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## **At the Beginning of a New Decade**

*The start of the twenties years of this century gives many professional forecasters and organisations reason for more or less optimistic or alarming outlooks. Given the present situation it seems rather difficult to expect again "the golden twenties." Exactly at the beginning of the year the worldwide political situation is apparently going from bad to worse. Afghanistan, Iraq and the entire Middle East are getting to remain centres of serious wars. And there are many other places with the potential of massive armed conflicts.*

*Accordingly the future economic development cannot be characterized as rosy. The upcoming nationalism in many countries favours stronger protectionism, disputes and trade wars. Populist policies praised as better economic management make financial crises in the next years again more likely. Insofar it looks as if the times of massive growth are not just around the corner.*

*As far as India is concerned there is however not much reason for huge anxiety. Due to its large domestic market and massive public investment the country may have good chances for catching up with others and even to reduce the economic distance. Particularly more intensive cooperation with the strong markets of the European Union, the Asia Pacific Region and also with Russia can help to alleviate the gaps. Optimists may in this context even expect the realisation of the EU-India Free Trade Agreement.*

*We from IGEP will do our level best to support such thoroughly possible developments. The recent shifting of our offices has provided better chances for the cooperation with foreign and Indian small and medium sized companies in the field of trade and investment. Especially for the relations with the EU the newly established Indo-Asia Bulgarian Chamber of Commerce (IABCC) offers excellent ways for entering foreign markets - not only in Western Europe, but also in its centre and the Eastern part and in the Balkan States. Based on the experience of more than thirty years many options can be used for the benefit of all clients. Our network has permanently grown. A good indicator for the good results of our efforts to strengthen and improve the India image is the auditing and certification of the social and environmental compliance of production in India. After a complicated beginning with the Rugmark scheme against the use of child labour in the carpet production IGEP's standard ISES 2020 has been accepted by the German government as "good choice" for stones. Meanwhile it is also recommended by the Indian side. And in December, 2019 the government of Germany's biggest federal state, NorthRhine- Westphalia accredited the system, too, for gravestones - after intensive checking procedures. This does not only show that we can do ambitious audits and certifications, but more importantly it underlines that Indian production methods are acceptable in the most difficult markets. The Indian Corporate Social Responsibility is paving the way for entering markets with the highest requirements. If this way is continued we can optimistically look to the twenties.*

*Yours Sincerely,*

*Dietrich Kebschull*

## Schöler GmbH

Schöler GmbH, based in Pansdorf, Schleswig-Holstein, is recognized as one of the world's leading systems supplier and plant manufacturer for thin fins and tubes which form an integral part of the heat exchanger industry.

Schöler's portfolio ranges from precision machinery for manufacturing thin-gauge fins and tubes to semi-automatic and automatic core builder up to turnkey production lines for condensers, radiators, oil coolers and charge air coolers. The Schöler products are used world-wide in the automobile industry as well as for stationary applications (HVAC/R). Schöler has several OEMs in India as customers.

In order to improve greater customer care for their existing Indian clients, Schöler has partnered with IGEP Consult Pvt Ltd, to establish their customer service centre in Gurugram. A permanent trained engineer is based here in IGEP's Schleswig-Holstein and Hamburg Business Centre for supporting Schöler's existing customers in India.

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(From left Mr. Rajeev Agarwal, Engineer, Schoeler, Mrs. Sharda Subramaniam, Director, IGEP, Ms. Akankshya Rath, Sector Manager, IGEP, Mr. Jurgen Sennert, Machine Sales, Schoeler and Mr. Ajay Mehndiratta, MSD Technologies)

## Harry Lucas

The company Harry Lucas is a textile machinery manufacturer specialized in circular warp / knitting machines. These highly specialized machines are exported worldwide for production of fabric used in the medical, technical textile and fashion markets.

Harry Lucas based in Neumuenster is also well known for the production of knitting machines for pressure hoses which are used in the automotive industry.



(From the left Mr. Parveen Kumar, Auditor, IGEP, Mr. Sridhar Subramonyan, Director, IGEP, Mr. Sukrit Sharma Marketing Manager, IGEP, Dr. Dietrich Kebschull, Chairman, IGEP, Mr. Harry Lucas, CEO of Maschinenfabrik Harry Lucas GmbH & Co. KG and Akankshya Rath, Sector Manager, IGEP)

The company employs 100 workers and produces about 300 machines per year. With this international network Harry Lucas guarantees top quality products backed by excellent customer service.

