



INFINITE OPPORTUNITIES | GERMANY + INDIA
2011–2012

Press Release

Official Opening of the Year of Germany in India:
“Germany and India 2011-2012: Infinite Opportunities”



Dr. Angela Merkel, Chancellor of the Federal Republic of Germany and Smt. Meira Kumar, Speaker Lok Sabha jointly inaugurated "Germany and India 2011-2012: Infinite Opportunities"

New Delhi, June, 2011: To commemorate the festivities of the 60th anniversary of diplomatic relations, Dr. Angela Merkel, Chancellor of the Federal Republic of Germany and Smt. Meira Kumar, Speaker of Lok Sabha, India jointly inaugurated the fifteen-month collaborative celebration titled “Germany and India 2011-2012: Infinite Opportunities” on Tuesday, May 31, 2011 in New Delhi. The opening ceremony was set against an Opening Concert by “Young Euro Classic Orchestra – Germany and India” conducted by Vijay Upadhyay and was followed by Indian classical artists who presented Dhrupad renditions to enthral the audiences representing a spirit of Indo-German cultural exchange. SPIC MACAY: Society for the Promotion of Indian Classical Music & Culture Amongst Youth also supported the concert by presenting the Dhrupad artists.

With a thematic focus on “StadtRäume – CitySpaces”, the fifteen month programme series across India will broach the implications of rapid urbanisation and challenges posed by the enormous changes the cities of both countries face today. Issues like mobility, energy, sustainable city development, architecture, cultural spaces and education will be prominently featured touching genres such as performing and visual arts, science, education, technology and business, etc. The project will showcase the entire spectrum of the Indo-German collaboration in the spheres of politics, business, culture, education, science and research.



The centrepiece of the project is the “Mobile Space”, a set of modern multi-purpose pavilions, designed especially for the Year of Germany in India by renowned German artist Markus Heinsdorff. The pavilions combine state of the art steel and textile technologies from both countries. The “Mobile Space” will be setup for ten days each in Mumbai, Pune, Chennai, Bangalore, Hyderabad, Kolkata and New Delhi and will host interactive presentations by various German corporations and organisations on topics and solutions related to “StadtRäume – CitySpaces”.

The project is being initiated by the following partners: The German Federal Foreign Office, the Asia-Pacific Committee of German Business (APA), the German Federal Ministry of Education and Research, and the Goethe-Institut. The project is managed by the Goethe-Institut / Max Mueller Bhavan, New Delhi. Amongst the corporate partners of the project are companies such as Bajaj Allianz, BASF, Bosch, Deutsche Bank and Siemens.

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About the Programme:

The remarkable cooperation between Germany and India in the fields of politics, economy, science, culture and education achieved during the past decades will be intensified and new projects will be initiated. The fifteen-month long celebration of the Year of Germany in India highlights collaborative programmes and projects reflecting different facets of urban life and development such as mobility, architecture, energy planning, urban art and cultural infrastructure. Public spaces are essential in urban development and their importance for urban living will be highlighted through various projects that explore new areas within the cities and reach out to new target audiences.

Some Programme Highlights:

31 May 2011 **Opening Concert by Young Euro Classic Orchestra – Germany and India Concert**

New Delhi (Siri Fort Auditorium)

An orchestra created out of young German and Indian musicians will play a selection of compositions from Germany and India. Sponsored by LANXESS

23 Sept – 6 Oct 2011 **Deutsche Philharmonie MERCK | Concert Tour**

Mumbai, Pune, New Delhi, Chennai, Hyderabad, Bangalore, Goa

The powerful and dynamic orchestra was founded by MERCK in 2003. Consisting of up to eighty musicians, it performs a broad repertoire ranging from baroque, classic and crossover projects to modern music on a tour through India.

24 Sept 2011 **Future Dialogue | Science and Business Conference**

New Delhi

International conference focusing on “Sustainable Cities: Mastering the Challenges and Opportunities of Rapid Urbanisation”. Hosted by the Max Planck Society and Siemens, in co-operation with The Economist.

2 – 6 Oct 2011 **It’s All Rheydt | Art Installation in Public Space**

Kolkata

The legendary „House u r“ by the famous German artist Gregor Schneider, awarded with the Golden Lion at the Biennale in Venice in 2001, will be reconstructed by local craftsmen and integrated into the Durga Puja Festival in Kolkata in October 2011.

