

PROJECT REPORT

2021
2022

FOOD BEVERAGES

BUSINESS OPPORTUNITIES IN HANNOVER GERMANY

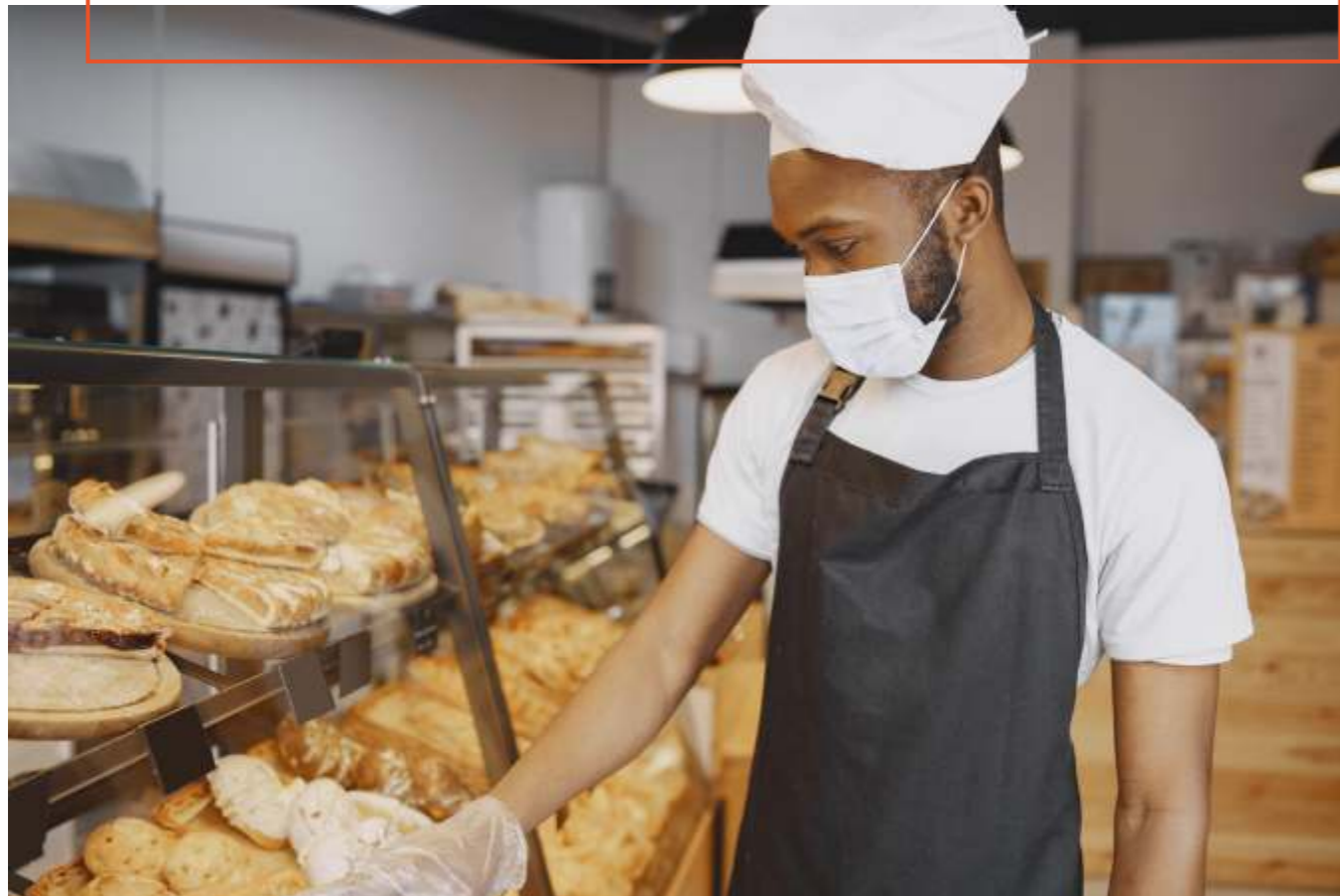
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