So far Harry Lucas has developed strong relations in India. Several companies in the textile, medical consumable and automotive sectors have installed Lucas equipment in their production plants. In cooperation with IGEP it is now intended to further strengthen the Harry Lucas brand in India and so to improve the competitiveness of many industries.

## IGEP Moved to a New Office

Since many years we have been looking for an ideal office place in Gurgaon or Gurugram (as the city has officially been named now). In spite of many offers this was not an easy task in this so-called millennium city because we wanted a place easily accessible by car and metro, not overcrowded and spacious enough for our partners, visitors and staff. In addition there should be parking space. After extensive search we were successful. We found a place near to the Gold Souk and not far away from the Huda City Metro Station.

### **The new address is:**

*The Peach Tree Complex,  
101 & 102, 2nd Floor,  
C-Block, Sushant Lok, Phase-1, Sector 43,  
Gurugram-122002, Haryana (INDIA)*

The premises accommodate IGEP Consult Pvt Ltd, IGEP Trust, The Indo-Asia Bulgarian Chamber of Commerce, The Rugmark India Foundation, and the Schleswig-Holstein & Hamburg Business Centre.

At present we also accommodate the two Indo-German companies Designa and Schöler.



*(The Peach Tree Complex, IGEP's New Office)*

## Interactive Session on Doing Business with Bulgaria

IGEP in cooperation with FIEO (Federation of Indian Export Organization), New Delhi and the Embassy of Bulgaria organized an event – “Interactive Session on Doing Business with Bulgaria” on 3rd May, 2019. The event was held in FIEO's office in Niryat Bhawan, New Delhi.

Over 50 Indian exporters and entrepreneurs attended the meeting. Mrs. Nirjala Tete, Joint Director and Regional Head of FIEO, inaugurated the session by introducing the panellists. The key speakers were Dr. Dietrich Kebschull, Chairman of Indo Asia Bulgarian Chamber of Commerce, and Mr. Iliya Dekov, Minister Plenipotentiary and Head of Trade & Economic Affairs of the Embassy of the Republic of Bulgaria to India. Mr. Subash Goyal, from the FIEO Management Committee and Chairman, STIC Travel Group, and Shri Kanwar Singh Chauhan, Padma Shree Awardee 2019, were the other panellists.

In a detailed presentation, Mr. Iliya Dekov gave a summary of the economic and political scenario prevailing in Bulgaria. He stressed on the several attractive incentives provided by the Bulgarian government to attract foreign investment. Mr. Dekov emphasized that Bulgaria is a member of European Union and welcomed Indian entrepreneurs and investors. He urged Indian exporters and entrepreneurs to utilize Bulgaria as an entry point to the larger European Union.



*(From the left, Akankshya Rath, Sector Manager, IGEP, Dr. Dietrich Kebschull, Chairman of Indo Asia Bulgarian Chamber of Commerce, Mr. Iliya Dekov, Minister Plenipotentiary and Head of Trade & Economic Affairs of the Embassy of the Republic of Bulgaria to India, Mr. Sridhar Subramonyan, Director of Indo Asia Bulgarian Chamber of Commerce, Mr. Sukrit Sharma, Marketing Manager, IGEP)*



*(From the left, Shri Kanwar Singh Chauhan, Padma Shree Awardee 2019, Mrs. Nirmla Tete, Joint Director and Regional Head of FIEO, Mr. Subash Goyal, Management Committee Member of FIEO and Chairman, STIC Travel Group, Mr. Iliya Dekov, Minister Plenipotentiary and Head of Trade & Economic Affairs of the Embassy of the Republic of Bulgaria to India Dr. Dietrich Kebschull, Chairman of Indo Asian Bulgarian Chamber of Commerce.)*



*(Interactive Session on Doing Business with Bulgaria)*

Dr. Kebschull, after this gave a detailed presentation about various opportunities offered by Bulgaria for Indian companies.

In the presentation he highlighted many examples of success stories of Indian companies who have successfully established a strong presence in Bulgaria. The companies range from diverse sectors as e.g. Information Technology, Agriculture and Entertainment. This made clear that Bulgaria offers opportunities in many areas.

Prominent issues highlighted in the presentation were important benefits such as low taxation, low cost and qualified manpower and attractive office rentals. For any company venturing into the EU market, Bulgaria offers a very good alternative in terms of basic logistics and establishment costs. The attractiveness of Bulgaria is not only to EU membership but also its easy access possibilities to attractive markets like the Western Balkan countries as well as the Commonwealth of Independent States (CIS).

The presentations were followed by an intensive question and answer session. Participants put forward many interesting questions related to investments in Bulgaria which were answered by Mr. Dekov, Dr Kebschull and the other speakers.

