Digitalisation, efficient energy solutions and hydrogen technologies are paving the way for the future - Networking boosts Indo-German business relations

At the end of March 2025, during a major networking event organised by *Partnering in Business with Germany* in Mumbai, 80 Indian business leaders actively explored new opportunities for long-term economic cooperation. To discuss this topic, they met with representatives from India's foremost business associations – the Confederation of Indian Industry (CII) and the Federation of Indian Chambers of Commerce & Industry (FICCI) – as well as delegates from the German Embassy, the German Consulate General, the Federal Ministry for Economic Affairs and Climate Action (BMWK) and the well-established German business community.

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India as a market of opportunity for German companies

India, Asia's third-largest economy, is seen as one of the most promising markets for the future. In turn, Germany offers Indian firms innovations across a diverse range of industries. "A lot of doors and windows are open: just look around!" remarked Drishtirupa Das, Head of Communications at the German-Indian Chamber of Commerce in her panel presentation. She emphasised the enormous potential for cooperation in forward-looking technologies, especially in view of Prime Minister Modi's ambitious goal for India to be climate-neutral by 2070. In particular, renewable energy, India's Green Hydrogen Roadmap, energy efficiency measures, and – given Mumbai's role as the event's host city – smart cities represent areas where German companies can offer attractive solutions.

Economic relations between Germany and India are on a solid growth path. In 2024, bilateral trade between the two countries reached a new all-time high, driven in large part by a significant increase in German exports. India continues to be a key market for Germany, particularly for machinery and chemical products.

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Eight Indian programme participants present their successful cooperation © GIZ/Leroy Silveira

The programme has successfully facilitated numerous business deals

Success stories shared by the Indian participants clearly demonstrated the tangible benefits of the BMWK's foreign trade and investment promotion programme *Partnering in Business with Germany* in initiating business connections. For example, ATI Motors from Bengaluru, in cooperation with CS Instruments GmbH and the Fraunhofer Institute, further developed transport systems for industrial applications. Together, they created customised solutions for complex logistics challenges. Their autonomous mobile robots perform transport and order-picking tasks independently, significantly enhancing productivity in both warehouse and production environments.

When asked what they value most in working with German partners, Indian representatives highlighted "trust, perfection, evolution, growth, and long-term commitment." They also noted that *Partnering in Business with Germany* provided invaluable insights into German business culture and production methods, greatly improving their ability to close deals. Impressively, 32% of the attendees confirmed they had already secured one or more contracts with German companies through the programme.

Strengthening long-term relationships

The involvement of the German Embassy, the German Consulate General in Mumbai, the German-Indian Chamber of Commerce and Industry (AHK) and Germany Trade & Invest (GTAI), along with the VDMA office of the German Engineering Federation (VDMA) in Mumbai, is aimed at reinforcing the long-term orientation of the partnership programme between German and Indian business partners. The number of Indian participants has grown significantly in recent years, and according to Consul General Fabig, these active alumni represent a key target group in India that will continue to receive dedicated support and attention.

Ulrich Niemann, Head of Division responsible for the programme at the Federal Ministry for Economic Affairs and Climate Action, praised the continued commitment of participants from various programme cohorts: "A valuable network is emerging here," he noted, "one that fosters sustainable business and economic ties between Germany and India – precisely what both countries need, especially in these turbulent times.

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