

PROJECT REPORT

2021  
2022

AUTOMOTIVE

# BUSINESS OPPORTUNITIES IN HANNOVER GERMANY



CRESCENDO<sup>®</sup>  
WORLDWIDE

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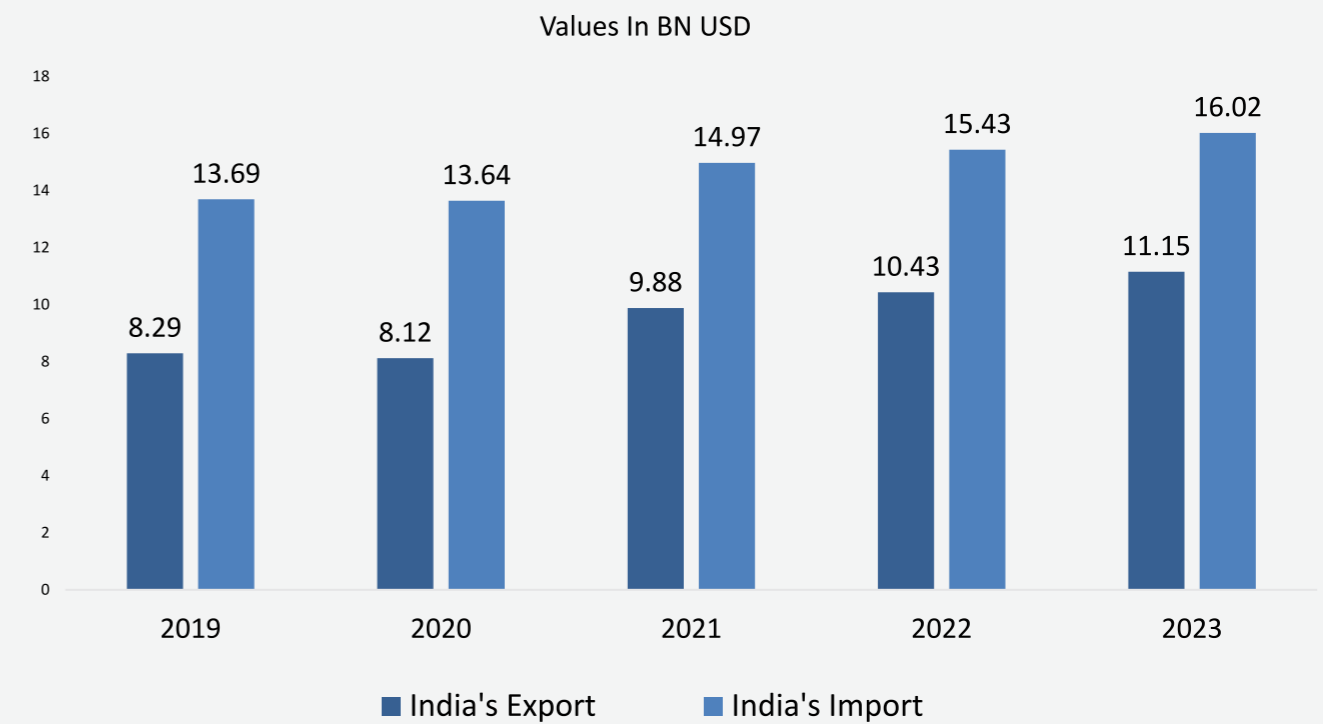
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## GERMANY AND INDIA: BILATERAL RELATIONS

- Germany is India's most important trading partner in the EU.
- 6<sup>th</sup> most important trading partner worldwide.
- Exports from Germany to India amounted to USD 12.1 BN in 2021.
- Imports from Germany to India amounted to USD 8.8 BN in 2021.
- There are around 200 Indian companies operating in Germany



## INDIA-GERMANY TRADE



## HANNOVER QUICK FACTS



Area: 204 Sq.km.