The session ended with a vote of thanks.

## Good Potential for Indian Investors in Schleswig Holstein

Schleswig Holstein is the northern most state of the Federal Republic of Germany. It's located between the North Sea and the Baltic Sea. It is strongly related with the commercial hub of Hamburg. To the North it borders Denmark. Schleswig Holstein has a population of 2.88 million. Kiel is its capital.

Schleswig Holstein has established itself as one of the leading states in Germany in maritime industry, life science, renewable energy, ICT telecommunication and tourism.

With its locational advantage close to the Scandinavian countries (Denmark, Sweden, Norway and Finland), and neighbouring the Federal State of Hamburg, Schleswig-Holstein is a perfect choice for investment. Companies who have interest in logistics, ICT, renewable energy, pharmaceuticals and general trading will find it to be extremely cost effective in terms of proximity to the high value German and the EU market.

## Hamburg – Profitable Destination for Indian Investors

Hamburg is the second largest city in Germany with a population of approx. 2 million. For many years it has been the richest city of the EU. It is one of the most culturally diverse and most visited cities in Germany. It has a strong trading history especially as part of the Hanseatic League. Even today the city has more than 2000 export-import companies. Its international importance can be gauged by the fact that it hosts diplomatic consulates of over 100 countries.

### **Industry, Logistics & Trade**

The Hamburg port is the third largest port in Europe after Rotterdam. It is the gateway port to the world for many countries in Central Europe, the Baltics as well as Russia. Another facet about Hamburg is that it is a major centre for development and assembly for the Airbus Company. The final assembly of the popular Airbus models such as A318, A319, A320 and A321 takes place in Hamburg.

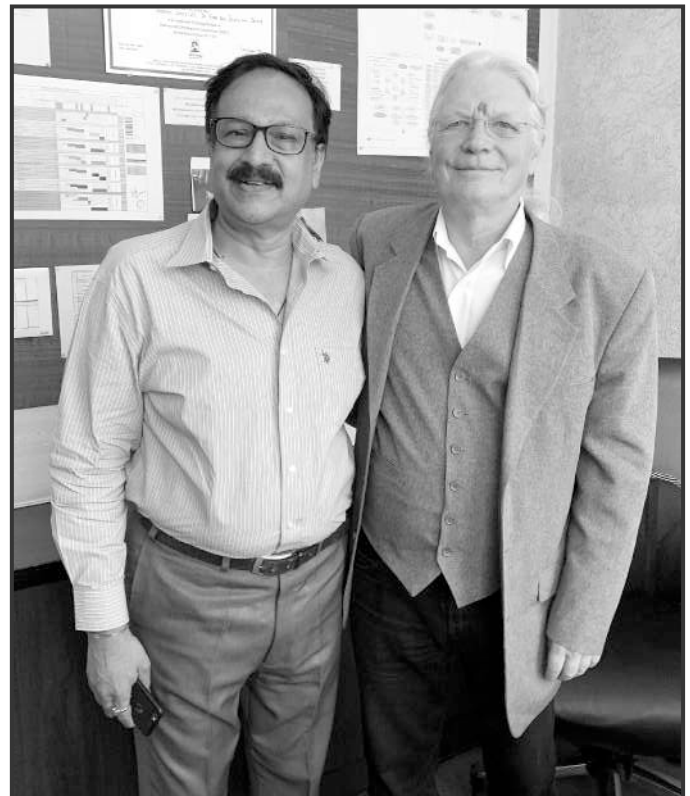
### **Retail and Wholesale Trade**

Hamburg is a business hub because of the acquisition and sales market for wholesale and trade agencies. More than 1000 retail stores with an annual turnover of over 2 billion euros make Hamburg an attractive retail location. The world's largest mail order company; Otto Versand, also has its headquarters in Hamburg.

Information about the numerous trade and investment chance from the Schleswig-Holstein and Hamburg is always available from the IGEP office which runs the Schleswig-Holstein and Hamburg Business Centre in India.

## Training and Development Support to Indian Institute of Gems and Jewellery, Jaipur

IGEP has a strong record of facilitating and setting up many sector specific training centres in technical collaboration with German institutes in India. In this regard IGEP has in association with the Gems & Jewellery Export Promotion Council set up three centres for development of the gems and jewellery industry in Mumbai, Jaipur and New Delhi. These training centres have played a crucial role in providing trained manpower and improved products. IGEP has also time and again provided international experts to assist these training centres to bring in



*Mr. Rajiv Jain, Managing Director, IIGJ and  
Mr. Zickendraht, Design expert, Germany*

international best practices as well as to provide latest design concepts.

