



... A Success Story

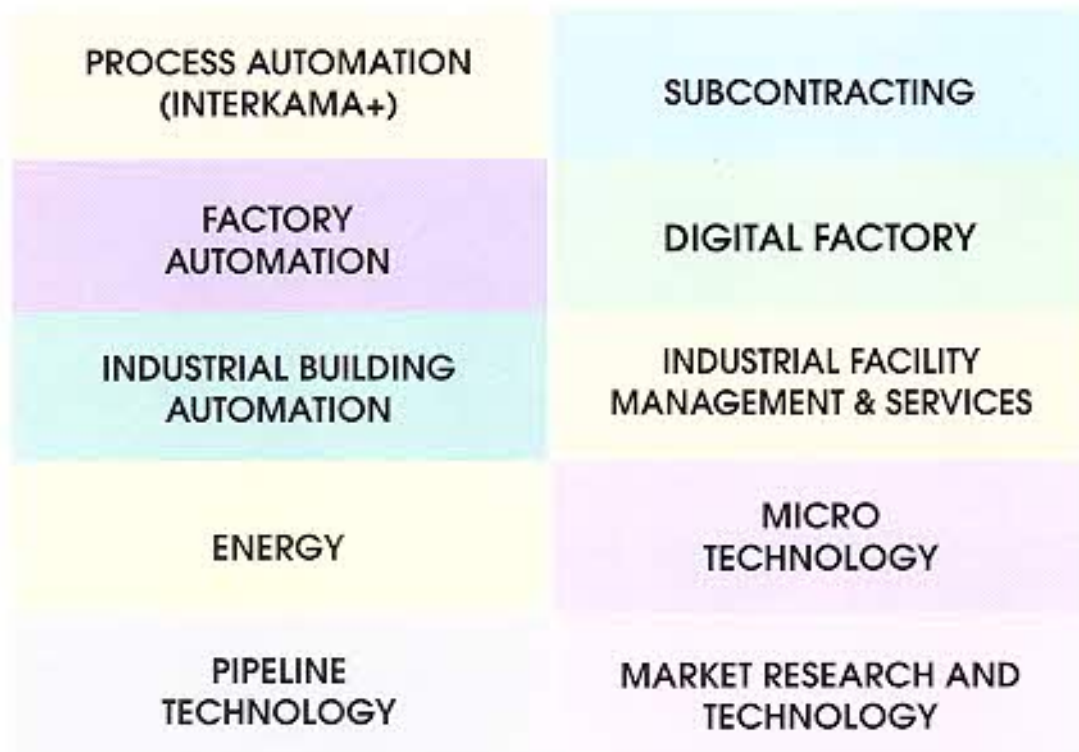


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ENGINEERING EXPORT PROMOTION COUNCIL

HANNOVER FAIR

Hannover Fair needs no special introduction. Easily the most important technology event on the earth, this annual show comprises of nine highly specialized trade shows along with seminars and special events. This global event, spread over more than 200,000 sq. meters of exhibition space attracts over 6000 exhibitors from 65 countries and more than 200,000 trade visitors from around the world.

The Display Categories in the fair are :



Besides being a fair, the event in Hannover is a strong brand appealing to top global players as well as to small and mid size enterprises. A rapid market penetration and displaying innovation is encouraged while a highly qualitative audience judge the pros and cons of the technology. Inter-related trade shows attract additional visitors beyond those in obvious target groups. Cross-industry synergies pave the way to new sales markets. The Government organizations also take major part in the event. In a way, Hannover Fair attracts opportunity for international business tie-ups and motivates foreign investment.

HANNOVER MESSE 2006 – Partner Country India

Following initial discussions between the officials of Hannover Messe and the Engineering Export Promotion Council during the course of Hannover Fair - 2005, a formal invitation was sent by the German Chancellor's office to the Indian Prime Minister's office inviting India to join as Partner Country in Hannover Fair - 2006. Subsequently, the matter was taken up by the Ministry of Commerce with various trade promotion organizations and in view of the importance of Hannover Fair in the world of Technology and the timing of the invitation, an opinion was conveyed to the PMO to accept this invitation.