Population: 538,000



Population Density: 2,623 Per.Sq.km



GDP: USD 64.14 BN



237 Major Businesses



44,000 Mini Businesses



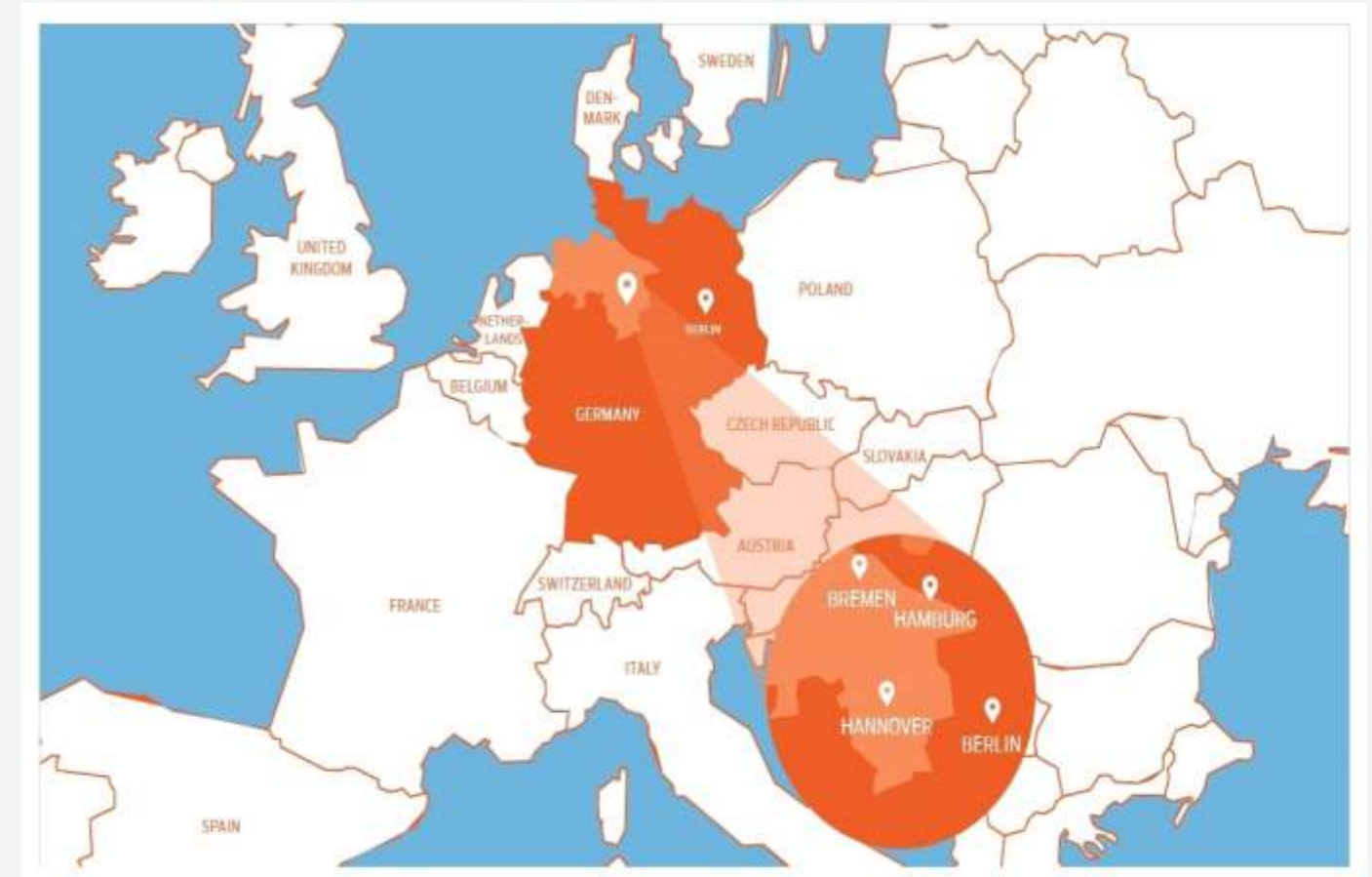
51,000 Businesses are Registered



Lower Saxony - 4th Most Important Exporter Of Germany

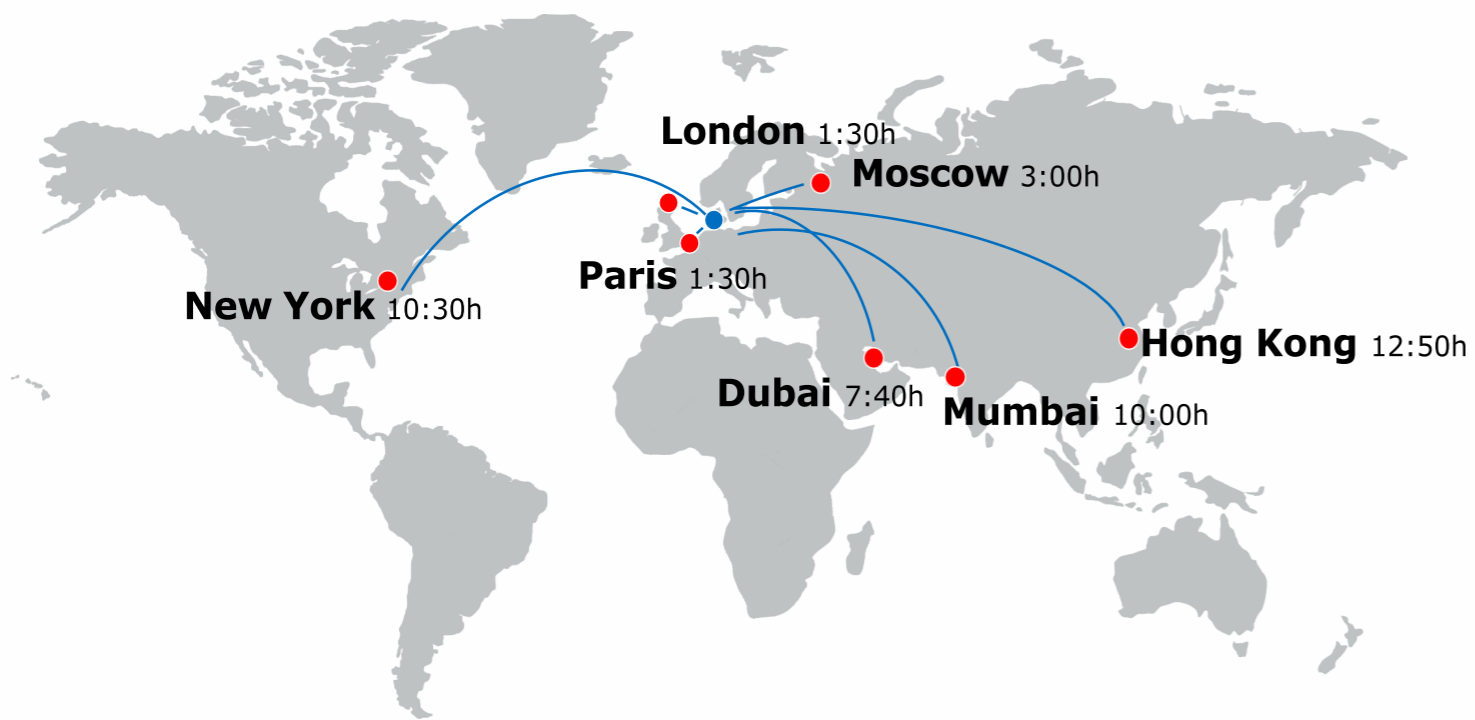


## EXCELLENT GEOGRAPHICAL PLACE



# CONNECTIVITY OF HANNOVER BY DIFFERENT MODE OF TRANSPORT

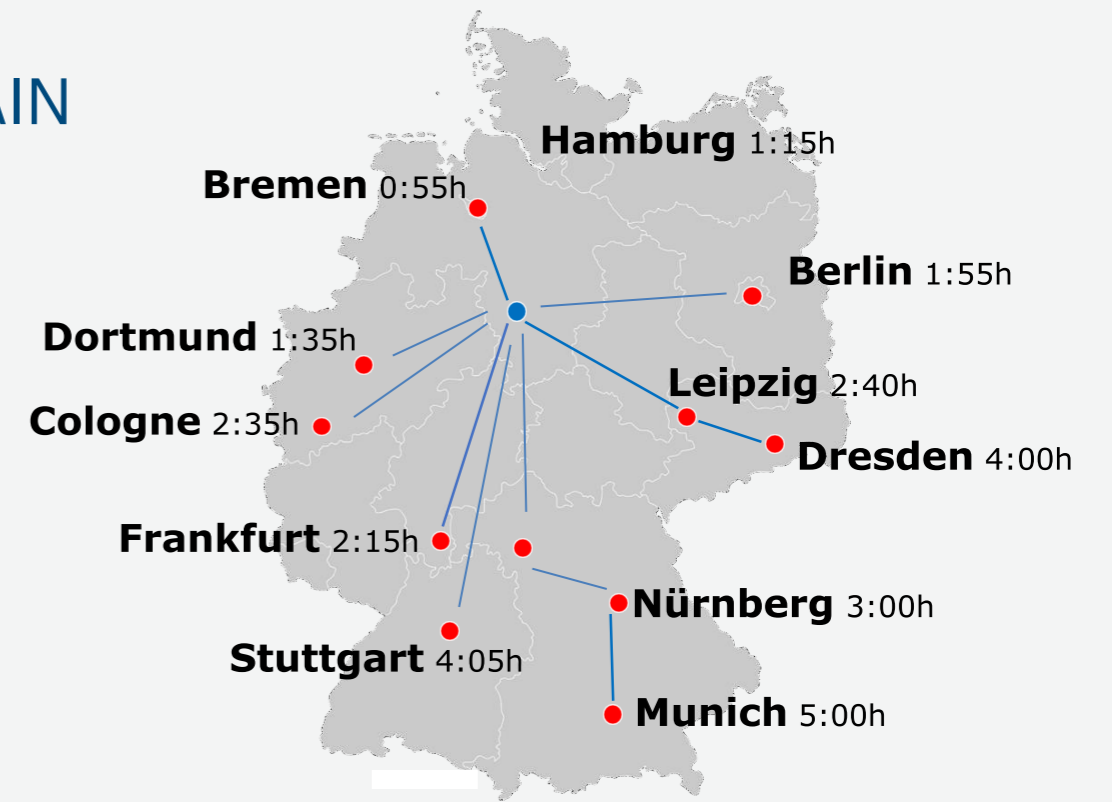