Oct + Nov 2011 **Youth Parliament | Education**

New Delhi

Indian and German students simulate a parliamentary session on the subject of the development of Indian metropolises. They will gain first-hand experience in multilingualism and political education within the framework of intercultural exchange. In cooperation with German Academic Exchange Service (DAAD).

Nov 2011 **A Wall is a Screen | Cinema in Public Space**

Chennai, Mumbai, New Delhi



The mobile cinema 'A Wall is a Screen' plays in public spaces and experiments with the dividing line between reality and fiction. Short films are projected on house walls in city centres. A wandering audiences and passers-by watch as scenes in the film merge with the surroundings.

Nov 2011 – Feb 2012 **India Goes 3 D | Club Nights**

Bangalore, Mumbai, New Delhi

Berlin Music Commission, c/o pop (Cologne) and their partners in India bring together German and Indian electronic music artists who explore new spaces for their performances along with workshops and competitions.

2012 **City Dreams – Dream City | Education**

Mumbai, New Delhi, Kolkata, Bangalore, Chennai

German and Indian school students use mediums of art to respond to specific areas, places, objects and buildings in their own cities. Their individual perspectives will be documented in artworks or photographs.

Jan 2012 **Babelsberg Plays Bollywood: A.R. Rahman in Concert with the German Film Orchestra Babelsberg | Concert Tour**

Mumbai, New Delhi, Kolkata, Bangalore, Chennai

The German Film Orchestra Babelsberg plays compositions by Academy Award Winner A. R. Rahman as well as classical Bollywood music and historic German film music.

Feb 2012 **Hyderabad Heritage | Exhibition**

Hyderabad, New Delhi, Bangalore

Thomas Lüttge and Hans Winterberg document the architectural heritage of the constantly changing city of Hyderabad in a photographic study of the years 1975, 1996 and 2011. They document the beauty of the buildings and at the same time raise questions about whether this heritage is being properly preserved.

Feb 2012 – Oct 2012 **Post-Oil City | Exhibition**

Bangalore, Mumbai, New Delhi, Kolkata, Chennai

The exhibition subtitled 'The city after oil. The history of the city's future' presents innovative projects in India, Dubai, and other parts of the world engaging in different ways with the social impact of climate change, the finite nature of fossil fuels and the systemic financial crisis. Presented by Institut für Auslandsbeziehungen (ifa).

Sept 2012 **Sasha Waltz: Dialoge 12 | Dance Performance**

New Delhi or Kolkata

With dancers of her internationally renowned ensemble and outstanding Indian dancers the celebrated German choreographer Sasha Waltz stages a site specific artistic dialogue between contemporary dance, music and architecture at an exceptional location in an Indian metropolis.



Nov 2 - 3 2012

13. Asia-Pacific Conference of German Business | Business Conference

Delhi

This business conference is the most important German-Asian network meeting of politics and economy in the Asia-Pacific region. Hosted by Asia-Pacific Committee of German Business (APA), Federal Ministry of Economics and Technology (BMWi) and Indo-German Chamber of Commerce (IGCC).



About the Mobile Space:

The centrepiece of the Year of Germany in India is the “Mobile Space”, a set of modern multi-purpose pavilions, designed especially for the Year of Germany in India by renowned German artist Markus Heinsdorff. The concept behind the “Mobile Space” combines design elements from both countries with state-of-the-art textile technology, thereby creating a symbiosis of art, architecture and technology.