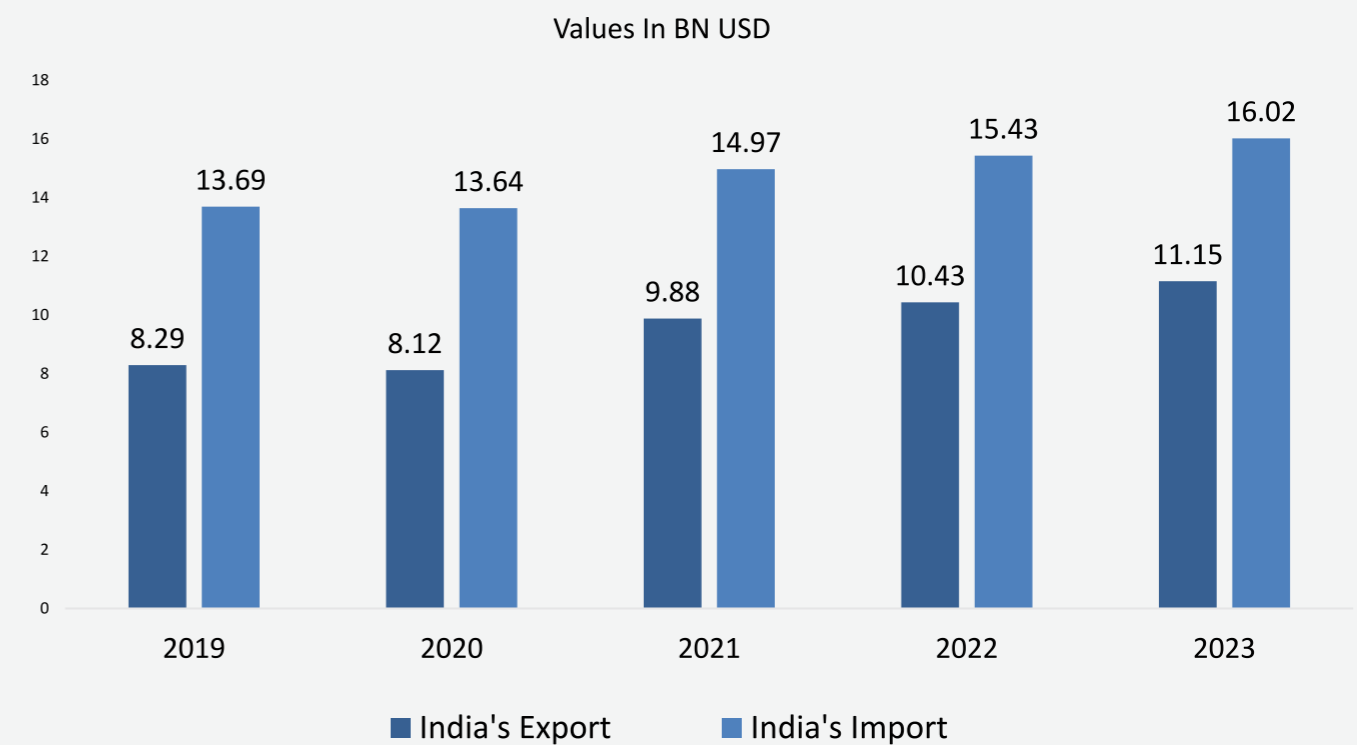
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GERMANY AND INDIA: BILATERAL RELATIONS

