacturing sector. However, he anticipates more initiatives in the education sector to create skilled workforce and the Indian institutes and Make in India initiative will increase the quality and prices which will support the company's export businesses.



**Mr. Saurabh Sanyal, Secretary General, PHDCCI**, said that PHDCCI will be keen to initiate the process of doing business together. He shared that the sense of optimism in the Indo German relation stating that India can partner in all the sectors of the economy. He insisted that as there are a number of successful German companies operating in India, the India Inc will have competitive advantage of doing business with their German counterparts. The PHD Chamber of Commerce and Industry under the current pandemic situation invites the German companies to come to India and as an industry chamber PHDCCI will completely comply and put forward the issue to the Government.

**Mr Pradeep Multani, Vice President, PHDCCI**, gave the formal Vote of Thanks and reiterated that the PHD Chamber will compile all suggestions and views of members and will send to the High Commission. The Session was moderated by **Mr Naveen Seth, Principal Director, PHDCCI**. The Session was attended by more than 140 Industry members including 40 German companies operating out of India.

## **CONCLUSION**

The Interactive Video Conference on India-Germany Business Promotion, Opportunities and Challenges concluded on a positive note with the participants agreeing to have a concrete B2B meeting on a virtual platform to take the business forward post Covid 19. PHDCCI will be arranging a virtual platform to organise the sector specific B2B meeting to start with. The modalities of the B2B meetings will be finalised in consultation with both the Indian Embassy and the trade associations. The following sectors can be considered:

- Agricultural & Food Processing
- Power
- Construction and Engineering
- Automobiles & Ancillaries
- Pharmaceutical
- Packaging
- Information Communication and Technology

# Glimpses

**PHD CHAMBER**  
NATIONAL APEX CHAMBER

**KONRAD ADENAUER STIFTUNG**

**INTERACTIVE VIDEO CONFERENCE ON  
INDIA - GERMANY BUSINESS PROMOTION  
CHALLENGES AND OPPORTUNITIES - POST COVID 19**  
Friday 5<sup>th</sup> June 2020 | 03:30 PM onwards (IST)

**Guest Speakers**

<b>H.E. Mrs. Mukta D Tomar</b> Ambassador, Embassy of India Berlin, Germany	<b>H.E. Mr. Mark Hauptmann</b> Member of The German Parliament	
<b>Mr. Peter Rimmel</b> Resident Representative of Konrad-Adenauer-Stiftung in India	<b>Mr. Bernhard Steinrück</b> Director General, Indo-German Chamber of Commerce Deutsch-Indische Handelskammer	<b>Mr. Rajesh Nath</b> Managing Director German Engineering Federation (VDMA) India

**PHDCCI Leadership**

<b>Dr. D.K Aggarwal</b> President, PHDCCI	<b>Mr. Sanjay Aggarwal</b> Sr. Vice President, PHDCCI	<b>Mr. Pradeep Multani</b> Vice President, PHDCCI

RSVP  
INTERNATIONAL AFFAIRS AND TRADE FAIR DIVISION  
Mr. Abhishek Banwara, Email: abhishektanwara@phdcci.in / Mob: +91- 96541 22241  
Ms. Kanishka Arora, Email: kanishka.arora@phdcci.in / Mob: +91- 99990 76176

**Rajesh Nath**

The interactive video conference was also actively promoted on social media platforms like Twitter through live tweets, LinkedIn, and Facebook. Below are the links:

### Twitter

<https://twitter.com/phdchamber/status/1269179072724135936?s=20>  
<https://twitter.com/phdchamber/status/1268842256233951237?s=20>  
<https://twitter.com/phdchamber/status/1269179078340259847?s=20>  
<https://twitter.com/phdchamber/status/1269179080743649280?s=20>  
<https://twitter.com/phdchamber/status/1268849159836102658?s=20>  
<https://twitter.com/abhimishrabjp/status/1268851439994048513?s=20>  
<https://twitter.com/phdchamber/status/1268852452637335552?s=20>  
<https://twitter.com/phdchamber/status/1268858397140463620?s=20>  
<https://twitter.com/phdchamber/status/1268868315394408450?s=20>  
<https://twitter.com/phdchamber/status/1268878358894374912?s=20>  
<https://twitter.com/phdchamber/status/1268541101268402183?s=20>

### Instagram

<https://www.instagram.com/p/CA4qQ-UnU1q>  
<https://www.instagram.com/p/CBA97f8HAXY>  
<https://www.instagram.com/p/CBDIq1gH0br>

### Facebook

<https://www.facebook.com/phdcci1905/posts/2605044189745287>  
<https://www.facebook.com/phdcci1905/posts/2605875472995492>  
<https://www.facebook.com/phdcci1905/posts/2599187790330927>

### LinkedIn

[https://www.linkedin.com/posts/phd-chamber-of-commerce-and-industry\\_phdccifightscorona-phdchamber-indiafightscorona-activity-6674608112927866880-meUF](https://www.linkedin.com/posts/phd-chamber-of-commerce-and-industry_phdccifightscorona-phdchamber-indiafightscorona-activity-6674608112927866880-meUF)  
[https://www.linkedin.com/posts/phd-chamber-of-commerce-and-industry\\_worldfoodsafetyday-foodsafety-activity-6675101757388947456-l9Jc](https://www.linkedin.com/posts/phd-chamber-of-commerce-and-industry_worldfoodsafetyday-foodsafety-activity-6675101757388947456-l9Jc)