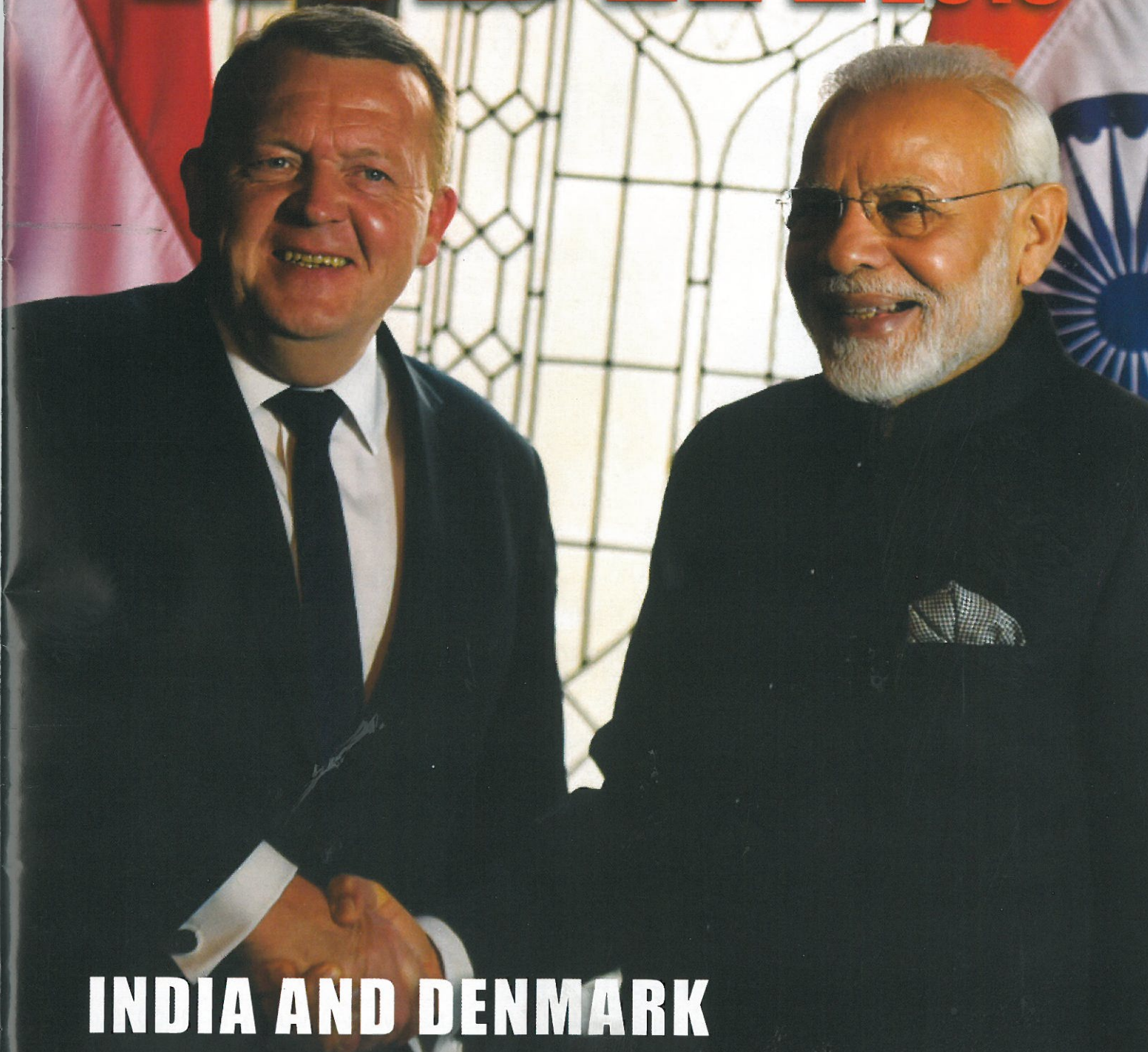


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Ambassador's message

ON THE occasion of the 72nd Independence Day of India, I extend my heartiest congratulations and felicitations to all Indians and Persons of Indian Origin living in Denmark. I also extend my best wishes to the people of Denmark.

India's Independence Day is a special occasion as it heralds India's Independence from British colonial rule. It is an occasion for us to pay our respect and homage to all the freedom fighters who sacrificed their lives and contributed to the struggle for India's independence. It is also an occasion to express our gratitude to our leaders, who laid the foundation of a democratic and secular India, framed a liberal Constitution and built strong and enduring institutions.

Today, India is the largest functioning democracy in the world. It is among the most pluralistic, multi-lingual and multi-ethnic societies and is home to people from different religions. Over the last two-and-half decades, India has achieved extraordinary economic growth and has emerged as the 5th largest economy in the world [measured in US\$]. India is a Federal Republic governed under a parliamentary system and consists of 29 States and 7 Union Territories. It is not the geographical India-but the idea of India, where people of diverse religions, castes, ethnicities and languages have lived in peace & harmony for centuries in this great democracy-that fascinates the world.

Relations between India and Denmark are historical and friendly. In 1620, Denmark acquired Tranquebar on the Coromandal Coast and later in 1755, Serampore in West Bengal and used these territories as trading posts until 1845. The foundation for a robust relationship between India and Denmark was laid in 1957 when the then PM Jawaharlal Nehru visited Denmark. Since then, bilateral ties have grown from strength to strength and have come a long way. Since 2016, there have been 6 Ministerial visits from Denmark to

Photo Hasse Ferrolid



India, and two Ministers from India visited Denmark-Minister of Food Processing Industries and Minister for Science and Technology.

Indian PM Narendra Modi and Danish PM Lars Løkke Rasmussen met for the first time after nine years at the India-Nordic Summit in Stockholm on 17 April 2018. Governmental co-operation was enhanced as 4 MoUs were signed between India and Denmark in the fields of Animal Husbandry and Dairying, Sustainable and Smart Urban Development, Agricultural Research & Education and in Food Safety Co-operation. Another MoU on Science, Technology and Innovation was also signed in May 2018 in Copenhagen. Bilateral relations have also been further strengthened with the holding of 6 Joint Working Group meetings on Agriculture and Animal husbandry, Food Processing, Shipping, Renewable Energy, Science

Technology & Innovation and Labour Mobility in the last 6 months. The robust economic ties are characterised by a healthy bilateral trade of US\$ 3.3 billion in 2017 and the presence of more than 130 Danish companies in India, who have invested about US\$ 1 billion. Similarly, about 25 Indian companies, especially leaders in IT and renewable energy have set up operations in Denmark, investing about US\$ 300 million.

On this joyous occasion, let us rededicate ourselves to work for maintaining the unity and integrity of India and its sustainable and inclusive development. I am confident that my fellow citizens, who consider Denmark their second home, will continue to work with diligence and dedication, making a valuable contribution to its development and prosperity.

Ambassador Ajit Gupta

Denmark by the Ganges

– reviving a forgotten history

An exciting joint project between Denmark and India sheds light on a fascinating shared past

By Bente Wolff

Once, one of Denmark's largest cities was located in Bengal in India: Serampore, with the Danish name Frederiksnagore.

