

VDMA in general

German Engineering Federation

VDMA offers the largest engineering industry network in Europe

- With 1.1 million employees and a turnover of roughly € 263 billion (2023) mechanical engineering is the largest employer and one of the biggest industrial sectors in Germany
- VDMA currently represents more than 3.600 member companies (mainly small/medium size) in the engineering industry
- VDMA lends a powerful voice to the views of its members both on the national and international level
- Key areas: Markets; statistics; economy; foreign business and exports; law, taxes and wages; management and information systems; marketing and customer service; E-Business and industry portals; research and technical codes; education and recruitment; technology and environment



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India



Indo-German Bridgehead

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First Word

With an average Gross Domestic Product (GDP) growth of more than 7%, India has emerged as one of the fastest growing major economies in the world. The German industry, with its inherent strength in the 'Mittelstand', i.e. small and medium sized companies, has been a market leader in export of machinery (€ 4.4 billion in 2023) to India.



Rajesh Nath,
Managing Director

The Indo-German business contacts have deep-seated roots and have immense potential for rapid growth in the future and offers many possibilities for successful Indo-German business/trade relationship.

VDMA extended its services with offices in India located in Kolkata, Bangalore, Mumbai and New Delhi / Noida. The VDMA INDIA team is looking to offer to the member companies local assistance as well as providing the Indian industry useful information and contacts in the German industry.

Your VDMA team!



Services

To German companies



- **Markets:** Potentials; Trends; Evaluations; basic market-information requirements for entry
- **Business Climate Survey:** Half yearly survey amongst VDMA members in India to analyze business scenario
- **Trade fairs and events:** Observation; collection of data; Coordination; contact with organizers; common presentations; observance of conferences
- **Marketing:** Business meetings; Symposia; Business trips for delegations; common PR; distribution of information material; follow projects; Tenders
- **Press:** Contact with trade and economic Press; Publications in trade magazines
- **Net working:** Ministries; Associations; Industry Fair organizers; Trade Press; Working groups
- **Representation of interests:** Observation of legislation

Additional Services

Against charges

- Advertisements in VDMA India Newsletters and Industry Navigator
- Organization of Roadshows, Web seminars and Press Conferences
- Organizing Delegation Visits
- Information on credit worthiness
- Market analysis (referring to branches)
- Provision of legal- and tax advice, auditing and accounting services
- Translations/Interpretations (German/English)
- Registration of trademarks
- Organizing virtual workshops on topics like soft skills, basic German language training and team building

Services

To Indian industry

- Sector Specific information on the website
- Information on German industry
- Information on sector specific trade fairs in Germany
- Establishing contact with German companies
- Organizing trade delegations
- Business Match Making