- Germany is India's most important trading partner in the EU.
- 6th 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



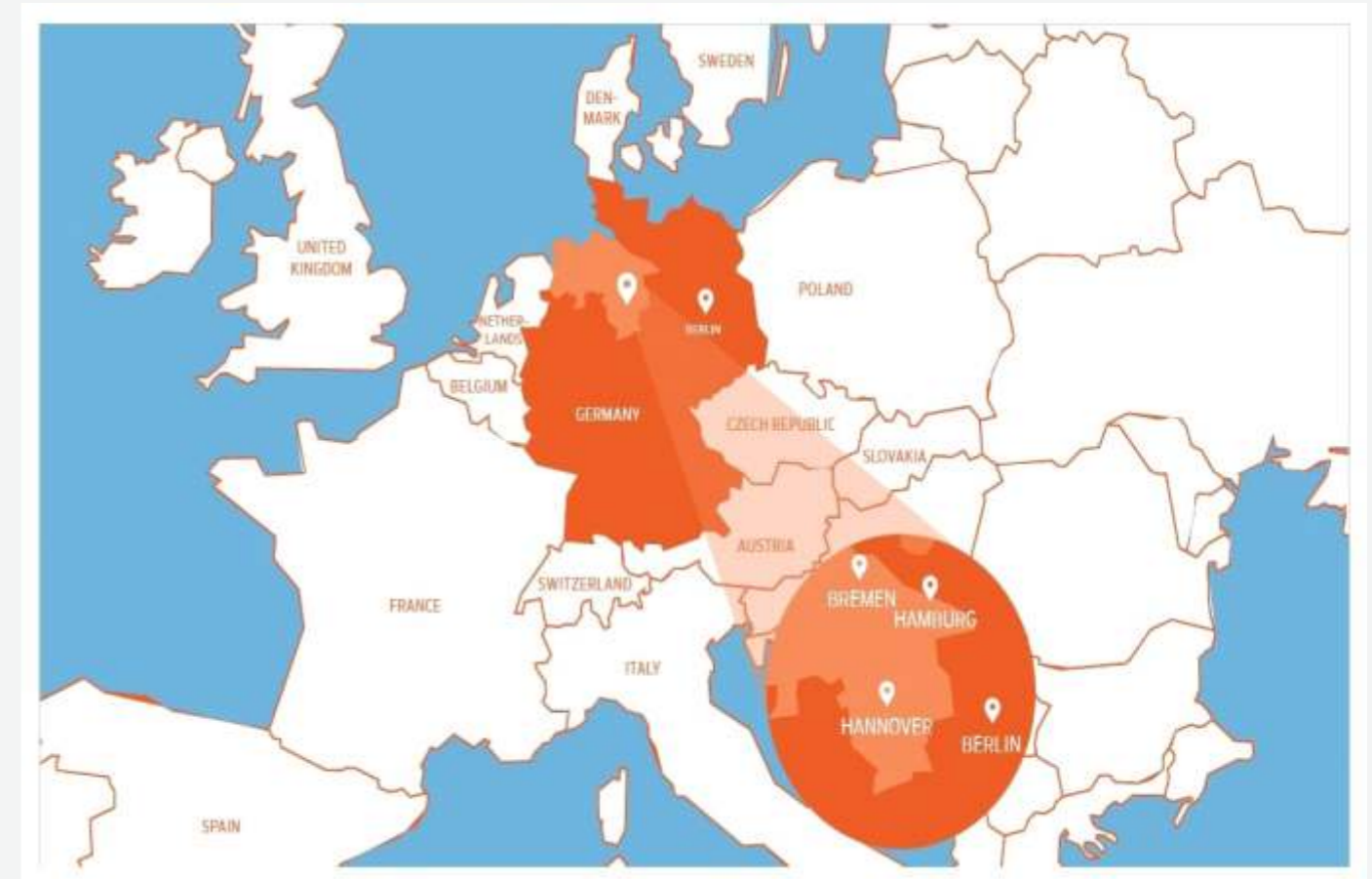
51,000 Businesses are Registered



Lower Saxony - 4th Most Important Exporter Of Germany

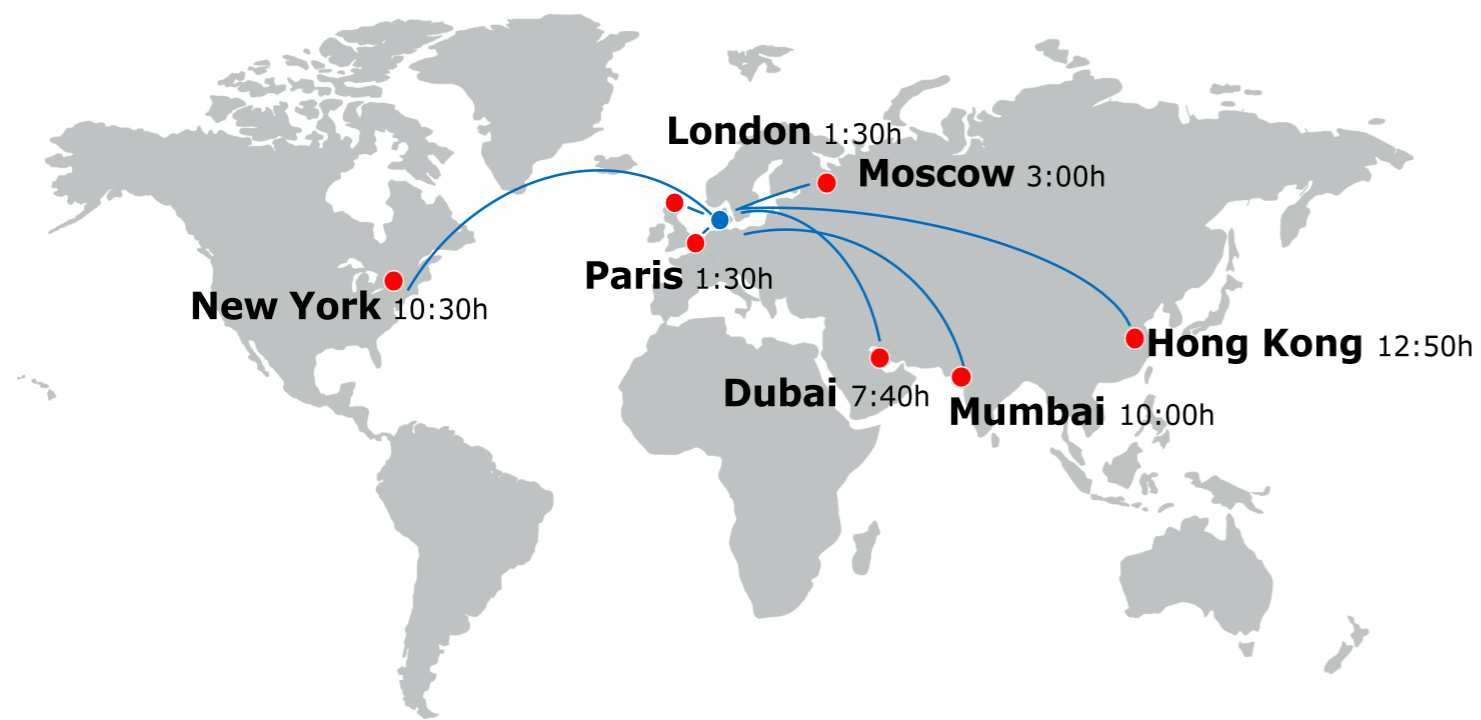


EXCELLENT GEOGRAPHICAL PLACE



CONNECTIVITY OF HANNOVER BY DIFFERENT MODE OF TRANSPORT