It was known as the best-built and best-kept European settlement in India and was a place where both Indians and Danes became rich from the colonial trade.

In Denmark, Serampore has nearly been forgotten. But in India it is remembered as the place where many Asian languages were printed for the first time and where India's first modern university was founded. Now, the National Museum of Denmark is co-operating with the Government of West Bengal to safeguard the remains of Serampore's Indo-Danish history for the future.

"There would be some difficulty in imagining a more beautiful scene than that which evening presents at Serampore," wrote Miss Emma Roberts, a British travel writer who in the 1830s visited the town on the banks of the Hooghly River, a branch of the holy Ganges.

The scenery she witnessed was one of European gentry strolling along the river esplanade and wealthy Indian residents "all beautifully clad in the purest white muslin" gathering in the streets. The river-front was lined with luxurious European mansions with lush gardens, and Indian palatial houses "half shadowed by trees, and half abutting into the river, adding considerably to the beauty and variety of the landscape."

A humble beginning

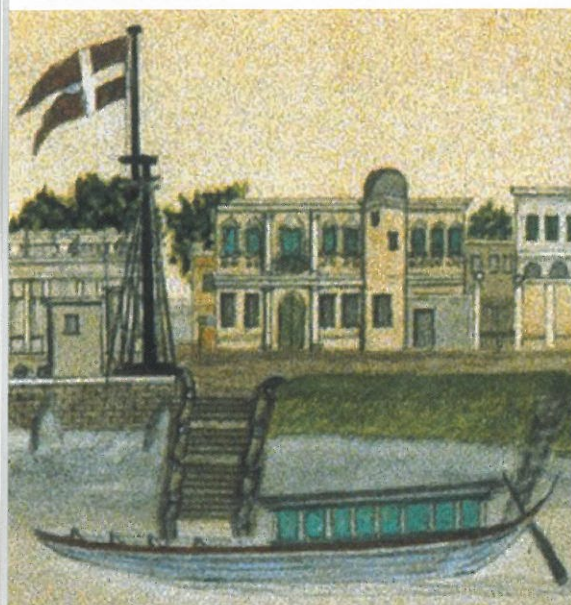
The beginning was much humbler. In 1755 the Bengal Nawab of the powerful Moghul Empire granted the Danes trading rights together with the right to collect taxes and exercise law in Serampore. For this the Danes agreed to pay him 2.5 percent duty on all trade.

Bengal had long attracted traders from all over Asia and the Middle East and from the 1500s Europeans began to join in. The Danes, who since 1620 had had their base in Tranquebar in South India tried several times to gain a foothold in Bengal, but with little success. When they finally succeeded in establishing a long-lasting trading station at Serampore it was the French who, fearing British domination, assisted the Danes in negotiating the terms with the Nawab.

A centre for education and safe haven for criminals
Gradually Serampore grew into a bustling, multicultural town; one of Denmark's largest, around 1800. The Danes themselves were a small minority of less than fifty traders and administrators, but the town attracted a highly diverse crowd, together creating wealth and development. The vast majority were Indians who settled to trade or to produce cotton and silk wares for the European market, or to work as domestic servants in wealthy households. Many of the servants were of mixed European and Indian race.

Considerable wealth was brought by European debtors and suspected criminals who received asylum in Danish Serampore, thereby evading prosecution and their creditors in other parts of India.

A group of British Baptist missionaries also settled here and became important for the development of modern education and book printing in all of India. The Serampore Mission established many schools and a printing house where more than 40 Indian and other Asian languages were typeset and published for the first time ever; not only Bibles, but also Indian literature and newspapers.



Serampore with St Olav's Church and the Danish flagpole in 1810. Painting by Hammer. Credit: The Danish Maritime Museum, Elsinore



Serampore College celebrates its 200th anniversary in 2018. It was one of India's first modern university and Denmark's third. Today it is affiliated with University of Calcutta and has more than 3,000 students.



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Gholok Dham is one of the best maintained palaces in Serampore. It is owned by the Roy family who traded with the Danes from the late 1700s. Today the palace is surrounded by modern apartment blocks. Photo: Britt Lindemann 2018

In 1818 the Mission founded Serampore College which still operates today with over 3,000 students. In 1827 the Danish king Frederik VI granted the college the right to confer university degrees on a par with the other two Danish universities in Copenhagen and Kiel (today in Germany), thereby making it India's first modern university.

Crumbling palaces and multi-storey apartment blocks

Today, several palatial houses still bear witness to the significant number of Indians who became rich on trading with the Danes and other Europeans. But for how much longer? The palaces are falling apart

bit by bit, despite the owners' struggle to maintain them. The same is true of Serampore's old European mansions, which have long been in local hands. Maintenance is costly and the pressure on land is high.

Serampore is a suburb of Kolkata (formerly Calcutta) one of India's largest cities. High-rise apartment buildings are mushrooming everywhere for the growing number of middle-class commuters working in Kolkata. In most cases the owners end up selling their old houses for demolition, although with great regret.

A last chance to save the remains of history

While maintenance of the private houses and palaces is the responsibility of the owners, more can be done to save the remaining heritage buildings in public use. West Bengal Heritage Commission is currently restoring the former Danish Government House and the National Museum of Denmark has taken the initiative to restore St. Olav's Church, an old inn called the Denmark Tavern, two gate houses, an administrative building and Serampore College's cast iron gate and staircase. The work is closely co-ordinated with Government of West Bengal and is being carried out by Indian heritage architects and specialised teams of Indian craftspeople.

By saving these signature buildings we are able to maintain the basic outline of the

historic town core as it was established during the Danish era. That way, some of the historic identity of the town may be preserved even though Serampore as a whole is changing rapidly. The historic town core will also serve as a recreational area for visitors as well as people living in the new apartment blocks.

Background:

The National Museum of Denmark (NMD) is Denmark's main government museum for culture and history. The Serampore Initiative of the NMD was founded with the purpose of documenting and preserving the physical cultural heritage from the Danish period in Serampore from 1755 to 1845 and creating new knowledge and awareness of Serampore's joint Indo-Danish history. Our funding partner is the Danish philanthropic association Realdania, whose mission is to improve the quality of living through improving the built environment.

Bente Wolff is curator at the NMD and project head of the Serampore Initiative 2012-2018

Co-funding:

Danish Ministry of Culture
Foundation of Queen Margrethe and Prince Henrik
Friends of Serampore (Denmark)

Partners and associates in India:

Government of West Bengal
West Bengal Heritage Commission
Indian National Trust for Architecture and Cultural Heritage (INTACH)
Calcutta Diocesan Trust Association (Pvt.)

More to read and watch:

<https://en.natmus.dk/historical-knowledge/research/research-projects/the-serampore-initiative/about-the-serampore-initiative/>
<https://www.youtube.com/watch?v=4fDBhJF3P08&t=50s>



The Denmark Tavern was in a ruined state before restoration. But with its prominent location at the river front it was worth saving as a fine example of Serampore's historic identity. Photo: Flemming Aalund 2014



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For more details visit: novonordisk.co.in

References: 1. International Diabetes Federation. IDF Diabetes Atlas. 8th edn. Brussels, Belgium: International Diabetes Federation. 2017

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Denmark-India

– linked over 400 years

Tranquebar has a unique place in Danish mercantile history

By Knud Helles

At the end of 1618, five merchant and naval vessels left Copenhagen bound for Ceylon. The aim of the expedition was to obtain a foothold for Denmark in South-east Asia in order to take part in the lucrative trade in Asian goods that emerged after the Portuguese had found the sea route to India in 1498.

