

Press Release

India Week, Bremen

An 'India Week' was organised from November 24-30, 2014 in Bremen comprising programmes such as Indian Food Festival, Indian Film Festival, business seminars, podium discussions, workshops, exhibitions, Bollywood party, gala evening etc. The event was held under the auspices of the Bremen Senate and the Consulate General of India, Hamburg. India Week was formally inaugurated on November 25 in the Bremen City Hall by Mrs. Ulrike Hiller, State Secretary of European Affairs, Bremen government and Indian Ambassador Mr. Vijay Gokhale. During her address, State Secretary Hiller emphasized the long standing and close bilateral relations between India and Bremen especially the city to city partnership between Bremen and Pune as well as academic exchanges. Ambassador Gokhale in his speech mentioned about the strong commercial relations between Bremen and India and pointed out that many areas in which Bremen excels like ports, food processing, renewable energy, logistics etc. are important for India. The programme, which was attended by around 200 people, also included traditional and fusion music performances as well as handing over of a portrait of Mayor of Bremen by Ambassador.

2. The Indian Food Festival was inaugurated by Consul General Dr. Vidhu Nair on November 24, 2014 at Swissotel, Bremen. He also inaugurated the Indian Film Festival on the same day at City46 Kino which showed the Indian movie 'Happy New Year' during the week. On November 26, 2014, a business seminar was organized by the State Bank of India, Frankfurt on "Blueprint for Growth" within the framework of *Make in India* initiative of the Indian Government. Ambassador Vijay Gokhale inaugurated the seminar and spoke about the favourable business climate created by the current Indian Government. Other speakers explained the investment potential of India for Bremen companies and various financing options available.

3. As part of India Week, DIG Bremen organized a Diwali party on November 22, 2014 which was attended by around 200 people. A podium discussion was held in Hochschule Bremen on the topic *India's Climate Change before and after change of Government*. Bremen Pune Solidarity Forum also organized a podium discussion on India-Germany cooperation. Besides, programmes such as dance and music workshops, children's workshop, Yoga and meditation programme, cooking classes etc. were organized at Übersee Museum, Bremen. The Indian students in Hochschule, Bremen organized a Bollywood Party. The Gala concluding event was organized in Swissotel consisting of children's events, Garba dance, fusion music etc.

4. India Week, Bremen provided the opportunity to rediscover India and present a new facet of the country especially its business potential and soft power.

**Hamburg
December 1, 2014**

Inaugural Ceremony (November 25, 2014)

















Business Seminar “Make in India”











Podium Discussion (November 27, 2014)



Diwali Celebrations (November 22, 2014)