## BY PLANE



## BY SHIP



## BY TRAIN



## BY CAR



## POTENTIAL BUSINESS SECTORS OF HANNOVER



Automotive



Healthcare &amp; Life Sciences



Food and Beverages



Production Engineering



Energy



Information &amp; Communications



Financial Services



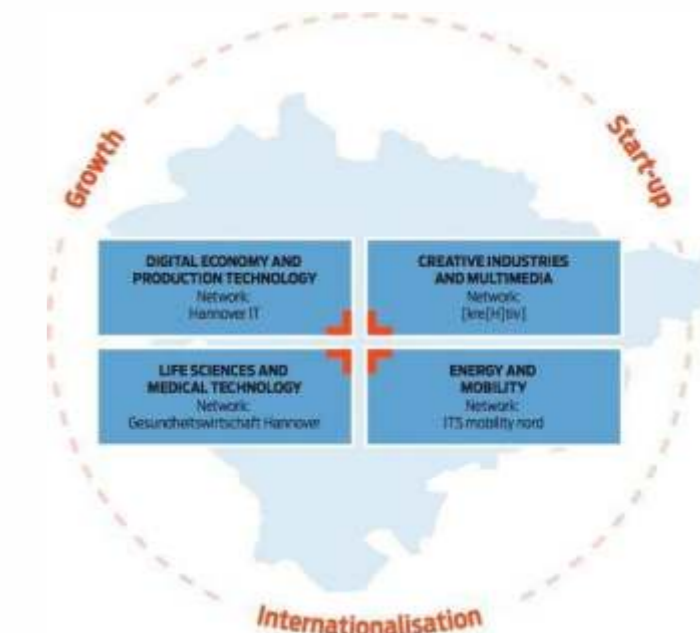
Logistics

## ABOUT - HANNOVER IMPULS



Promoting growth – Attracting business – Strengthening the location An initiative of the capital of Lower Saxony and Hannover Region Team of experts from public administration and industry Promoting a business in the Hannover region:

- Supporting start-ups with successful business ideas
- Strengthening industry growth sustainably
- Supporting companies' internationalization plans
- Strategic management of subsidiaries and funds