By engaging in this overseas trade, Denmark took a decisive step in the process of evolution that since then has resulted in an ever-stronger integration in a globalised world.

Tranquebar was the first Danish trading station overseas. It became a basis for the establishment of Danish trading connections with other parts of Asia. During the 225 years between 1620 and 1845, thousands of Danes and other Europeans lived and served in Tranquebar. Many buildings and monuments – as well as generations – bear witness to the Danish period.

The Danish Tranquebar Association is working to attract attention to the jubilee. With support from the fund of the employees of the former East Asiatic Company (ØK/EAC) the association is now planning an arrangement at Kronborg Castle in Elsinore in November to celebrate the departure of the Danish fleet in 1618, and other arrangements between 2018 to 2020.



Tranquebar about 1650. The first Danish trade station overseas. Credit: Skokloster, Sweden

Serampore in the ascendant

From the 1790s, Serampore on the Hoogli River near Kolkata surpassed Tranquebar in importance as a consequence of the growing British domination in South India.

Also in Serampore, a number of buildings bear witness to the Danish period such as Serampore College (the first modern university in Asia), the Gateway, St Olav's Church, the Governor's Residence and the Danish Inn.

After the Napoleonic Wars it became increasingly clear that the situation was untenable for the Danish trading stations in India. The Danish government therefore decided to sell the trading stations for the best possible price. By 1868 there was no longer a steady Danish presence in India.

After Indian independence in 1947 commercial and political connections had again developed between Denmark and India as a result of the loosening of the protectionist policy and India's growing economy.

A renewal of interest

At the same time, there was a growing interest in the cultural remnants of the Danish presence in India. As a result, a number of joint Danish-Indian restoration projects

have been undertaken and documented, both in Tranquebar and in Serampore during the last decades. These include the restoration of Fort Dansborg which was inaugurated in 2002 and the establishment of the Tranquebar Association in order to engage with the local population, restore historical buildings and monuments such as the Governor's House and the former Danish commander's house and to attract attention in Denmark to the former Danish trading station.

As most locals lack proficiency in spoken English, the association also offers evening classes in the local colleges and teacher training institutes when it is present in Tranquebar.

Both in 2016 and 2017 courses were arranged for Danes who, in ten days, were introduced to the history, culture and society of Tranquebar and India through lectures, meetings and excursions.

A Danish-Indian Culture Centre was opened in February 2017 and the association hopes that step by step, it will manage to attract the funding needed to restore the main part of the building.

Knud Helles is Vice President of the Tranquebar Association.



Outside the Danish-Indian Cultural Centre at the inauguration on 2 February 2017. Picture: Knud Helles



Many buildings and monuments as well as generations bear witness to the Danish period. The Gateway to Tranquebar. Picture: Knud Helles



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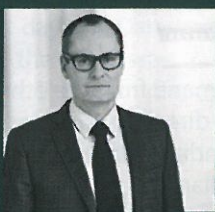
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New Denmark – India air route



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a great success

After Air India began direct flights last year things have been going only one way – and that is up

In September 2017, Air India started its operations to establish direct connectivity between Denmark and India. The aim was to boost relations between countries and further the prospects between the two nations.



The flight was launched with much fanfare, with an all-women crew aboard from India and touching down in Copenhagen on 16 Sep 2017. The launch was much celebrated at Copenhagen Airport and attended by various government officials, the Ambassador of India Mr Ajit Gupte, and Air India's former Chairman, Rajiv Bansal.

A phenomenal success

The route has been phenomenally successful, with occupancies consistently reaching higher numbers. It has witnessed unprecedented growth and the tourism potential it has opened up is greatly appreciated. This is not only from Denmark to India and beyond destinations in South East and Far Eastern Asia, but also from Nordic countries. The highest feed for the route is from cities in Norway. They account for 22 percent of total feeder traffic, seconded by Gothenburg in south Sweden and equidistant from Stockholm and Copenhagen. Starting with 3 flights per week, an addi-



The Danish travel Fair 2018 was attended by Ambassador Of India To Denmark Mr Ajit Gupte, Ambassador's wife Mrs Priti Gupte, Air India Denmark Manager Ms. Divya Gauba

tional flight was added between Copenhagen and Delhi from May 2018 – less than a year after the initial launch. The focus is to cover the entire Scandinavian market with India with the Special Prorate agreement with SAS that has a wide network in not only West European cities but also Eastern Europe. Initially there were just 22 sectors which subsequently increased to 72 from May 2018.

Fulfilling a need

There is widespread demand from the ethnic community to have direct reach to various cities in India. Air India has the advantage of being a Star Alliance Partner, with a higher baggage allowance, its Frequent Flier base and also the Lounge and other added facilities. Business travel has been at

a consistent level, with occupancies touching nearly 75 percent in a few months from its inauguration.

With the Indian government offering e-visa facilities online that take less than a week to process and the wide publicity campaign jointly carried out by the Tourism Board of India, Embassy of India in Denmark and Air India, there has been a tremendous growth in the tourism sector between the Scandinavian region and India and South East Asia. Southern Indian cities like Hyderabad, Bangalore and Chennai account for the biggest market for the route, with Mumbai nearing 5 percent of traffic to India.

Air India connects well with the neigh-

bouring SAARC countries like Sri Lanka and Nepal and cities such as Bangkok and Melbourne. Operated by Boeing 787 Dreamliners, the good pitch and in-flight service has won the hearts of many, with more passengers opting to travel by the national carrier.

Growing potential

The market potential between the countries is ever growing, with the political dignitaries reaching out to each other and various MoUs being signed by the respective governments. This has also created additional demand for the cargo potential between the countries, with garments, pharmaceuticals and machinery accounting for the major trade. The Danish strength in design is mixed with the industrial potential that India deploys, and this has led to additional companies opening up in the southern belt of India, with energy sector dominating in the joint ventures.

Inbound tourist traffic promoted by the Wonderful Copenhagen tourism board has appreciated the place and its connectivity with the neighbouring countries like Norway and Sweden.

With more students opting to study in Danish universities, the potential seems to grow every year. Denmark has one of the finest university campuses and the schools and universities here are continuously integrating the two cultures by organising various seminars and conferences. One is taking place in September 2018 on 'Mind, Meditation and Innovation', co-sponsored by Air India and speakers have been invited over from India.

Better connectivity between the two countries has resulted in an increased number of visitors between both countries. More than 21,000 visas were issued to Danish citizens in 2017 by the Indian Embassy in Copenhagen which is an increase of around 20% over 2016. Visas issued by the Danish Embassy in India increased to around 19,000 in 2017 which is also an increase of around 20%.

Looking at the growth figures, it's not impossible that Air India might soon announce a daily departure from Copenhagen and include Mumbai in its direct operations as well. This would be of great benefit to the Danish giants such as AP Moller Maersk that have a strong presence in Mumbai, Pune and the adjoining areas.