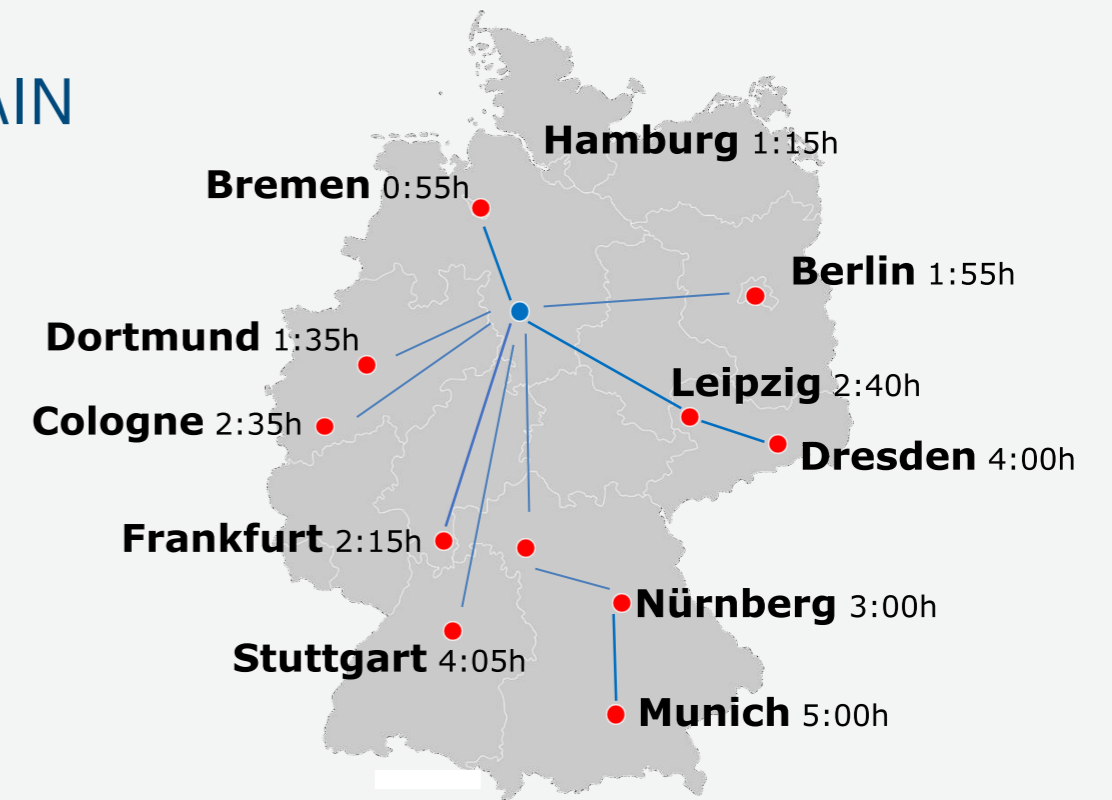
BY PLANE



BY SHIP



BY TRAIN



BY CAR



POTENTIAL BUSINESS SECTORS OF HANNOVER



Automotive



Healthcare & Life Sciences



Food and Beverages



Production Engineering



Energy



Information & Communications



Financial Services

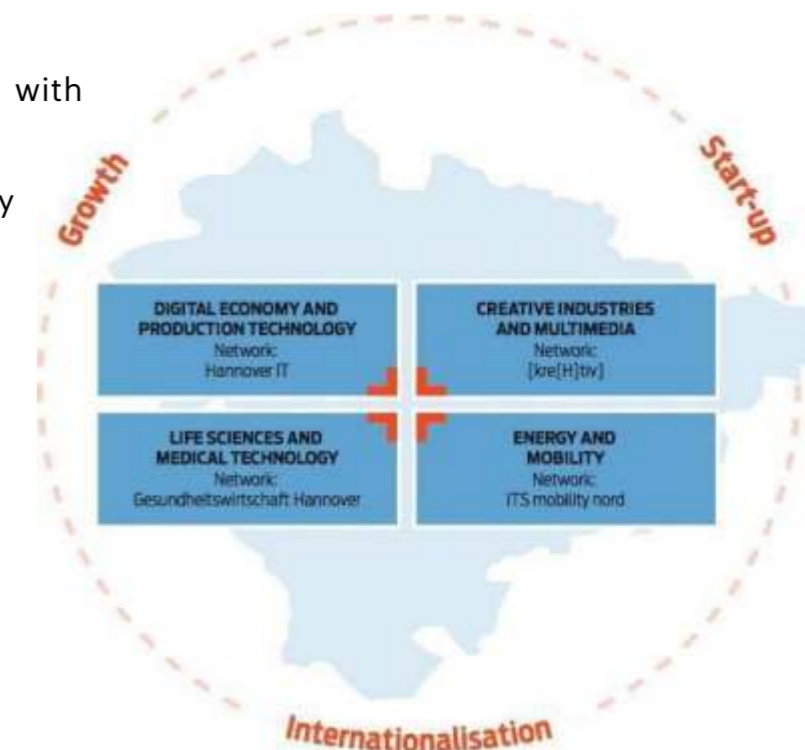


Logistics

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

FOOD & BEVERAGES SECTOR IN HANNOVER



The food industry in Hannover is Germany's **2nd largest** Business Sector.

The Food Industry Employs **80,000 people.**

Turnover in the Food, Animal Feed and Beverages Industries is **USD 36.09 BN.**

Hannover has **37,400** Agricultural Enterprises.

Hannover is Germany's one of the Regions with the **Highest R&D Spending** on Public Food.