## INTERNATIONAL ACTIVITIES UNDERTAKEN BY HANNOVERIMPULS

- Consulting the public administration on topics of internationalisation
- Representing Hannover abroad
- Networking with regional and national business development agencies globally
- Networking in Germany: chambers of commerce, associations, diplomatic corps in Berlin
- Expansion of networks and representatives in
  - Russia: Moscow, Yekaterinburg, St. Petersburg, Nizhny Novgorod
  - Turkey: Marmara region, Eskisehir, Konya, Izmir, Istanbul
  - India: Mumbai, Pune, Bangalore, Chennai, Kolkata
- Coordinating internationalisation networks in Lower Saxony

## HANNOVER IMPULS - SERVICES & BENEFITS

### Product Market Analysis and Placement (our ProMAP Program):

Hannover Impuls work with the company and selected experts to develop a robust strategy for entry into the German market, including product analysis and market survey.

### Relocation Services:

They assist together with their partners throughout all administrative steps and cover the costs.

### Connected to a Strong, Broad Network (Regional and Abroad):

Industry partners, political stakeholders, R&D partners (universities & research institutes), trusted business advisors & partners

### Financial advice (public & private):

For financing your expansion and product development they support and guide their application process for public grants through their in-house funding experts with over 30 years of experience. Furthermore, they can also connect to venture capital and public equity funds.

### Sales & Marketing Support:

For offering their products and services they support all engagements with the fair company Deutsche Messe AG (e.g. Hannover Messe, Labvolution) organizationally as well as financially. Within our GeMS program (German Marketing and Sales Solutions), they support marketing and sales activities.

### Human Resources:

Support by searching for personnel for the office

## AUTOMOTIVE INDUSTRY IN GERMANY



**+60%**

R&D growth in Europe created by the German automotive sector

**3.1 Mn**

passenger vehicles produced in 2021 – making Germany Europe's leading production site

