



General Information

High-Tex from Germany 2007
October 10 - 12, 2007
Mumbai, India

**Introduction by Hartmut Schauerte, MdB (MP),
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As a follow-up to its enormous success in Atlanta, Shanghai and Moscow, the special "High-Tex from Germany" show is setting off this year for Mumbai.

Here, under the common motto "Top quality from Germany", 50 or so manufacturers of technical textiles will have the opportunity to present their products to a wide circle of international decision-makers from 10 - 12 October 2007.

"High-Tex from Germany" is a highly successful joint project between industry and politics. The assertive exhibition will serve to step up the presence of German companies and German products on the Indian market.

Even if Germany holds the title of "World export champion", success in the export sector is not something that can be just taken for granted. Every enterprise has to assert and maintain its competitive lead, time and again, in each individual business transaction. This makes it all the more important for politics to create an appropriate framework. For years, the Ministry of Economics and Technology (BMWi) has been supporting small and medium-sized enterprises (SMEs) striving to establish a foothold on the so-called "emerging markets". Particularly in respect of markets which are not "right on the doorstep", SMEs needs targeted accompanying measures by the government.

Foreign trade exhibitions are important instruments in this context; this year, the Ministry of Economics and Technology (BMWi), in co-operation with the Association of the German Trade Fair Industry (AUMA) is participating in around 250 fairs and exhibitions around the globe. In India alone, the number of fairs and exhibitions which we are taking part in has increased from 10 in 2006 to 14 this year - an increase of 40 percent!

Companies wishing to exhibit are not only offered attractive participation fees, but are also provided with assistance in organising and implementing their presentations abroad, along with introduction to important contacts, multipliers and trading partners. Messe Frankfurt, which has been commissioned by the Ministry to co-ordinate these activities, is one of the world's leading companies in the organising of trade exhibitions and has the necessary experience and know-how in the handling of exhibition appearances.

I sincerely wish the "High-Tex from Germany" project, which the BMWi is staging in co-operation with the Association of the German Trade Fair Industry (AUMA) and with the support of the Confederation of the German Textile and Fashion Industry, much well-deserved success, and I hope that all participants will return with a lot of new impressions after fascinating experiences in India.

Hartmut Schauerte

www.high-tex.german-pavilion.com