



Invitation

Green Innovation Journey

Germany 2011

May 8th to 14th, 2011



Green Innovation Journey

Discover cutting-edge environmental technologies and concepts from Germany to drive your business success

Green innovations make businesses more efficient and smarter all along their value chains. They are central to the future success of companies. Especially in India, improving the efficiency of resource use and the environmental footprint of your company will likely become an essential element of your strategy. Green innovations offer some of the most attractive business opportunities. The main drivers are:

- Emerging business fields: Our economy will have to become greener and more intelligent in the way it uses its resources. India has one of the most dynamic and entrepreneurial economies: it will likely play a great role in this transformation – for example, when it comes to commercializing technologies for highly price sensitive consumers in a developing market. You should be at the forefront of this transformation and position yourself for future opportunities.
- New regulations in India: The country has a shortage of power and water. The government is already working out plans under its National Mission for Enhanced Energy Efficiency to set enforceable targets for industries and create a market for energy efficiency comparable to the Clean Development Mechanism. With the right strategy, you can make the most of this new policy.
- Global standards: The globalization of value chains offers a great competitive advantage to Indian companies that comply with excellent environmental standards. The demand from international and Indian costumers as well as investors with a 'green' perspective for environmental products and partners is growing. You can position yourself vis-a-vis your local and global competitors.

Discovering green opportunities and understanding the impact of the latest innovations will help you develop your business further. Today, Germany is a hub for green innovations and therefore the perfect place to start your journey! We invite you to explore state-of-the-art technologies and ideas. We provide you with unique access to the people and companies behind them and we want to inspire you to think about the business opportunities of the future.

The following program is confirmed but subject to change.

The Green Innovation Journey will take place from 8th to 14th May 2011

Price: INR 500.000 (excl. service tax)

Please confirm your interest via email to isabelle-jasmin.roth@bridgetoindia.com



What we offer you at the GREEN INNOVATION JOURNEY

What we offer you	What you experience	Your benefit
NETWORK OPPORTUNITIES 	<ul style="list-style-type: none"> → We will customize the networking opportunities to your requirements. → You will interact directly with key decision-makers, interested in cooperating with Indian companies. → You will get access to companies that offer the latest in German environmental technology and thinking. 	<ul style="list-style-type: none"> → Develop new contacts to grow your business in this market of the future. → Access state-of-the-art technology and solutions. → Discuss opportunities for partnering and jointly developing new markets.
BUSINESS SOLUTIONS 	<ul style="list-style-type: none"> → You will see sustainable production processes and green engineering at work. → You will discuss the challenges, solutions and business benefits with experts. → You will see great products and be able to assess their costs and benefits. 	<ul style="list-style-type: none"> → Gain insight into the latest production processes and technologies to make your own business greener and stronger. → Learn what systemic solutions can prepare your business for the future. → Explore German products and services that can be brought to the Indian market.
GREEN INSPIRATIONS 	<ul style="list-style-type: none"> → You will meet with visionary green thinkers, architects and city planners and discuss your ideas with them. → You will see landmark buildings and cutting-edge green design concepts. → You will learn about the risks and costs of “going green” – and the risks and costs of not doing so. 	<ul style="list-style-type: none"> → Become a thought and business leader in green innovation in India – a field with great growth potential. → Discuss how to apply systemic thinking to your business to make it more competitive. → Explore, where the markets (and the world) are heading and position yourself accordingly.
EXPERIENCE GERMANY 	<ul style="list-style-type: none"> → You will visit some of Europe’s most beautiful cities and sights. → You will travel across the lush green and hilly landscape of Southern Germany. → You will enjoy the finest food and luxurious hotels. 	<ul style="list-style-type: none"> → Experience the best of German hospitality. → Relish an enriching culture going beyond the business agenda. → Enjoy yourself as you do business.



Overview of program

Stuttgart May 8 th to 9 th	Freiburg May 10 th	Augsburg & Munich May 11 th to 14 th
<p>Stuttgart is Germany's leading car and technology centre.</p>	<p>Freiburg is Germany's sunniest town and a centre of the global solar industry.</p>	<p>Munich is home to some of the leading German businesses and universities.</p>
<p>Here, you will get to</p> <ul style="list-style-type: none"> • Visit highly innovative environmental companies • See Europe's largest infrastructure project • Interact with key business leaders to explore opportunities 	<p>Here, you will get to</p> <ul style="list-style-type: none"> • Visit Europe's largest Solar Research Centre • Meet one of the most innovative green designers • Discover how green lifestyles can be incorporated within a city 	<p>Here, you will get to</p> <ul style="list-style-type: none"> • Visit the research and innovation centre of a leading car company • Learn about the most ambitious renewable energy project in the world • Interact with key business leaders to explore opportunities