TOP PROCESSED FOODS EXPORTED TO GERMANY IN 2021

- Alcoholic Beverages
- Food Preparations & Ingredients
- Prepared/Preserved Seafood
- Condiments, Sauces, Jams & Jellies
- Non-Alcoholic Beverages
- Snack Foods

MAJOR LOCAL PLAYERS



Pizza, Cake, Dessert



Pizza and tarte flambee, Pasta and ready meals, Snacks and baguettes, Organic pizzas, Bakery goods



Seafood



Bread & Cakes / Viennese Bread & buns

MAJOR INTERNATIONAL PLAYERS



Beverages, Breakfast cereals, Chocolates, Dairy, Nutrition



Milk & Dairy



Brewing (Beer)



Brownies, Cakes & Cupcakes, Cookies, Donuts, Muffins, Savoury



Biscuits, Chocolate, Candy, Beverages, Meals



HANNOVER AS STRATEGIC LOCATION

Germany's Number One Food Producers

- Niedersachsen's Agribusiness industry employs around 391,000 people

Excellence in Research – Current Projects

- i³-Food
- Bioökonomie 2.0
- iAlgaePro
- EntomoFood

Rich Harvests

- 39,500 farms and livestock breeders supply the raw materials for Niedersachsen's food industry

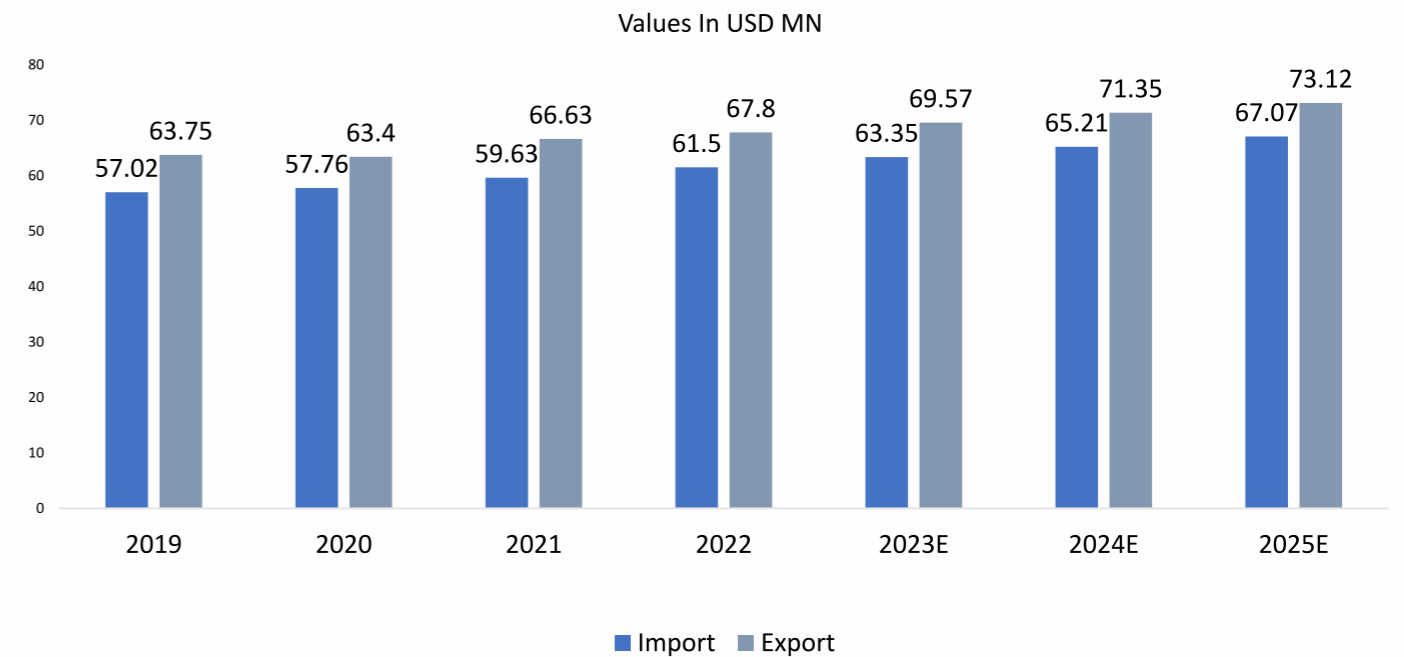
High Quality, Safe and Strictly Monitored Food Processing

- More than 90,000 employees in over 3,200 Niedersachsen companies produce foodstuffs, drinks, & animal feeds
- Approx. 660 companies in the food industry

