

Draft Program 15th IAA-INDIA-DAY 2024

Physical Event

Wednesday, 18th of September 2024

13:30-16.00 hrs. German time (CET)

16:00-17.00 hrs. Networking

Convention Center/Room 13/14 (Trade Fairground D-30521 Hanover)

Organizers:

German Association of the Automotive Industry (VDA)

Automotive Component Manufacturers Association (ACMA)

Society of Indian Automobile Manufacturers (SIAM)

Indo-German Chamber of Commerce (IGCC)

Co-Organizer:

Indian Embassy in Berlin

Make in India Mittelstand Programme



MAKE IN INDIA MITTELSTAND!

The Topic

Our IAA-India-Day has become a tradition, an expression of the close partnership between India and Germany and a meeting point for high-level representatives from industry and politics. In the recent years topics such as cooperation in the field of electric mobility, battery technologies and the development of alternative fuels have formed the focus of IAA-India Days. These issues remain relevant and continue to shape current discussions in politics and in the automotive industry.

Within our strong and long-standing partnership with the suppliers' association ACMA and the manufacturers' association SIAM, we continue to pursue the goal of supporting the sustainable development of the automotive industry locally and strengthening exchange between the players in the automotive industry. Our partnership is based on the valuable work within the framework of the "Indo-German Working Group on Automotive" and the ACMA, SIAM and VDA Association Partnership. We especially thank our both Governments and the relevant ministries for all their support.

Indo-German cooperation is and remains an important pillar of the global automotive industry development and will even get more important in the light of the discussions about diversification of supply chains and the negotiations of a Free Trade Agreement between the EU and India.

This year, at the IAA Transportation” in Hanover, we continue with our tradition and would like to invite you to the 15th IAA-India Day. The focus of this year's event will be on Indo-German Cooperation in the Commercial Vehicle Sector. High ranking speakers will give an overview about new trends and opportunities in the Indo-German Commercial Vehicle Sector.

The new “IAA Transportation” will take place in Hanover from 17 to 22 September 2024. Under the motto "People And Goods On The Move", IAA TRANSPORTATION aims to advance climate neutrality in logistics and transportation with the help of innovative transport systems. Commercial vehicle and bus manufacturers, body and trailer manufacturers, micro-mobility companies, cargo bike and small vehicle providers, as well as their suppliers and tech companies, service providers, and startups come together in Hannover for IAA TRANSPORTATION to present and network their innovative solutions.

Draft Program:

Moderation: Angela Mans & Marius Ochel, VDA

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| 13:30 - 13:40 h | Welcome
Special Address by Hildegard Müller, President, VDA |
| 13:40 - 13:50 h | Welcome
Mr. B.S. Mubarak, Charge d' affaires, Embassy of India, Berlin |
| 13:50 - 14:10 h | Indian Suppliers for the Commercial Vehicle Sector: Overview and Introducing the Indian Pavilion at IAA TRANSPORTATION
Ms. Shradha Suri Marwah, President ACMA, Chairperson & Managing Director of Subros Limited |
| 14:10 - 14:30 h | The Indian Commercial Vehicle Market: Overview & Presentation on the Bharat Mobility Global Expo 2025
Mr. Rajesh Menon, Director General, SIAM |
| 14:30 – 14:45 h | Coffee Break |
| 14:45 - 15:00 h | OEM views on the Indian Market and possible collaboration with suppliers
Dr. Manfred Schuckert, Head of Regulatory Strategy, DaimerTruck AG |
| 15:00 - 15:15 h | View on the Indian Market
Akash Passey – President ZF Group, Region India |
| 15:15 - 15:30 h | Chances and Challenges of the Indian Market from a perspective of a technical service provider
Drs. Christian Reitmeyer, Managing Director, redi-Group GmbH |
| 15:30 - 15:45 h | Introduction to Make in India Mittelstand Program
Ms. Maja Yadu, Project Coordinator, MIIM Programme |
| 15:45 - 15:55 h | Summary & Vote of Thanks 15th IAA India Day |

Mr. Dirk Matter, Managing Director, Indo-German Chamber of
Commerce, Dusseldorf

16:00 h End of Event, Networking with snacks sponsored by Make in India
Mittelstand

Please register for the event here: www.vdaeevents.de/index.php?logincode=PESR4VSBP

For any questions regarding the program please contact Mr. Marius Ochel
(marius.ochel@vda.de).