

FICCI President Sidharth Birla to lead CEOs' delegation to Germany from Nov. 11-14 ***Bid to Showcase India's new economic agenda to German policy makers & businesses***

NEW DELHI, November 8, 2014. Mr Sidharth Birla, President, FICCI is leading a 10-member CEOs' delegation to Germany, one of India's largest investment and trading partner, from November 11-14, 2014.

The visit is being timed to coincide with the all-out efforts by the central government under the Prime Minister, Mr. Narendra Modi, in sending assuring signals for attracting businesses and investments into the country.

To showcase the number and range of business and investment opportunities that are emerging in the country under the new leadership, the high-powered delegation comprises three FICCI Past-Presidents, namely, Mr. KK Modi, Mr. Harshpati Singhani and Mr. R.V Kanoria. They would be interacting with German policy makers , BDI(Federation of German Industries) industry leaders, think-tanks, intelligentsia and some of the most important trade and investment promotion agencies in Berlin and Frankfurt.

The visit would also afford the top Indian CEOs an opportunity to showcase and highlight the new policy measures recently announced by Indian Government, namely, the 'Make in India' initiative and steps taken for enhancing ease of doing business in India. This would be the first CEOs delegation after the announcement of India as a partner country for Hannover Messe 2015.

FICCI CEOs will also meet **Dr Wolfgang Schäuble**, Federal Minister of Finance, Germany, **Mr Matthias Machnig**, State Secretary, Federal Ministry for Economic Affairs and Energy, **Mr Stephan Steinlein**, State Secretary of the Federal Foreign Office, **Mr Peter Ramsauer**, Chairman of the German Parliamentary Committee on Economics and Energy, **Dr Helen Winter**, Director General for International Economic Policies, Federal Chancellery and **Mr Philipp Mißfelder**, Member of German Parliament in Berlin.

The delegation will also participate at the **3rd Indo-German Investment Summit**, jointly organised by Indian Embassy in Germany with other German associations on November 12, 2014.

The CEOs will travel to Frankfurt on November 13, 2014. In Frankfurt, FICCI, jointly with Indian Consulate General, Frankfurt will organise a business session on 'Make in India' and a panel discussion on 'Doing business with India: A CEOs perspective'.

The visit is expected to open newer vistas for Indian businesses to proactively raise their presence in the country. With its highly developed market providing world-class services and infrastructure, the visit would provide an ideal opportunity to FICCI delegation to further assess the market and opportunities for Indian goods and services to reach rest of the region and beyond.

FICCI MEDIA DIVISION