Marking the occasion

To mark the one year anniversary of the service in September 2018, there is a move to celebrate the spirit of Indo-Danish co-operation. To commemorate this important day, the Danish Ambassador in India, Peter Taksoe Jensen, the Ambassador of India in Denmark, Mr Ajit Gupte, and the Chairman of Air India, Mr Pradeep Singh Kharola, will be the invitees. The idea is to have all the socio-economic and political fraternity under one roof, sharing and progressively taking the relationship between countries further. There will be contributions from both the Danish and Indian groups to mark the synergy of the co-operation.

OPENING IN 2018

Danish Cultural Institute in Delhi INDIA

The Traveler by Sunanda Khajuri/RoS Gallery



Photo: Daniel Rasmussen/WOCO

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Danish pumping expertise

helping to clean up India's rivers

Plastic pollution is a modern bane and India is also grappling with the problem

DESMI is a Danish company that has existed for more than 180 years. It is known for its pumping solutions to the marine and offshore industry and through its subsidiary DESMI Ro-Clean, is a world leader in solutions for combating oil pollution in the oceans.

Each year approximately 8 million tons of plastic waste leaks into the oceans, making it the most widespread pollution problem. The negative influence this pollution has on marine life, fishery resources, livelihood of coastal areas, basic nature values, tourism and the long-term threat against human health has led to global calls for preventive action.

With years of experience in safeguarding the marine environment, DESMI Ro-Clean though the DESMI EnviRo-Clean project provides unique containment and collection methods in water to deflect and gather floating debris. This includes – but is not limited to – municipal garbage and plastic articles.

Getting close to the source

DESMI EnviRo-Clean has identified opportunities to mitigate marine litter as close to the source of pollution as possible because researchers say that two-thirds of this pollution comes from the 20 most polluting rivers. One of which is the River Ganges in India.

India being a huge country has 10 major rivers (Indus, Brahmaputra, Ganges, Yamuna, Narmada, Tapi, Godavari, Krishna,



The DESMI EnviRo-Clean project includes unique containment and collection equipment to collect floating debris

Cauvery and Mahanadi) and approximately 10,000,000 rivers in total.

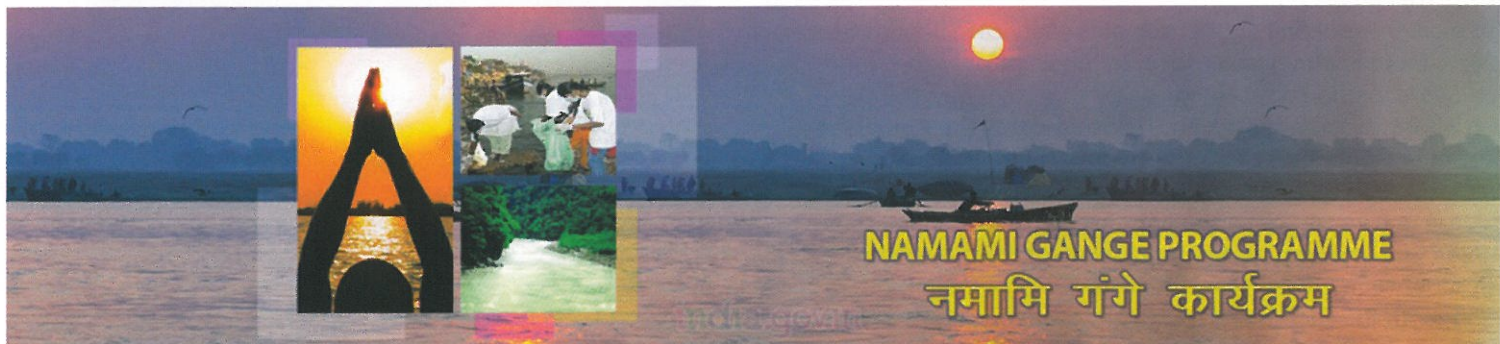
The rivers of India play an important role in the lives of Indians. They provide potable water, transportation, electricity and livelihoods for a large number of people all over the country. This is why it is vital to keep the waterways pollution-free.

Government and embassy involvement

The Indian Government is therefore focusing a lot on cleanliness and clean waterways through projects like Swachh Bharat

Abhiyan (Clean India Mission) and Namami Gange (cleaning River Ganges mission).

The Indian Embassy in Denmark and the Danish Embassy in India are taking steps to enhance Indian - Danish relations. They support DESMI Ro-Clean in its efforts to identify potential business opportunities for DESMI EnviRo-Clean projects. They also ensure the ease of doing business in India, as an efficient, safe and reliable operation to mitigate the marine debris pollution is a requirement of both DESMI and its customers.



– celebrating five decades of excellence

From punch cards to technological game-changer

Tata Consultancy Services is an IT services, consulting and business solutions organisation that has been partnering with many of the world's largest businesses in their transformation journeys for the last fifty years.

TCS offers a consulting-led, cognitive-powered, integrated portfolio of IT, business & technology services, and engineering. This is delivered through its unique Location Independent Agile delivery model, recognised as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 400,000 of the world's best-trained consultants in 46 countries.

The company generated consolidated revenues of US\$ 19.09 billion for year ended March 31, 2018 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India.

TCS' proactive stance on climate change and award winning work with communities across the world have earned it a place in leading sustainability indices such as the Dow Jones Sustainability Index (DJSI), MSCI Global Sustainability Index and the FTSE4Good Emerging Index.

An important anniversary

This year is a special year for TCS, as it turns 50, which is a venerable age for a company. Also our market capitalization touched US\$ 100 billion for the first time.

We are celebrating the 50 year milestone around the world – also in Denmark, where we have been present in this vibrant market since 1991.

We are immensely proud of our achievements over these 50 years. The company which started in 1968 with punch card technology, quickly made rapid progress on global landscape by successfully delivering an electronic depository and trading system for the Swiss company SIS Segalnt-

erSettle, System X for the Canadian Depository System, and automating the Johannesburg Stock Exchange.

In 1981, TCS established India's first software research and development centre, the Tata Research Development and Design Centre (TRDDC) in Pune. It set an early tone for the future innovation focus of the company, and today TCS appears in the Forbes list of most innovative companies in the world.

During early 2000s, we established a goal for ourselves of becoming among the Top 10 IT companies in the world by 2010. We identified 9 distinct measurements in which we would become among the top 10 in the world. We internally characterised this ambition by the slogan 'Top 10 by 2010'. We could achieve this milestone towards the end of 2000s, through the hard work and dedication of the TCS team, becoming the first company from India to do so. Today, TCS has been named as the fastest growing IT services brand in the world, and is among the top three IT companies globally.

Customer satisfaction

Closer to home, in the Nordics, TCS has been ranked number one for the Customer Satisfaction for nine consecutive years according to Whitelane Research. This is one achievement that we very proud of, as it correctly reflects our focus on helping our

customers become successful. Today, we find that technology is the most influential change-maker in the world. All industries and organisations, are relying on technology to help improve lives of their customers.