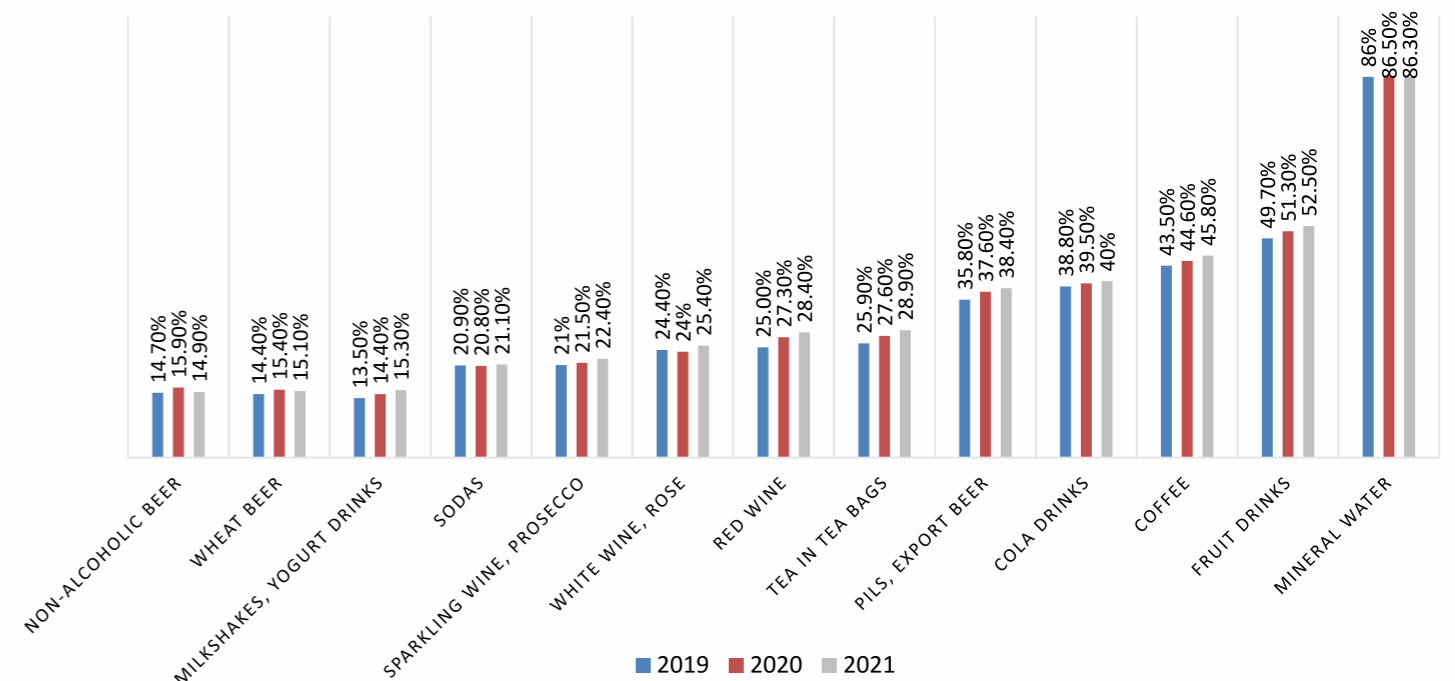
Leaders in Livestock Husbandry

- Centre of animal product processing
- Very important dairy industry, delivering around a fifth of all German produce

GERMANY-FOOD BEVERAGES IMPORT EXPORT



MOST PURCHASED AND CONSUMED BEVERAGES IN GERMANY





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



100 Members



185 Members



163 Members



51 Members



FOOD & BEVERAGES TRADE FAIRS



28 - 30 Jan 2023
Bremen, Germany



29 - 01 Feb 2023
Cologne, Germany



04 - 05 Mar 2023
Hannover, Germany



10 - 13 Mar 2023
Hamnurg, Germany



18 - 19 Mar 2023
Düsseldorf, Germany



25 - 26 Mar 2023
Nuenberg, Germany



19 - 21 Mar 2023
Dusseldorf, Germany



7 - 10 Oct 2023
Anuga, 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
www.crescendoworldwide.org



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