**1 in 5**

cars that roll off the international production line is German OEM made

**24%**

of total domestic industry revenue generated by automotive industry

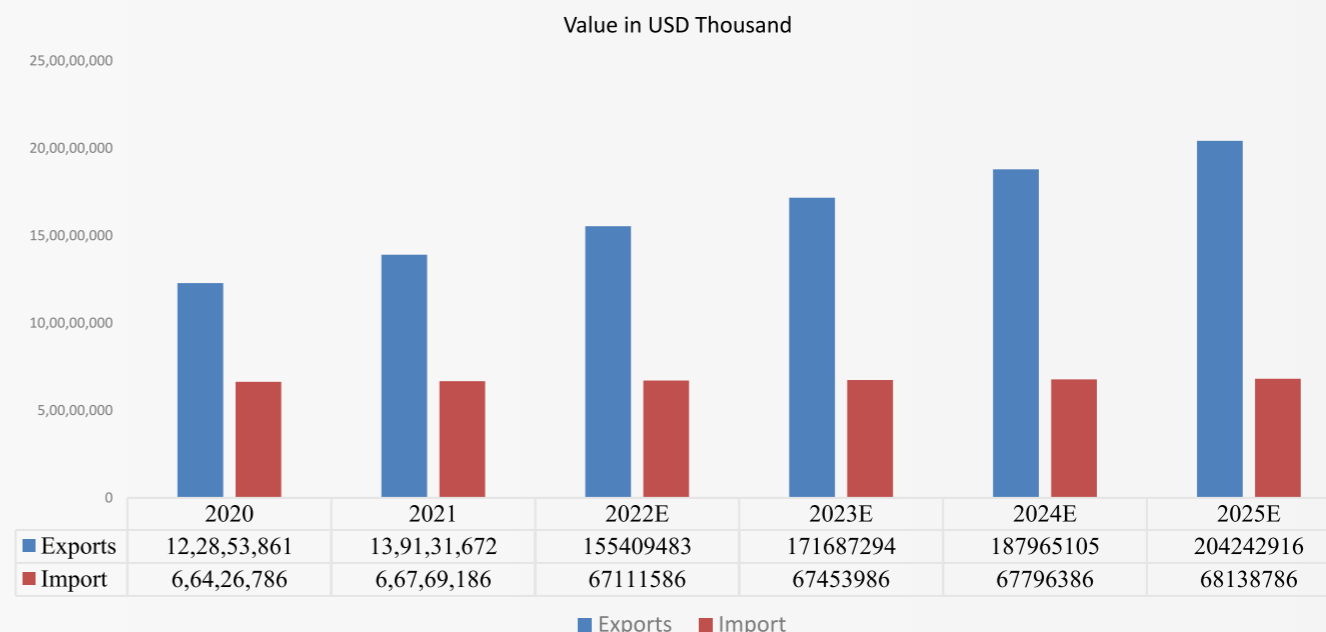
**1/3**

of global automotive R&D spending made by German OEMs

**77%**

of cars manufactured in Germany in 2021 destined for export markets

Exports-Import of Motor cars and other motor vehicles



## AUTOMOTIVE SECTOR IN LOWER SAXONY

- No.1 In Automobile construction.
- 700 supplier companies are operating in Lower Saxony.
- 120,000 direct employees working with the automotive industry in Lower Saxony.
- Hannover is home to Volkswagen AG, one of the leading automotive manufacturers with a global production of more than 10 million vehicles per year.
- The state government is providing 1.8 million euros for the years 2022 and 2023 to support the future viability of the Lower Saxony automotive industry.
- Eight freight centres and multi-modal terminals
- Nine international seaports
- Europe's easternmost Deepwater harbour
- Dense motorway, rail and inland waterway networks
- Constantly-growing logistics sector with currently 260,000 workers



## AUTOMOTIVE SECTOR IN HANNOVER

- Hannover is one of the top 5 automotive locations in Germany.
- More than 26,000 people in the region are employed in the automotive industry; thus, accounting for 5.1% of the region's total jobs.
- With around 16,000 employees, Volkswagen AG (commercial vehicles) is the city's largest employer.
- Clarios is a world market leader in energy storage solutions. The company's European headquarters is in Hannover.
- The new ID. BUZZ electric van will also begin to roll off the assembly line at VWN in Hannover in 2022. VWN is also the lead brand for autonomous vehicles in the Volkswagen group.

## HANNOVER AS STRATEGIC LOCATION FOR AUTOMOTIVE SECTOR

- Hannover is the most important commercial centre in Lower Saxony for automotive industries with skilled trades and commerce.
- Well-known brands ensure that the economic region of Hannover is represented all over the globe.
- 30 Institutes and University facilities in the region related to the automotive industry.
- Highly dynamic science area 30X business and science park and its immediate proximity to important education and research partners such as Leibniz University Hannover, the new site is perfectly positioned to attract talent and it will play an important role in the development of automotive technologies.
- Ecologically sustainable construction of the technology & customer centre.
- The central location, excellent transport infrastructure, high quality of leisure time and effective economic development have a positive effect on the economy and quality of life.