This has created enormous opportunities for companies, characterised by the Business 4.0TM paradigm, in which companies harness abundant resources using technology platforms to: (a) create exponential value, (b) leverage ecosystems, (c) embrace risk, and (d) enable mass personalisation.

Putting experience first

The digital technologies have enabled companies to re-imagine every aspect of business. Having built their digital core and moved to the cloud, a new generation of agile organisations are now embracing automation, robotics and artificial intelligence.

By putting experience first, leading enterprises are winning over new customers and creating growth at a super-accelerated pace.

We are deeply thankful to all our customers for their trust in us, and our employees for their hard work and can-do attitude, which has taken us to the global leadership over last 50 years. We are eagerly looking forward to the coming years and the progress that they will bring.



The Danish office team celebrating the 50 year milestone

– assisting companies on the ground for ten years

The Indian market offers great potential and challenging complexities but with the right partners, these can be overcome

By Kunal Singla

India's booming economy provides great opportunities for many Danish companies in various industrial sectors. With an annual GDP growth of around 7 percent, India has a fast-growing middle class with increasing purchasing power and demand, and massive urbanization in mega cities like Delhi, Mumbai and Kolkata.

The great change that India is undergoing did not happen in a split second. It takes time and patience when a great nation of more than 1.3 billion people has to overcome many challenges and Indian companies, consumers and government increasingly want Danish products in sectors including fast moving consumer goods (FMCG), high-quality manufacturing equipment and more environmental solutions.

Cultural complexities and challenges

Many Danish companies have already started their business adventure in India, and many are doing well. However, it is not easy. The cultural barriers, finding the right partners and understanding basic Indian compliance and regulations, can be a challenge for any foreign company.

The Indian market offers massive potential but also presents challenging complexities. However, this can be managed with the right strategic partners.

The Confederation of Danish Industry (DI) assists Danish companies with challenges such as these. DI's international office in Mumbai (DI India) has assisted numerous Danish companies across industries with on-the-ground operational commercial services in India since 2008.

Making the market more accessible

The overall objective is to make the Indian market more accessible and to reduce the complexity in India for Danish companies. DI India's services are focused on the spe-

cific context for your company's requirements in the Indian market. This can be anything related to market entry preparations and strategy, daily operations, compliance and expansion plans in India.

DI India will advise and collaborate with your company via direct dialogue before, during and after an assignment to ensure proper delivery that leads to implementation on the ground. Therefore, we believe that the dialogue with companies should be entrenched in Denmark as well as locally in India.

Opportunities in food

While DI India works with companies across a wide range of industries, we see particular opportunities in the agro/food and FMGC industries. There are great opportunities within FMCG in the food industry and DI India is working closely with all the big supermarkets in India – to ensure that they get the knowhow about Danish products and to partner Danish companies up with the right potential customers.

Furthermore, DI India sees some great opportunities within food processing equipment. Right now, India is building more than 40 new food parks all over the country under the visionary leadership of Prime Minister Modi and Food Processing Minister Badal, with whom DI has had a great dialogue in Denmark and India. This is a

great opportunity for Danish technology to enter the Indian market.

Huge potential rewards

While the Indian business environment can be challenging to operate in, the rewards can also be huge. DI India always recommends its clients to be patient and be present. India is not an easy access market – it takes time, commitment and hard work.

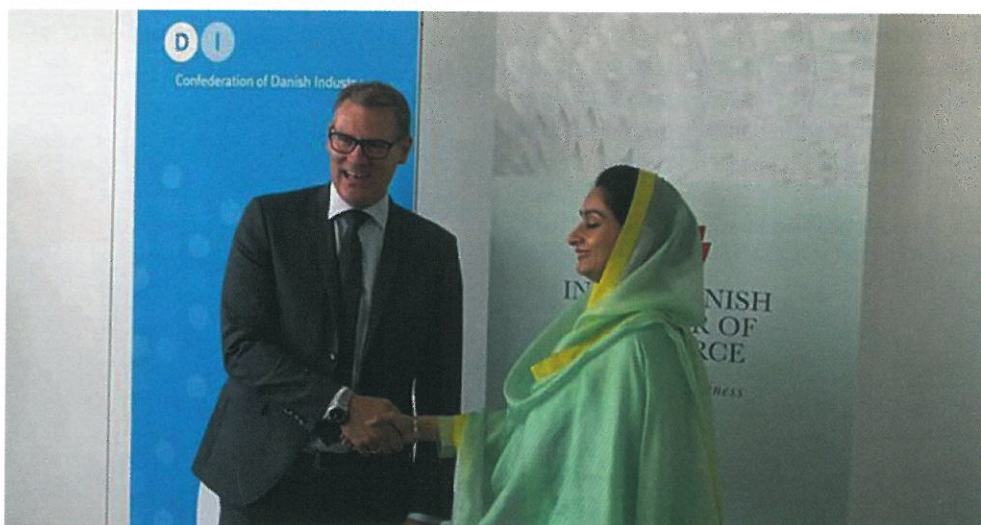
However, don't forget that this country has more than 1.3 billion people and even if your customers are only a small percentage of this population, your market will still be huge. DI is excited to help more Danish companies in Incredible India.

An expert team

DI India's team in Mumbai consists of employees with experience from Denmark, India and other emerging markets; diverse educational and cultural backgrounds, which enables us to execute commercial projects efficiently with transparency and with clear communication in Danish, English, Hindi and Marathi.

With DI India as a partner, you get solutions for your specific commercial requirements in the complex Indian market.

Kunal Singla is the current Head of DI India and lives in Mumbai



Minister for Food Processing Industries Smt. Harsimrat Kaur Badal met DI's COO/Deputy Director General Thomas Bustrup in Denmark last August when she attend the World Food Summit

A Whole World of Yoga...

A new experimental spirituality is melding modern science and ancient traditions

By Sahajananda J. Porslund

Upon his arrival in London, a journalist asked Mahatma Gandhi what he thought of Western civilisation to which the great yogi famously proclaimed, "I think it would be a good idea!" Gandhi was pointing towards an obvious area for self-reflection.

Ever since Swami Vivekananda left the shores of India and set sail for America in 1893, the love affair between Yoga and the West has been growing and evolving in many ways

As the monsoon of yogic teachings of Mother India showered the spiritual drought of Europe and America, the dry land of Western materialism once again became once again fertile. Combined with the discovery of quantum mechanics and an awakened curiosity regarding the human psyche, the ancient European grass-roots spirituality was swiftly sprouting with new life from the seed-spores of Eastern mysticism and its radical practices. Remarkable spiritual pioneers like Swami Vivekananda, Paramahansa Yogananda and Swami Satyananda came to nurture and nourish this fledgling movement with the lifelong mission to spread Yoga from door to door and shore to shore. And so, the story of an exquisite spiritual romance full of promise unfolds...

A new spirituality

This really seems to be what is happen-

ing in the Yoga world these days. A new experimental spirituality is arising, where the vast discoveries of frontier science in quantum fields, entanglement and morphic resonance are flirting with 'palm leaf' teachings channelled by ancient Indian sky dancers and hyper-lucid yogis awakened from months and years in deep meditation on Self-Realisation. We recognise and even approve of such connections and complementary perspectives on life, even if we do not go to such extremes ourselves.

