

**Consulate General of India  
Hamburg**

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**INDIAN TRADE PROMOTION EVENT ON  
“OPPORTUNITIES IN RENEWABLE & POWER SECTOR”**

The “Make in India” Initiative is providing an open and welcoming business environment to foreign investors and transforming India into a global destination for manufacturing. One of the key focus sectors under the “Make in India” Mission is “Renewable and Power Sector”. Government of India has a target of adding 175 GW of renewable power in the country by 2022, which will offer massive investment opportunities across the value chain. Economic growth, increasing prosperity, a growing rate of urbanization and rising per capita energy consumption has led to increased demand for energy in the country. With unfolding of the Indian energy growth story, huge opportunities have emerged for the Indo-German collaboration in this sector. In order to provide greater insight into the possible synergies for cooperation, **Consulate General of India - Hamburg together with Embassy of India - Berlin** organized a special sector-focused event on “*Opportunities in Renewable and Power/Energy Sector*” on **9<sup>th</sup> December 2016 at Hamburg Chamber of Commerce (Adolphsplatz 1, 20457 Hamburg)**. The event was supported by the Renewable Energy Hamburg Cluster Agency, Hamburg Chamber of Commerce and OAV-German Asia-Pacific Business Association.

The event started with welcome speeches by H. E. Shri Gurjit Singh, Ambassador of India and Mr. Martin Köppen, Head of the Department for Business Development, International Business Relations and Agriculture, Ministry of Economy, Transport and Innovation, Hamburg. The Ambassador underlined that India and Germany look back on several years of successful energy partnership, however this now needs to be translated to a business opportunity, which is beckoning the German Mittelstand in areas like the Smart Cities. He said it has become essential that the German Mittelstand come together and offer a holistic package, including production, supply, technology and skill development in the Energy Sector. Mr. Martin Koeppen, head of department, economic development and foreign trade from the Ministry of Economics, transport and Innovation said that even though Germany was the 10<sup>th</sup> largest investor in India, Germany is striving to do more. The participants echoed the sentiment of the mutual benefit that lies in the Indian power sector, given the growing needs of the country, the gap in demand and supply and the need for upgrade of technology, especially to reduce the carbon footprint.

This was followed by a lively presentation on “India’s Renewables Sector” by Mr. Robert Schmidt [Senior Consultant, Euro Asia Consultancy (EAC),

Munich)] in which he outlined the opportunities available in Indian Renewable (Wind & Solar) Energy Generation. Mr. Arun Barapatre (Senior Consultant, EAC) joined the event through video conferencing and he also answered the questions raised by participants. He also gave a presentation on “*India’s Power Sector*”, explaining the current Indian Conventional Power Generation, opportunities and key challenges. Mr. Jan Luca Plewa (International Relations Manager, Renewable Energy Cluster, Hamburg) spoke on “*Opportunities and Challenges for German Companies in India’s Renewables Sector*”. A case study on “*Potential of Rooftop Solar PV and Process Heating in India*” by a German Company Suntrace GmbH, Hamburg was also presented by its Senior Project Manager Mr. Kaushal Chhatbar. Mr. Tillmann Ruppert (Laywer, Rödl & Partner, Nürnberg) spoke on the theme “Goods & Service Tax: How this is the next big thing for Industry in India!”. Ms. Soumya Gupta, Third Secretary, Embassy of India, Berlin spoke about the “Make in India Mittelstand!” Program (MIIM) which is local fast track for all investment needs into India. Senvion (a global manufacturer of wind turbines) has made significant investment under the MIIM initiative by acquiring the production facilities of Kenersys India Private Limited. Germany based Uniper and Indian Power Corporation have entered into an agreement to set up a service company joint venture in India. The MIIM programme has also been supporting companies from the wind turbine technology and companies are bringing in new technologies to India in the fields of renewable energy (biofuels, wind energy, etc. ).

The event helped the participants in understanding better about the current growth outlook and market development in these sectors, the ongoing reform agenda, opportunities and challenges for growth for German companies in these sectors. The event provided the opportunity to elucidate the reasons for looking at India as a business destination. All related aspects such as policy formulation, facilitation process, incentives, scope for partnership, etc. were elaborately covered. There was a great resonance and convergence amongst participating companies regarding government’s thrust on promoting these sectors. The seminar also underlined various opportunities for increased business cooperation and presented success stories in the field. This event fostered discussion and most participants left with a stronger motivation to invest in India.

**Hamburg**

**December 10, 2016**



