## MAJOR LOCAL PLAYERS



## MAJOR INTERNATIONAL PLAYERS



## RELATIVE COST BENEFITS OF FORMING A COMPANY IN SAXONY

### Microloans For Business Founders And Young Entrepreneurs (ESF)

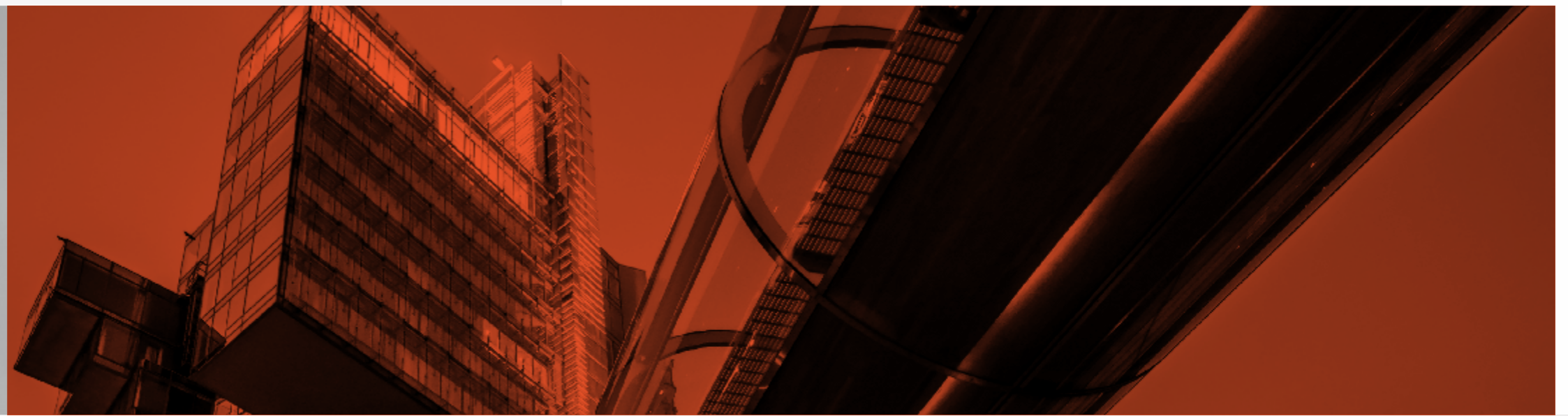
- Business founders before they start their business operations as well as young enterprises up to five years after they started their business may apply for a low-interest loan amounting to a maximum of \$ 20,622 directly at Saxony's Development Bank (SAB).
- A mandatory prerequisite for any project is that the borrower of the loan must make a co-payment of at least 20 % of the total costs.

### Business Consultation / Coaching

- The "Business Consultation / Coaching" program is the core component of Saxony's consultation funding for SMEs.
- Counselling services may be provided, Corporate management, particularly regarding an operational, financial, human resource, technical, and organizational issues

### Innovation Grant

- Innovation Grant is designed to prepare particularly small companies and craft enterprises for cooperation with scientists.
- Innovation Grant innovation grants foster the utilization of external R&D services in conjunction with the development of new or the improvement of existing products



## RELATIVE COST BENEFITS OF FORMING A COMPANY IN SAXONY

### Guw Start-up And Growth Financing

Business founders can get help from these types of funding to get loans for investments, production equipment and facilities, as well as liquidity support, which can each be granted up to an amount of 2.57 million dollars per loan.

### GRW Investment Grant – Joint Task “Improving Regional Economic Structures

- Germany’s Federal Government and the federal states jointly support projects of commercial enterprises (including tourism) which contribute towards a well-balanced infrastructure.
- The subsidies are designed as incentives for investments into the creation of permanent jobs and the support of innovations – to the benefit of the income of the people in these regions.

### Saxony’s Investment Bank For Small And Medium-sized Enterprises – MBG

- The MBG supports the financing of commercial business start-ups of all branches with investments.
- In close cooperation with the appropriate chambers and house banks, it accompanies projects all the way to their implementation and even beyond that phase



## ASSOCIATIONS & CLUSTERS



47 Members



600 Members



7 Members



15 Members



700 Members

## AUTOMOTIVE TRADE FAIRS



Date: 28 - 29 Jan 2023  
Venue: Pirmasens, Germany



Date: 01 - 05 Feb 2023  
Venue: Hannover, Germany



Date: 24 - 26 Feb 2023  
Venue: Freiburg, Germany



Date: 21 - 23 Mar 2023  
Venue: Hannover, Germany



Date: 05 - 10 Sept 2023  
Venue: Munich, Germany



Date: 17 - 22 Sept 2024  
Venue: Hannover, Germany

## BENEFITS OF ATTENDING TRADE FAIRS

- Doing business - boosting sales
- Reach new target groups and cooperation partners
- Showing presence, building trust, retaining customers
- Demonstrating strength
- Gaining market share
- Personal networking as a door opener
- Getting direct feedback on your own products
- Discovering industry trends
- Using trade fairs as communication events
- Motivating employees and winning new ones



# BUSINESS OPPORTUNITIES IN HANNOVER GERMANY



- Crescendo Worldwide GmbH.
- Crescendo Worldwide Pvt. Ltd.
- Crescendo Worldwide FZCO
  
- [info@crescendoworldwide.org](mailto:info@crescendoworldwide.org)  
[www.crescendoworldwide.org](http://www.crescendoworldwide.org)



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