The borders between inner and outer, between science and spirituality, are intertwined like lovers' hands.

We see more impulses to unite the myriad of spiritual sprouts through wonderful events like International Yoga Day and International Yoga Congress. There are plenty of forums, festivals, magazines and dialogues where teachings, realisations and aspirations for the world and humankind are shared. This is all a sign of the spiritual family of the planet remembering where we come from and what connects us; a sign of the heart of humanity opening once again to the light from which it originated. It is a whole world of Yoga and a movement towards wholeness.

A training ground

And then there are Western grass-roots schools where the authentic and traditional dimensions of Yoga are again taught. Wholeness also means seeing the connections between the different parts of our lives and to see the wholeness in all the parts.

This needs a training ground. A school. Not a school of materialism and theoretical speculations, but an academy dedicated to living life at its full capacity and intensity; a spiritual endeavour for awakening your creativity, intelligence and immaculate heart. A schooling in how to empower your life through Yoga.

This is why we decided 25 years ago to develop a Yoga system of advanced human technology that helps our innate inner capacity master body, mind and energy. A Yoga posture is much more than bodily flexing – it is an energy-generator replenishing the nervous system, balancing the functions of the organs, increasing mental stamina, supporting emotional stability and kindling an overall state of profound joy and happiness.

Likewise, meditation is much more than pulling the plug of everyday stress – it is a practice of mastering the mind and opening the inner gates of psychic insight and genuine self-knowledge. Yoga is based on developing consciousness. Inspired by ancient principles and practices. Integrated into the modern Western lifestyle. So, we can enjoy, explore and together thrive in this amazing gift of godly life we have so generously been offered.

Love and Sincerity

Sahajananda J. Porslund, MA in Comparative Literature & Modern Culture at Copenhagen University, is a Yoga teacher at Natha Yogacenter, a branch of Atman International Federation of Yoga & Meditation

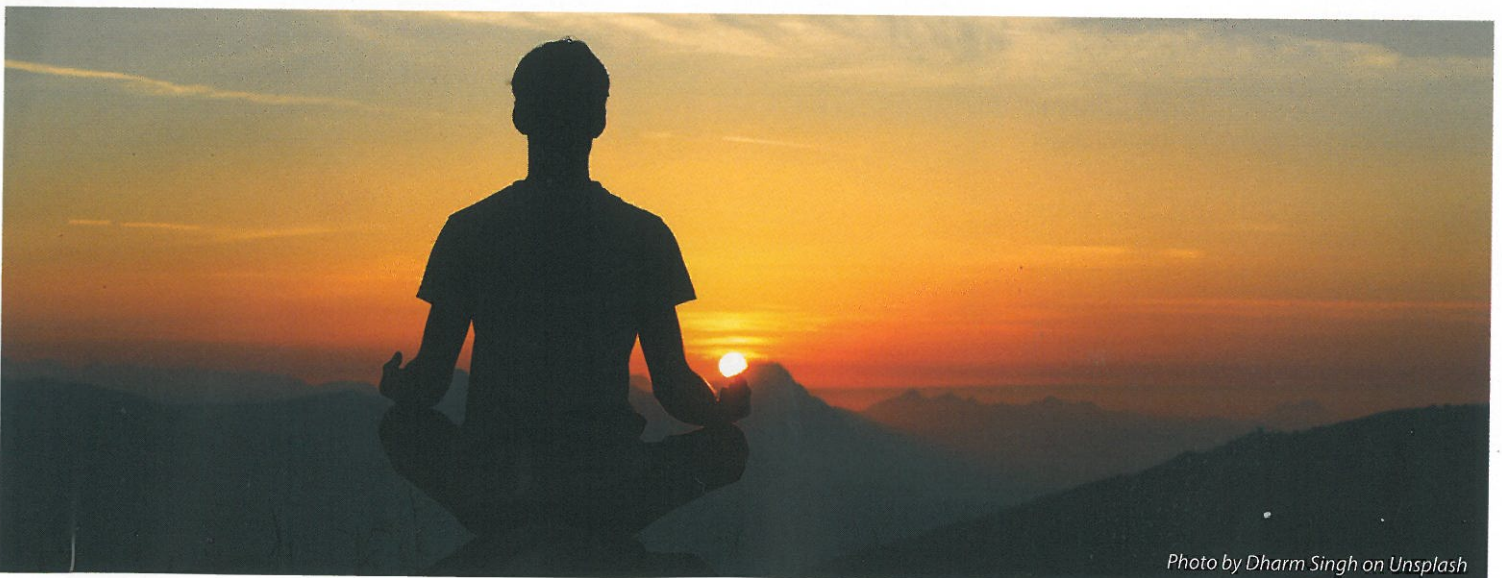


Photo by Dharm Singh on Unsplash

Acting proactively

to support renewable energy

India's emergence as a global green energy leader demonstrates its commitment to tackling global climate change

By Stephan Skare Enevoldsen

Over the last four years the Government of India has emerged as a global champion for renewable energy and green growth.

India is on track to become the world's most populous country ahead of China in 2024 and the world's second largest economy by 2050. In terms of mitigating global climate change, India has recognised its global responsibility and is acting proactively in terms of supporting the global transition from fossil fuels to renewable energy.

India's participation in the Paris agreement from 2015 signalled that the government under the leadership of Prime Minister Narendra Modi is supportive of the global fight against climate change.

The country's Intended National Determined Contributions (INDCs) related to energy were very ambitious by committing to a) achieving a 40 percent share of non-fossil sources of electrical power consumption by 2030, and b) reducing emissions intensity of GDP by 33-35 percent by 2030 from 2005-level.

An ambitious program

Simultaneously, the Indian government has embarked on one of the most ambitious renewable energy implementation plans in the world. In 2015, the target for renewable energy capacity for 2022 was set at 175 GW, which entailed a five-fold increase of primarily solar and wind energy.

However, in June 2018, the 2022 target was increased to 227 GW and now includes offshore wind, solar-wind-storage hybrid, and floating solar. The current renewable energy capacity in India is at 70 GW, which will make India one of the world's largest wind and solar markets in the coming years and a potentially huge market for Danish companies.

The recent reduction in the price of renewable power, which means that wind and solar power is now cheaper than fossil fuel based power generation, is a major driver for India's increased targets

Indo-Danish partnership for renewable energy

The Danish and Indian Governments are in the process of initiating a 3-year Strategic Sector Cooperation where the Danish Energy Agency will be working with the Indian ministries and other stakeholders to support the development of offshore wind deployment in India.

The program is financed by the Danish Ministry of Foreign Affairs. The Indian Government has set ambitious targets of 5 GW by 2022 and 30 GW by 2030. In comparison, Denmark has 1.3 GW of offshore wind and the total installed capacity worldwide in 2017 was 19 GW.

Universal access to electricity in India

In his Independence Day speech in 2015, Prime Minister Modi proclaimed that all villages in India would be electrified with-

in 1,000 days. On April 28, 986 days later, Modi announced that this goal had been achieved. Since 2000 around half a billion people have gained access to electricity in India, but the push over the last four years has accelerated the progress significantly and the International Energy Agency has declared it one of the greatest achievements in the history of energy.