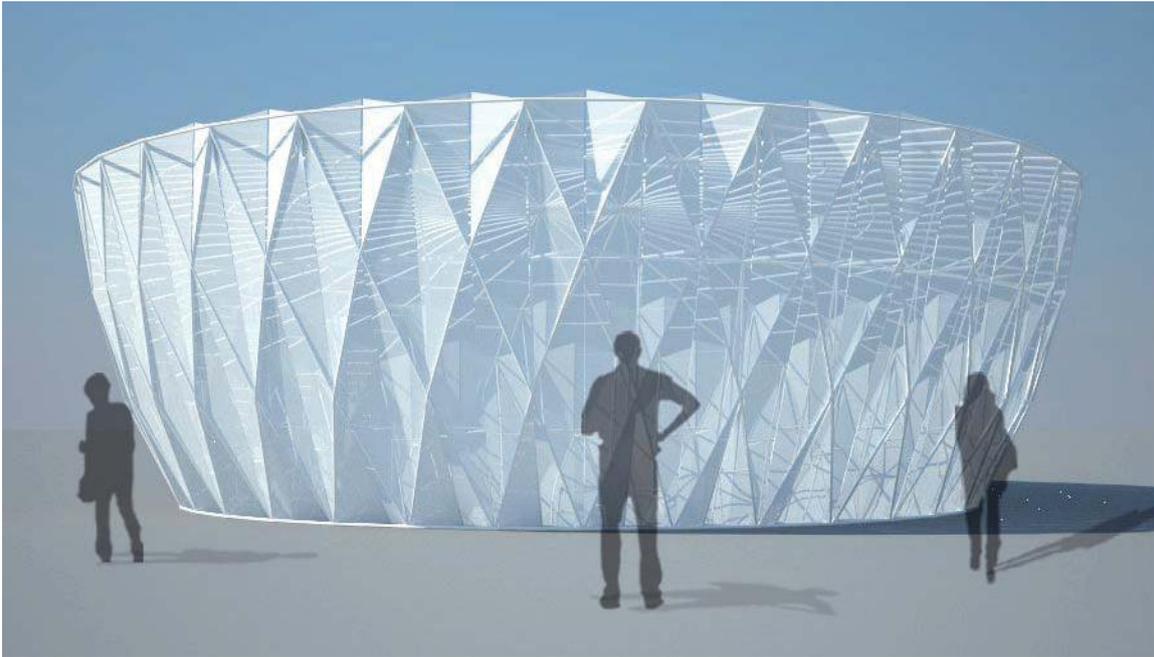
Some Facts & Figures of the Mobile Space Tour:

- The “Mobile Space” will be set up for ten days each starting in Mumbai in November 2011 and will move on to Pune, Chennai, Bangalore, Hyderabad, Kolkata and Delhi subsequently.
- The set of pavilions consists of six differently shaped modules. They will be arranged and adapted to the local conditions to create a unique temporary festival venue.
- The pavilions will host interactive presentations by various German corporations and organisations on topics and solutions related to “StadtRäume – CitySpaces”.
- In addition, a comprehensive programme, including cultural performances and conferences, will be held at the venue. There will also be a food and beverage area allowing the visitors to get a taste of special delicacies from the German kitchen.

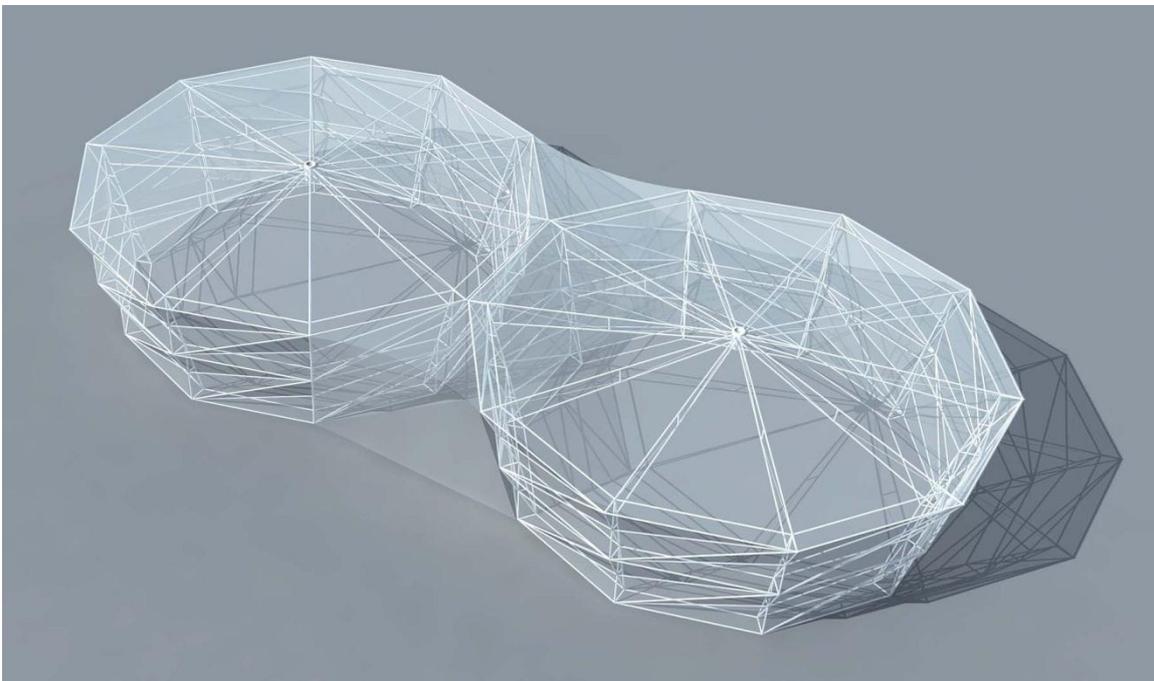
Designs of the pavilions (examples):