Therefore, we are happy that in early August, Mr. Alexander Zickendraht has joined IIGJ at Jaipur as an international faculty member. Mr. Zickendraht has worked in India before and has provided valuable expertise to the National Centre for Design and Product Development (NCDPD) in Okhla, New Delhi. Mr. Zickendraht along with IGEP's Akankshya Rath was received by Mr. Rajiv Jain Managing Director of IIGJ, Jaipur where he immediately started to work with the students of IIGJ.

## Delegation from Bulgaria

A high ranking delegation from Bulgaria visited India from 19th November, 2019 till 22nd November, 2019. It was led by the Deputy Prime Minister, Mrs. Mariyana Nikolova. Among the members were Mr. Lyuben Kanchev, Deputy Minister of Tourism of Bulgaria, Mr. Tsvetan Simeonov, President of Bulgarian Chamber of Commerce and Industry and Dr. Boyko Takov, Executive Director of Bulgarian Small and Medium Enterprises Promotion Agency. After an evening reception in the Bulgarian Embassy the delegation met Indian politicians and business representatives. The next day the Indo-Asia Bulgarian Chamber organised a visit to Agra. The delegation was accompanied by the Bulgarian ambassador, H.E Mrs. Dimitrova and Mr. Iliya Dekov the head of section for the trade and economic affairs in the embassy. From the chamber's side Dr. Keschull and Mrs. Sharda Subramaniam took part.

Since Agra is a centre of shoe production, the delegation visited the Dawar Shoe factory and had intensive discussion with its Chairman, Mr. Puran Dawar, who is also the President of the Agra Footwear Manufacturers and Exporters Chamber (AFMEC).

Subsequently the Bulgarian guests had the pleasure to see the marvel of the old Indian architecture, the Taj Mahal. Many questions were then jointly discussed during a lunch meeting with industrialists from Agra.

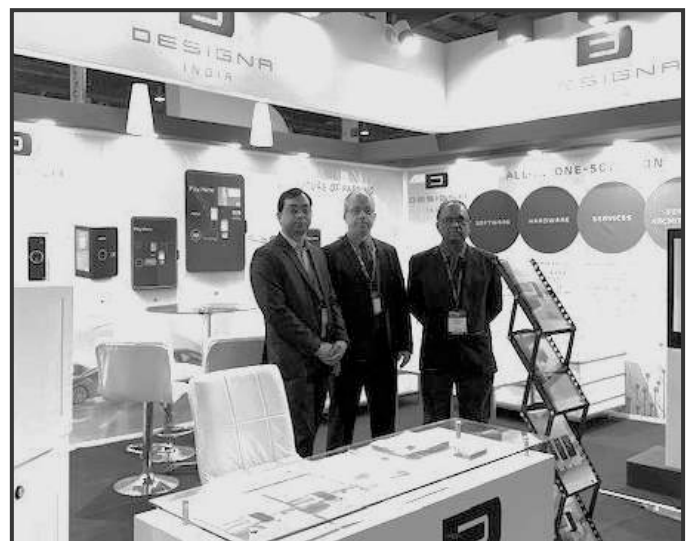
It was agreed that the representatives of the Agra Footwear Sector should visit Bulgaria for increasing the trade relations.

## Mr. Dekov at IABCC, Gurgaon

Mr. Iliya Dekov (Head of Trade and Economic Affairs in the Embassy of Bulgaria) made his first visit to the new office of IABCC at the Peach Tree Complex on 26 August 2019. He met the whole staff and had an intensive meeting with Dr. Keschull, the Chairman of IABCC and IGEP in which they discussed growth opportunities in trade and investment between India and Bulgaria.

## Trade Fair

Designa India participated in the IFSEC India trade fair held in the India Expo Mart, Greater Noida from between 19 – 21 Dec, 2019. IFSEC India is related to the global security industry and is South Asia's largest security expo and conference. IGEP assisted Designa in its preparation for the fair and in organizing its stall and customer management. The fair generated a positive response for Designa's parking management systems. It is expected that this will lead to positive outcomes for the company.



*(From the left Mr. Ashish Kumar, Marketing Manager-Designa India Pvt.Ltd , Mr. Joern Feldman, Director , Mr. Sridhar Subramonyan, Director-IGEP)*



*(From the left Mr. Ashish Kumar, Marketing Manager-Designa India Pvt.Ltd , Mr. Joern Feldman, Director, Mr. Henry Joseph Technical Manager, Designa India Pvt. Ltd)*