Making sure that the future Indian demand for electricity will come from renewable energy sources is of great importance due to the expected economic growth. The current ambitious targets from the Indian Government is a huge step towards this and means that India is on the way to doing its part for achieving the United Nations seventh sustainable development goal. India's ambitions will also create huge opportunities for Denmark and Danish businesses within renewable energy efficiency and resource-efficiency.

Stephan Skare Enevoldsen is the Growth Adviser/Counsellor working on Energy at the Embassy of Denmark in New Delhi

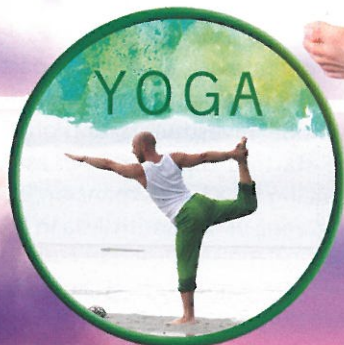
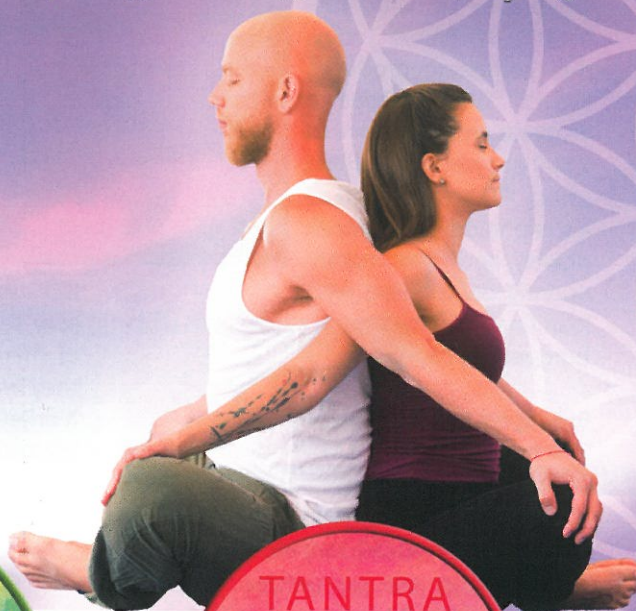


Secretary, Ministry of New & Renewable Energy, Mr Anand Kumar called on Danish Minister for Energy, Utilities and Climate, Mr. Lars Christian Lilleholt on 28 Feb 2018 to discuss co-operation in renewable energy

OPEN HOUSE WEEK

A Whole World of Yoga...

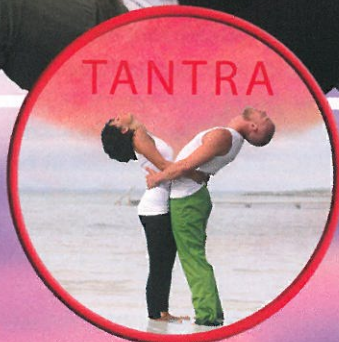
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YOGA

FREE INTRO WORKSHOPS:

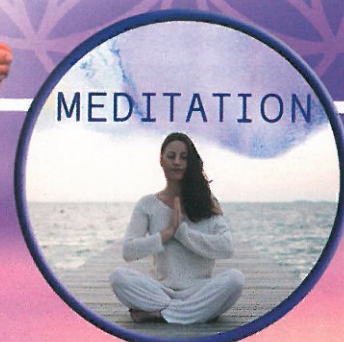
Mon 10th: 19:30 - 21:30 (EN)
Tue 11th: 17:00 - 19:00 (DK)
Wed 12th: 19:40 - 21:40 (DK)



TANTRA

FREE INTRO WORKSHOPS:

Mon 10th: 17:00 - 19:30 (EN)
Tue 11th: 19:30 - 22:00 (DK)
Thu 13th: 17:00 - 19:30 (DK)



MEDITATION

FREE INTRO WORKSHOP:

Mon 10th: 17:00 - 19:00 (EN)
"One should meditate for 20 min every day. If you don't have time for that, then meditate for 1 hour!"

PROGRAM: OPEN HOUSE WEEKEND WITH GUIDED TOURS, MINI CLASSES, LECTURES AND FUN

Tour 1: Sat 15th - 10:30 - 14:30*

10:30 - 13:30 Tour de Yoga, Tantra & Meditation
13:30 - 14:30 Free Lunch & mingling with the community, students and teachers of Natha

Tour 2: Sat 15th - 15:00 - 19:00*

15:00 - 18:00 Tour de Yoga, Tantra & Meditation
18:00 - 19:00 Free Dinner & mingling
19:00 - 23:00 SEASONAL KICK OFF PARTY (enjoy life in a conscious way!)

Tour 3: Sun 16th - 10:30 - 14:30*

10:30 - 13:30 Tour de Yoga, Tantra & Meditation
13:30 - 14:30 Free Lunch & mingling

Tour 4: Sun 16th - 15:00 - 19:00*

15:00 - 18:00 Tour de Yoga, Tantra & Meditation
18:00 - 19:00 Free Dinner & mingling
19:00 - 21:00 "Life in the Rollercoaster 24/7 - Why Yoga, Tantra and Meditation?" A talk about the meaning of life with Advaita & Adina Stoian

*All open house events are free - please arrive 10 min before the tour begins

Upping the investment funding in India

The Danish Investment Fund is ready to increase its engagement in India

By Deepa Hingorani

The Danish Investment Fund for Developing Countries, IFU, has been co-investing alongside Danish companies in India for more than 30 years. A more flexible investment mandate and a new fund targeting the UN Sustainable Development Goals is set to increase investments in India.

IFU's early investments into India took place in the late 1980s, but the momentum really picked up with the 1990s post liberalisation measures made by then Finance Minister, Dr Manmohan Singh. Today, IFU has made close to 100 investments in the country across various sectors and can be considered the most experienced Danish investor into India.

One of the early investments included a partnership with LM Windpower, when the company set up its first factory producing blades for wind turbines in Bangalore. Today, the company produces around 2,500 blades a year and employs close to 2,800 people. In the initial setup, IFU participated as a shareholder in LM Windpower and has subsequently contributed with loan financing for several expansions of its burgeoning capacity.

Offering risk capital and advisory services

The engagement in LM Windpower is an illustrative example of how IFU operates. Based on extensive experience from making more than 1,250 investments abroad,

INDIA - RANKED **6TH** LARGEST MANUFACTURING NATION IN THE WORLD

Source: United Nations Industrial Development Organization (UNIDO Yearbook, 2016)



IFU assists Danish companies with advisory services and risk capital in the form of share capital and loan financing, when they want to do business in an emerging market. All investments are made on commercial terms, with the aim of supporting sustainable development in the investment country.

"IFU operates as a strategic partner with a long-term perspective in relation to the individual investments, and often we provide start-up capital as well as additional financing for a later expansion," said Deepa Hingorani, VP for South Asia in IFU.

The model has proved durable and besides LM Windpower IFU has also assisted several large Danish companies entering India. These include Grundfos, East Asiatic Company, FLSmidth, AP Moller Maersk, Chr. Hansen, Carlsberg, Egmont, G4S, Vestas and Saxo Bank.