Sunday, May 8th 2011, Stuttgart

Time	Agenda	Background information	Your benefit
until 2 pm	Arrival: Stuttgart <ul style="list-style-type: none"> • Individual airport shuttle to the hotel • Hotel check-in • Official welcome by BRIDGE TO INDIA 		
3 pm ●	Opening visit: Automobile Year 2011 <ul style="list-style-type: none"> • Visit of the Automobile event, organized by the City of Stuttgart in cooperation with its leading car companies such as Porsche, Daimler and Mercedes 	Fasten your seatbelt and enjoy a ride in the world famous racing cars. Take advantage of this historical happening and experience some of the world's most innovative automobile producers first hand.	<ul style="list-style-type: none"> • Enjoy riding exclusive cars • Watch the car race from special VIP seats • Exclusive photo session with oldtimers
4 pm ●	€ 7 bn infrastructure project: Stuttgart 21 <ul style="list-style-type: none"> • Discussion with Stuttgart's mayor Dr. Schuster, planners and business representatives • Exclusive visit to the "Stuttgart 21" exhibition • Presentation: "40 years Stuttgart-Mumbai partnership: Business cooperation - present and future" 	Stuttgart 21 is Europe's largest infrastructure project. It seeks to radically redesign the city center and the regional rail transport infrastructure.	<ul style="list-style-type: none"> • Learn about business opportunities in the German infrastructure sector • Understand the planning and implementation process • Explore the lessons learned for Indian infrastructure projects
7 pm ●	Network Dinner: India & Germany <ul style="list-style-type: none"> • Key note speaker: Dr. Andreas Lapp, Indian Honorary Consul and CEO of Lapp Group • Meet leading German company representatives • Short film screening 	The large family-owned cable manufacturer Lapp Group is an excellent example of successful Indo-German business cooperation. Enjoy a movie about Indo-German relations from the "Bollywood and Beyond"-festival.	<ul style="list-style-type: none"> • Meet the board of one of Germany's most successful companies operating in India • Enjoy local food and wine in one of South Germany's finest restaurants



Monday, May 9th 2011, Stuttgart

Time	Agenda	Background information	Your benefit
9 am  	Field visit: RITTER SPORT <ul style="list-style-type: none"> • Meet the RITTER SPORT management team and learn about this very innovative family business • Guided tour of the sustainable chocolate factory 	<p>The popular chocolate company showcases their sustainable and energy efficient production. RITTER SPORT shares the benefits of strategic ecological management and investment in green technologies.</p>	<ul style="list-style-type: none"> • Experience a state-of-the-art green production facility • Taste the latest chocolate innovations
12.30 pm 	Remediation of contaminated sites: ZÜBLIN <ul style="list-style-type: none"> • Welcome by CEO Mr. Peter Högg, followed by lunch • Introduction to ZÜBLIN's technology and international business activities illustrated by two case studies in India and Mexico 	<p>Environmental re-development of contaminated sites is increasingly coming into focus in India. As a leading player, ZÜBLIN shares their global experience with a special focus on India.</p>	<ul style="list-style-type: none"> • Learn about latest in-situ technologies and solutions for remediation of contaminated sites
4 pm  	Input Speech: TRANSSOLAR <ul style="list-style-type: none"> • Presentation by Mr. Matthias Schuler, CEO on "Masdar - how to build an emission-free city" 	<p>TRANSSOLAR's unique zero-emission-concepts are the result of high-end energy efficient construction concepts, which they will present to the delegation.</p>	<ul style="list-style-type: none"> • Environmental technology experts will share their knowledge • Get first-hand insights
7 pm 	Business dinner: German Mittelstand <ul style="list-style-type: none"> • Dinner at the award-winning Porsche Restaurant with leading German business representatives • Exclusive tour through the Porsche Museum 	<p>At this exclusive B2B-event at the Porsche Museum Stuttgart, you will have a chance to interact with key business leaders of Germany's most innovative region.</p>	<ul style="list-style-type: none"> • Meet CEO's of German Mittelstand businesses matched to your interests • Explore business opportunities in a relaxed atmosphere