The Ministry of Commerce after due deliberations, decided to name the Engineering Export Promotion Council to be the Coordinating Agency for organizing India's participation in the largest technology event in the world. The India Brand Equity Foundation was given the responsibility of India Branding, in Europe for greater awareness and visibility.



Mr. C. S. Shukla and Mr. Wolfgang Pech exchange greetings after signing the contract.



Mrs. Asha Swarup, Mr. A. Sengupta and Mr. C. S. Shukla at contract signing ceremony.

In view of the importance of the event, a Steering Committee was constituted under the Chairmanship of Mr. S. N. Menon, Commerce Secretary with representatives from various ministries/departments and trade promotion organizations.

In order to implement the guidelines set by the Steering Committee, an Organizing Committee was constituted under the Chairmanship of Mr. A. Sengupta, Additional Secretary, Ministry of Commerce, Co-Chaired by Mrs. Asha Swarup, Additional Secretary & Financial Advisor, Ministry of Commerce.

In order to make an impressive presentation of the most important technology event in the world, the Organizing Committee decided to book a large exhibition space in hall number 6. Consequently, EEPC signed a contract with Hannover Messe for an exhibition area of 9,873 sq. mtrs. in Hall 6.

OPENING CEREMONY

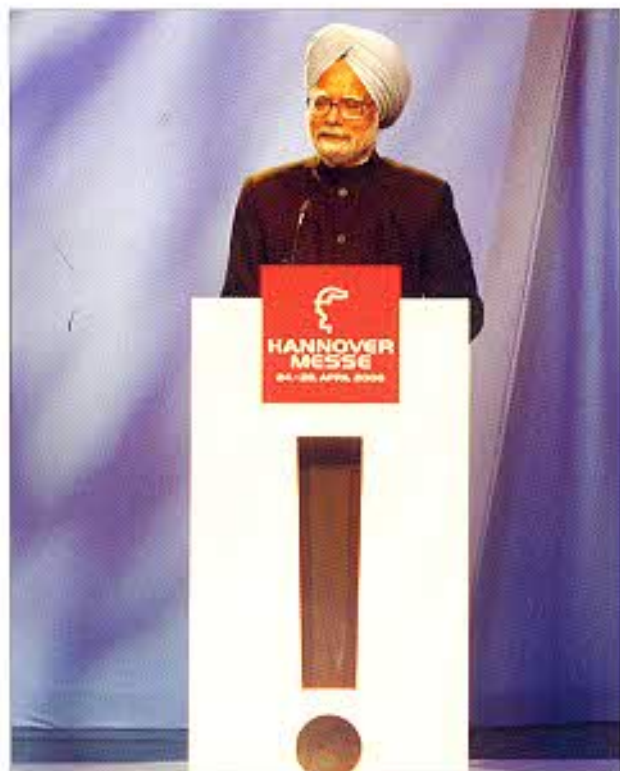


The event was inaugurated on 23rd April, 2006 jointly by His Excellency Dr. Manmohan Singh, Hon'ble Prime Minister of the Republic of India and Her Excellency Dr. Angela Merkel, Hon'ble Chancellor of the Federal Republic of Germany at Hannover Congress Centre.

Dr. Manmohan Singh in his speech praised Germany as a leading scientific, technological and cultural power and expressed gratitude for the German role in building of a new India. He continued – “German firms played – and still play – an important role in the technological modernization of India. ...India is at the cusp of a historic transformation. ...We are committed to an open, liberal economy; one that is in tune with the new realities of the global economic order. We seek to enhance our presence in the international trading system.At present, we are paying particular attention to infrastructure. We have announced plans to step up investment in transport, connectivity, power and energy, both in the rural and the urban sectors. ...A resurgence of the manufacturing sector is underway in India. Over the past two years, this sector has achieved growth rate of 9-10 per cent. We aim to raise this to 12% in the near future.The possibility of new partnerships between the dynamic German SME



Dr. Angela Merkel addressing at Hannover Congress Centre.