Mobile Space Square Layout



Multi-functional Pavilion



Partner Pavilion



About the Project Initiators:



Federal Republic of Germany – Federal Foreign Office

The Federal Foreign Office is responsible for maintaining relations both with other states and with intergovernmental and supranational organizations. Apart from its role as formulator of foreign policy, the Foreign Service also sees itself as providing a service for German citizens, the German economy and German cultural life, as well as for parliamentarians and government officials at all levels. The range of services it offers beyond traditional diplomacy has become a second central field of activity which now accounts for half the Ministry's activities.

The Foreign Ministry is headed by the Federal Foreign Minister, Dr. Guido Westerwelle. He is assisted by two Ministers of State and two State Secretaries. Germany is represented in India in several locations: in addition to the Embassy in New Delhi, headed by Ambassador Thomas Matussek, there are four Consulates General in Chennai, Bangalore, Kolkata and Mumbai.

Cultural relations and education policy forms the so-called third pillar of German foreign policy alongside political and economic relations. The series of events entitled "Germany and India 2011-2012: Infinite Opportunities" is one of the largest projects in the field of foreign cultural relations and education policy ever undertaken by the Federal Government.



Asia-Pacific Committee of German Business (APA)

The Asia-Pacific Committee of German Business (APA) is a joint initiative of leading German business associations – the Federation of German Industries (BDI), the Association of German Chambers of Industry and Commerce (DIHK), the German Asia-Pacific Business Association (OAV), the Federation of German Wholesale and Foreign Trade (BGA) and the Association of German Banks (Bankenverband).

It voices Asia-related concerns of business to policy-makers in Germany and the Asia-Pacific region. CEOs of major companies with a focus on the region support its work. Taking into account the increase of global economic challenges and the growing importance of Asian economies, APA's mission is to shape the future jointly with Asian partners based on the principles of partnership, innovation and sustainability.

The highlight in its events calendar is the bi-annual Asia Pacific Conference of German Business, co-organized with the German Chambers of Commerce Abroad and the Federal Ministry of Economics and Technology. Peter Loescher, President and CEO of Siemens AG, has been Chairman of the APA since July 2010.



Federal Ministry of Education and Research (BMBF)



By virtue of the Grundgesetz (German Basic Law), the BMBF is responsible for the promotion of education and research in Germany, whilst school education and university teaching fall under the remit of the states.

Among the Ministry's most important tasks are research funding (from basic scientific research right up to promoting research in cutting edge technologies), supporting the specially gifted (promoting gifted boys and girls, trainees and students), promoting up-and-coming scientists and funding international exchanges in the fields of initial and continuing training, higher education and research. In addition, the BMBF shares responsibility with the states in the fields of non-school vocational training and continuing education, as well as in promoting training.

It is our goal to invest 10% of the gross domestic product in education and research throughout the country by the year 2015. In 2011, Federal Government expenditure on research and development amounted to a total of €11.6 billion.

Goethe-Institut



The Goethe-Institut is the cultural institute of the Federal Republic of Germany with a global reach. We promote knowledge of the German language abroad and foster international cultural cooperation. We convey a comprehensive picture of Germany by providing information on Germany's cultural, social and political life.

Through our network of Goethe-Instituts, Goethe Centres and cultural societies, alongside our examination and language learning centres, we perform the principal tasks of cultural and educational policy abroad. We work in partnership with public and private cultural bodies, the German federal states and municipalities, and the corporate sector.

We draw on the rich variety of our many-faceted open society and Germany's lively culture. We combine the experiences and conceptions of our partners in Germany and abroad with our professional skills and engage in a dialogue rooted in partnership. In doing so, we function as service providers and partners for everyone taking an active interest in Germany and the German language and culture, and act independently with no political affiliations.

We face the cultural policy challenges of globalisation and develop innovative concepts for a world made more human through mutual understanding, where cultural diversity is seen as an asset. The six Goethe-Instituts in India are known as Max Mueller Bhavan – in honour of Friedrich Max Müller (1823-1900), a scholar of comparative religion and co-founder of modern Indian studies.