Tuesday, May 10th 2011, Freiburg

Time	Agenda	Background information	Your benefit
9 am	Transfer to Freiburg im Breisgau <ul style="list-style-type: none"> • Hotel check-in 		
11 am	● Solar City Tour: Freiburg <ul style="list-style-type: none"> • Official welcome by the mayor of Freiburg • Guided tour through Germany's most advanced green city 	Freiburg is exemplary with respect to integrating politics, business and society to develop a green lifestyle. The city also has emerged as an industry centre for green technologies.	<ul style="list-style-type: none"> • Explore the urban systemic integration of green technologies • Experience the "green mentality" of city stakeholders
1 pm	● Innovation lunch: Dr. Tobias Bube <ul style="list-style-type: none"> • Cost/benefit analysis of energy-buildings 	The futuristic 'Heliotrope' in Freiburg was the first building with a positive energy balance.	<ul style="list-style-type: none"> • Understand the economics and benefits of energy plus-houses - can they also work in India?
2 pm	● Field visit: Solar-Fabrik <ul style="list-style-type: none"> • Welcome by the management team • Guided tour through one of the most modern PV-production facilities 	Solar-Fabrik has been manufacturing high-quality PV modules for more than 14 years. Since 1998, renewable energies provide the entire energy supply for the production process.	<ul style="list-style-type: none"> • Discuss the success factors for the integration of green technologies into your production process
5 pm	● Field visit: Fraunhofer ISE <ul style="list-style-type: none"> • Welcome by the head of the Fraunhofer Institute for Solar Energy Systems ISE • Visit to the Institute 	The world famous Fraunhofer ISE is the largest solar energy research institute in Europe. It provides technical facilities and services and develops new technologies.	<ul style="list-style-type: none"> • Learn about the most recent developments in solar energy, including solar cooling and decentral power supply
7 pm	● Exclusive Whisky Tasting <ul style="list-style-type: none"> • Host: Mr. Adrian Bülle, the world's youngest whisky-taster on "Innovation and Whisky - an old story" 	At the tasting, Mr. Bülle will take you on a journey through the world of Scotland's most exclusive whiskies. He will also explain new trends in an old industry.	<ul style="list-style-type: none"> • Learn about the most exclusive Scottish whiskies • Enjoy the evening with entertainment, food and drinks



Wednesday, May 11th 2011, Augsburg

Time	Agenda	Background information	Your benefit
9 am	Transfer to Augsburg		
11 am ●	Field visit: KUKA ROBOTS <ul style="list-style-type: none"> • Welcome by the management • Guided tour through the state-of-the-art robot factory 	KUKA is a leading supplier of robotics as well as plant and systems engineering. It offers customers an improvement of production plants through energy-saving robotic concepts.	<ul style="list-style-type: none"> • Learn about the green potential of robotics • Experience state-of-the-art production • Discover how you could implement solutions in India
2 pm	Transfer to Munich with picnic-break		
3 pm ●	Sightseeing: Nymphenburg Palace <ul style="list-style-type: none"> • Guided tour through one of Munich's historical highlights 	The baroque palace in the west part of Munich was the summer residence of the Bavarian monarchs. With its lavishly decorated interior and the famous "Gallery of Beauties", the palace is one of Munich's favorite attractions.	<ul style="list-style-type: none"> • Enjoy the unique view and atmosphere of the 17th- century castle and its fabulous rose gardens
7 pm ●	Bavarian Night, Hofbräuhaus Munich <ul style="list-style-type: none"> • Enjoy a truly Bavarian night in one of the city's oldest beer breweries 		



Thursday, May 12th 2011, Munich

Time	Agenda	Background information	Your benefit
9 am ●	Field visit: BMW Innovation Centre <ul style="list-style-type: none"> • Exclusive welcome by the management • A rare, privileged tour through BMW's famed innovation centre 	<p>BMW's key strength is its innovation leadership. The company's efficient dynamics concept has made its cars extremely energy efficient.</p>	<ul style="list-style-type: none"> • Learn how BMW makes constant innovation a core business practise • Discuss the future of green mobility • Learn about green production processes
12 am ●	Green investment <ul style="list-style-type: none"> • Meet a leading investor in German medium-sized, innovative businesses • Discuss the investment landscape, risks and opportunities 	<p>German technology and innovation leaders are often tucked-away in small towns and run by families. As they internationalize in strategic markets such as India, many are looking for long-term investment partners.</p>	<ul style="list-style-type: none"> • Find out, how to unlock the German innovation opportunity from an investor perspective • Learn about the challenges and opportunities of investing in Germany
3 pm ●	Infrastructure and Planning: DII <ul style="list-style-type: none"> • Keynote speaker: Dr. Gerhard Hofmann • Introduction to Desertec Industrial Initiative (DII), the most ambitious energy project currently planned 	<p>The DII is a consortium of leading European businesses which develops the €400bn DESERTEC project. It is creating a detailed technical plan for the realisation of an integrated renewable energy grid across Europe, the Middle East and North Africa.</p>	<ul style="list-style-type: none"> • Understand the political and economic challenges of this visionary project • Discuss, in how far the concept is applicable to India
6 pm ●	Network dinner: Clean Energy Project <ul style="list-style-type: none"> • Keynote-Speaker: Mr. Ralf Hartmann, Founder • Topic: "Innovative clean energy solutions in Germany and India" • Dinner with selected company representatives 	<p>The Clean Energy Project develops partnerships and co-operations between companies, scientists, media, politicians and experts of diverse sectors.</p>	<ul style="list-style-type: none"> • Meet CEO's of Munich Mittelstand businesses, matched to your interests • Explore concrete business opportunities in a relaxed atmosphere



