



India and Germany - Strategic Partners for Innovation

Germany has an excellent position in the fields of science, research and development, both by European and by international standards. German companies play a leading role in the development of innovative products, and "**Made in Germany**" is regarded as a seal of quality and of solid German workmanship throughout the world.

In our globalized world, scientific and technological progress is no longer achieved in isolation within individual countries, but depends on cooperation and the exchange of ideas with leading experts from across the world. That is why, in its future efforts to improve its technological position, Germany plans to **cooperate more closely with recognized centres of excellence** and strengthen its role as a "gateway to Europe" for its international partners.

To this end, the German Federal Government, under the leadership of the **Federal Ministry of Education and Research (BMBF)**, has launched an initiative to advertise Germany as an excellent research location. Under the motto "**Germany – Land of Ideas**", the campaign will highlight the attractiveness of Germany and its research environment in important target countries and present German **research institutions, competence networks and companies that are active in the field of research.**

Based on its role as a **key partner** and on our excellent cooperation in the past, **India** has been chosen as one of the target countries in Asia. The campaign has the aim of initiating more mutually beneficial **R&D collaborations between German and Indian research institutions and companies.** In addition, the campaign aims to attract **direct investments.**

Through a central contact point which will function as a "first-stop agency", interested parties from India will receive information and access to German research institutions, competence networks and the private sector and will also be given support in finding suitable partners in the fields of science, industry and politics.



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The campaign was launched on **9 September 2008** with a **kick-off event in New Delhi**, which was attended by high-ranking representatives from both countries. Other sector-specific events organized by German research and technology establishments will give interested partners in India the opportunity to establish contacts with German research establishments and strong technological companies before the “Techno Germa” in New Delhi in May 2010. Currently, **workshops, multiplier events, partnering events, lectures, and presentations at conferences and meetings** are being organized. They are aimed at scientists at universities and research institutions, scientists and decision-makers at R&D-oriented companies, junior scientists, multipliers and investors.

Further information is available at: www.research-in-germany.de

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