About the Official Partners:

Bajaj Allianz



Bajaj Allianz is one of the leading private sector life & general insurance companies in India. Bajaj Allianz is a union between Allianz SE, the world's leading insurer and Bajaj Finserv Limited, financial services arm of the Bajaj group. Allianz SE is a leading insurance conglomerate globally and one of the largest asset managers in the world, managing assets worth over a trillion Euros (over Rs. 55,00,000 crores).

At Bajaj Allianz, customer delight is our guiding principle. Ensuring world class solutions by offering customized products with transparent benefits supported by the best technology is our business philosophy.

Bajaj Allianz began its operations in 2001 and today has a pan-India presence with offices and presence in over 1100+ towns in the country. The companies have been constantly expanding its operations to be close to their customers.

Bajaj Allianz Life Insurance and Bajaj Allianz General Insurance are one of the leading insurance companies in their respective sector. Bajaj Allianz Life Insurance has a strong product portfolio of over 30 flexible products and caters to all kinds of customer needs from ULIPs to Child plans, from group insurance to health insurance. Bajaj Allianz General Insurance offers various general insurance products like motor insurance, home insurance, health insurance and also unique insurance plans such as wedding insurance, Event Insurance, Film insurance. Bajaj Allianz General Insurance has received a rating of "iAAA", which is the highest rating since 2006 for claims paying ability from ICRA Limited (an associate of Moody's Investors).

As on 31st March 2011, both the companies emerged as the most profitable insurer in their respective segment.

BASF



BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and agricultural products to oil and gas. As a reliable partner BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of about €63.9 billion in 2010 and had approximately 109,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com or in its Social Media Newsroom at newsroom.basf.com.



Bosch Group in India

Bosch has been present in India for nearly 90 years - first via a representative office in Calcutta since 1922, and then from 1951 via its subsidiary and flagship company Bosch limited (then Motor Industries Company Limited). Robert Bosch GmbH holds 71.18% stake in Bosch Limited. In India, Bosch is a leading supplier of technology and services in the areas of automotive technology, industrial technology and consumer goods & building technology. Additionally, Bosch also has in India, the largest development centre, outside Germany, for end to end engineering and technology solutions.

The Bosch Group operates in India through six companies, viz, Bosch Limited, Bosch Chassis Systems India Limited, Bosch Rexroth India Limited, Bosch Automotive Electronics India Pvt. Ltd, Bosch Electrical Drives India Pvt. Ltd and Robert Bosch Engineering and Business Solutions Limited. Bosch in India today has 13 world-class manufacturing sites and 4 development centres. In India Bosch employs over 22,500 associates and generated consolidated revenue of Rs. 9270 crores in 2010.



Deutsche Bank in India

Deutsche Bank started operations in India in 1980. Today, Deutsche Bank is one of India's most respected financial services providers, widely regarded for its deep commitment to the Indian market, strong client relationships, sophisticated product technology and global connectivity, all built with strong corporate governance standards.

With more than 8,700 employees in 15 branches India is amongst the largest franchises of Deutsche Bank's presence in 17 markets across Asia-Pacific.

Deutsche Bank has successfully launched several new businesses in India – reflecting its desire to engage with a larger population of clients across the country.

Building on its dominant Global Markets and leading Transaction Banking franchises, Deutsche Bank has gained significant market share in Investment Banking, Institutional Equities Broking, Asset and Private Wealth Management, Retail Banking and Business Processes Outsourcing, thus making Deutsche Bank a fully integrated financial services provider to Indian corporate, institutional and individual clients.



Siemens in India



Siemens AG (Berlin and Munich) is a global powerhouse in electronics and electrical engineering. For over 160 years, Siemens has stood for technological excellence, innovation, quality, reliability and internationality. The company is the world's largest provider of environmental technologies.

The association of Siemens with India goes way back to the year 1867 when the first Indo-European telegraphic line between London and Calcutta was laid under the personal supervision of our founder, Werner von Siemens. However the formal association took place with the incorporation of the company in 1957. Over the last 50 years of its presence in India, Siemens has emerged as a leading inventor, innovator and implementer of leading-edge technology enabled solutions operating in the core business segments of Industry, Energy and Healthcare. Siemens' business is represented by various companies that span across these segments. Today, Siemens, with its world-class solutions plays a key role in India's quest for developing modern infrastructure. In fiscal 2010 (October 1, 2009 – September 30, 2010, new orders in India totalled EUR 2.4 billion. The company today has about 19,000 employees in India.