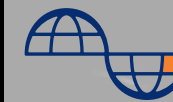
Friday, May 13th 2011, Munich

Time	Agenda	Background information	Your benefit
9 am  	Field visit: Munich RE <ul style="list-style-type: none"> • Speech of the Head of the Corporate Climate Centre: Ernst Rauch • Exclusive visit of one of Germany's best corporate art galleries 	130 years ago, Munich Re started to tackle the major challenges of the future in order to anticipate risks. Nowadays, the company is the world's leading reinsurer with a premium income of around €25bn and a special focus on climate change.	<ul style="list-style-type: none"> • Understand the future challenges and long-term risks of climate change with regard to India • Evaluate possible solutions to tackle the risks
12 pm  	Workshop: Technical University Munich <ul style="list-style-type: none"> • Introduction: Prof. Horst Wildemann • Topic: "Technical adaptation of German environmental technology to the Indian market- results of the research project in cooperation with BRIDGE TO INDIA" 	Be a full participant in the workshop organized by one of Germany's leading technical universities. 20 renewable energy companies will discuss market barriers and opportunities in India.	<ul style="list-style-type: none"> • Experience, how the research supports business development • Meet 20 companies from the renewable energy field who are looking for Indian business partners
3 pm 	Sightseeing in Munich	Explore this beautiful city at your own leisure. Relax in the English Garden, go shopping or see one of the many interesting museums in Munich.	<ul style="list-style-type: none"> • Relax and reflect • Meet with friends and business partners according to your own schedule
7 pm 	Network Dinner in cooperation with the German Indian Round Table (GIRT) Munich <ul style="list-style-type: none"> • Keynote-Speaker: Prof. Peter W. Engelmeier • Topic: "How to deal with a German: a survival guide" 	The farewell-dinner on the last evening of the delegation will offer you a great opportunity to enjoy food and entertainment while meeting leading company representatives.	<ul style="list-style-type: none"> • Lay back and enjoy a spectacular last night in Munich • Review your time in Germany and strengthen your business contacts



Saturday, May 14th 2011, Munich

Time	Agenda	Background information	Your benefit
10 am ●	Farewell-brunch <ul style="list-style-type: none"> • Good-bye-brunch including feedback round • Summary speech on the Green Innovation Journey 	After summarizing the stations of the Green Innovation Journey, you can discuss how to push your business opportunities further.	<ul style="list-style-type: none"> • Review the week in Germany • Enjoy a nice farewell-brunch with the entire team
12 pm	Official end of the delegation journey <ul style="list-style-type: none"> • Handing over of the journey package • Transfer to Munich airport 		



Who should come?

Indian **business leaders** interested in exploring the great opportunities of green innovations and systemic thinking.

CEO's, directors, entrepreneurs and other decision makers from Indian companies interested in German state-of-the-art green technology, systemic solutions and innovations.

Your benefit

Develop your **business** through unique and privileged access to German green technology leaders and practices.

We give you access to technology and research-driven innovations, to German thought-leaders, entrepreneurs and business leaders. We offer you

- Access to latest innovations
- Access to key business leaders with an interest in the Indian market
- Opportunities to develop your network
- Specific, customized business opportunities

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Next steps

The preparation of your journey

Please submit your interest via email to
isabelle-jasmin.roth@bridgetoindia.com

Following, we will send you a detailed information package.



BRIDGE TO INDIA

BRIDGE TO INDIA is a consulting company with an entrepreneurial approach based in New Delhi. Founded in 2008 by Dr. Tobias Engelmeier, the company focuses on environmental technologies in the Indian market. Furthermore, BRIDGE TO INDIA links this expertise to urban planning and processes.

Through customized solutions for its clients, BRIDGE TO INDIA contributes to a sustainable world by implementing the latest technological and systemic innovations where their impact is the highest.

Contact BRIDGE TO INDIA

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