Dr. Manmohan Singh addressing at Hannover Congress Centre.

sector and its Indian counterpart is another area of interest for us.We look forward to working with Germany in the EU ...”. The full text of Dr. Manmohan Singh’s speech is annexed.

Dr. Angela Merkel while welcoming Dr. Singh’s suggestions said that “there is a strong strategic partnership between India and Germany and there is a need to enhance this cooperation. Both the governments are working on a common agenda of energy security and supply, and science & technology. India offers enormous growth potential which the German companies must take advantage of.” The full text of Dr. Angela Merkel’s speech is annexed.

INAUGURATION

On 24th April, 2006 the India Pavilion was jointly inaugurated by Dr. Manmohan Singh and Dr. Angela Merkel by cutting ribbon in Hall 6.



The inauguration was followed by a walk-through by the two dignitaries in the India Pavilion. The two leaders visited exhibition stands of the Ministry of Power, TVS Group and NIPHA Group.

Dr. Angela Merkel was presented with a prototype of Jantar Mantar - the Theme Object of India Pavilion.





THEME PAVILION



Samrat Jantra

Past of the unique Astronomical Observatory "Jantar Mantar" in Delhi built by Maharaj Jai Singh in 1724. The huge masonry instrument is a sundial that reads the time of the day to half a second accuracy.

The Samrat Jantra, along with the other instruments in Jantar Mantar, designed to read the position of the heavenly bodies, embodies the traditional Indian spirit of ceaseless scientific enquiry and accuracy.

A spirit that is vibrantly alive today - Searching, innovating applying. Taking the lead in scripting the future.

To know more about the Samrat Jantra please log on to : www.jantarmantar.org

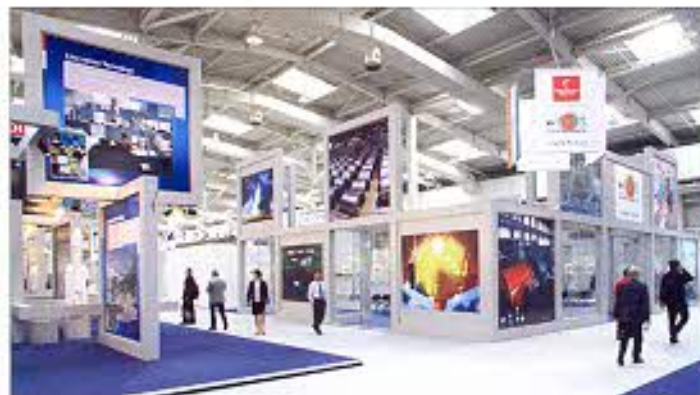
Jantar Mantar - The Sun Clock

The "Theme Area" of the India Pavilion is inspired in form and space by two procession Yantras (Machines). The "Jantar Mantar" and an IRS Satellite, a symbol of India's traditional pre-occupation with time and space.

A **Theme Pavilion** of around 500 sq. mtrs. was set up to showcase the strengths and capabilities of the Indian industry in some of the most prominent sectors like

- Engineering
- Automotive
- Bio-technology
- Pharmaceutical
- Information Technology
- Space
- Energy

Information on these selected sectors was displayed by high quality visuals



supported by well-researched text material.

Film presentations on various sectors & sub sectors were also shown at the Theme Pavilion.

Theme Object : Jantar Mantar - The Sun Clock

At the entrance to the India Pavilion, a model of Jantar Mantar was created to showcase the innovative approach of the Indian society. The revolving model was created with modern construction material.

The presentation inspired a great deal of interest among the trade visitors and reinforced India's prowess in the field of Innovation, Research and Development.

On the concluding day of the show, Mr. Rakesh Shah, Chairman EPC presented the Jantar Mantar model to Hannover Messe for installing it within the fair ground for a permanent display.

PHOTO GALLERY



India @ Hannover Messe 2006