But risk capital from IFU is not restricted to large companies only. Through the years, IFU has also facilitated the entry of many Danish SMEs into the Indian market. One of them is the Danish fruit compound company Orana, which in partnership with IFU has been instrumental in transforming the way Indians consume fruit juice. Their customers today include leading food and beverage companies operating in India within fruit juice, ice cream, bakeries, dairy activity as well as QSRs such as Starbucks, McDonalds and several local brands.

Operating across sectors

In India, IFU has been engaged in a wide

India is home to the 4th largest installed capacity of wind power in the world

#IndiaMeansBusiness



variety of sectors such as cement, ports, breweries, manufacturing, bio technology, wind farms, food for treatment of malnourishment, farm equipment as well as IT and telecom. In the latter sector, IFU was a partner with Ramboll when it made a joint venture with Larsen & Toubro in India, and again when Ramboll decided to acquire a telecom tower engineering business in India.

A couple of years ago, the engagement in India was extended to include the micro-finance sector, when IFU made an investment in Satin Creditcare Network, which is the second largest microfinance institution in India.

"During more than 30 years of investing in India we have gradually expanded our investments into new sectors, and consequently we have an extensive insight, which we can pass on to new partners," added Hingorani.

Increasing investments

Since 2014, IFU has continuously increased the investment volume, and last year IFU set a new all-time record by investing 1.3 billion kroner. This has been achievable for two reasons in particular. Firstly, based on its track record, IFU has managed to enter into blended finance arrangements setting up new public-private investment funds with large capital commitments from Danish private and institutional investors. Secondly, IFU's mandate has become more flexible, allowing IFU to invest in local companies using Danish technology or products.

An example of the latter is Roserve, which provides industrial waste water recycling units on operating lease to industrial clients in India. The company uses pumps from Grundfos in its recycling units, which has allowed IFU to invest in the company's expansion, first in India and later to enter the global market. Also, Saraf Foods, which is freeze drying fruits and vegetables to supply the fast-growing consumer food segment in the country has benefited from an IFU investment, as Saraf uses equipment from GEA Denmark to ensure a consistent high quality of production.

In the last 4 years, India's ranking in World Bank's Doing Business Index has made a giant leap of 42 positions

#IndiaMeansBusiness



IFU's most recent initiative is based on supporting the UN Sustainable Development Goals by setting up the public-private Danish SDG Investment Fund, which was launched early June 2018. The fund has reached first closing with a total commitment of 4.1 billion kroner, which is expected to increase to 5 billion kroner at year-end 2018.

"The Danish SDG Investment Fund will enable us to increase our investments further and support the UN Sustainable Development Goals across the investment countries, including India," said Hingorani.

More investments ahead

In April, Danish Prime Minister Lars Løkke Rasmussen met with his Indian counterpart Narendra Modi for a discussion on trade relations between the two nations and signed MOUs on co-operation in Agriculture, Food safety and Sustainable & Smart Urban Cities. This and other recent political and commercial initiatives have led to a growing interest for Danish companies to investigate the Indian market further, which IFU is also experiencing.

"Our pipeline for India is strong and growing, and with more than 30 years of experience, our strong network in the country, the more flexible mandate and the new SDG Investment fund, I think IFU is well positioned to facilitate growth of Danish economic interest in India," opined Hingorani.

Deepa Hingorani is Vice President, South Asia office of the Danish Investment Fund for Developing Countries (IFU) in Singapore.

India is currently the 4th largest automobile market in the world

#IndiaMeansBusiness



Smart solutions

for smart cities

India is growing and the same goes for the need for smart solutions to urgent challenges; collaboration and new partnerships is the way to go

By Torben Krab

India is one of the world's largest growth economies, with an annual increase of over 7 percent in GDP. Additionally, the country's population is growing rapidly and India will most likely overtake China as the country with the largest population by 2030.

To deal with India's rapid growth and urbanization, Indian Prime Minister Narendra Modi launched an ambitious urban development program called '100 Smart Cities'.

With an investment amounting to 100 billion Danish kroner over the next five years, the program will focus on the sustainable development of over-crowded Indian cities, which by 2050 will have experienced a population growth of up to 400 million people.

Matchmaking with mutual benefits

In 2017 the pilot project 'Gateway to India's Smart Cities' was initiated by The Danish Industry Foundation, Asia House, Innova-

tion Center Denmark and Quercus Group. The idea behind the project was to guide Danish enterprises through a process enabling them to participate in the Indian smart cities market with their innovative solutions.

"Danish companies have products and services that can be part of a solution to some of the challenges India is facing. Urban planning, liveability, health, cleantech are examples of areas where Danish businesses can make a real difference," says Mads Lebech, CEO at the Danish Industry Foundation.

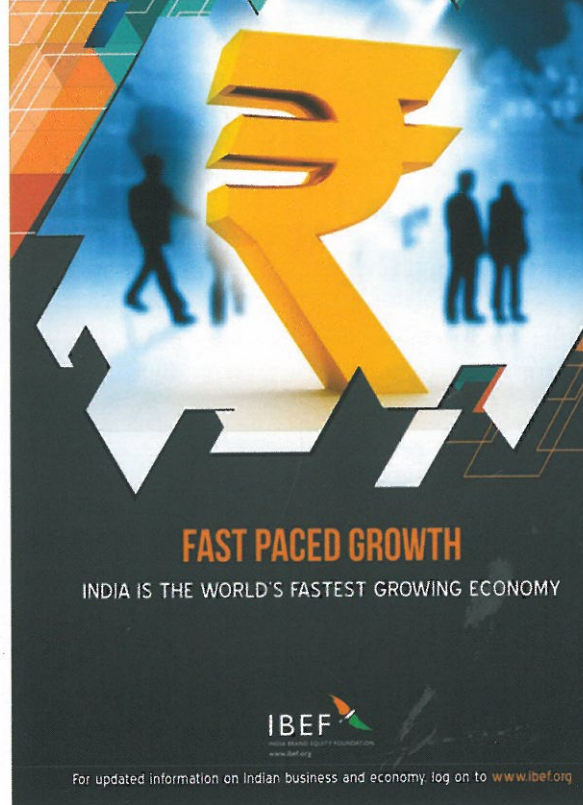
"Based on this, it is an advantage for both India and Denmark to co-operate even more closely, and therefore the Foundation decided to contribute to the creation of a project having exactly that as its primary goal," added Lebech.

The project was finalised earlier this year and has generated some interesting findings but most importantly, it has concluded that there certainly is a market for Danish solutions in the Indian smart cities market and that further collaboration is the way to go.

Collaborating companies from both countries

Thirty-nine Danish companies have been represented in the project. As a result, one Danish company has already entered into a tender with an Indian company on an energy project in India. Eight Danish companies have engaged in direct negotiation with Indian companies in delivering Danish solutions and know-how to the Indian smart cities market.

"It has been a very rewarding experience for us to be part of the 'Gateway to India's Smart Cities' program. There is no doubt that India makes an ideal market for Danish technologies and solutions that support a sustainable urban development," says Prashanth Pattabiraman, Head of International Business Development, Danish Energy Management.



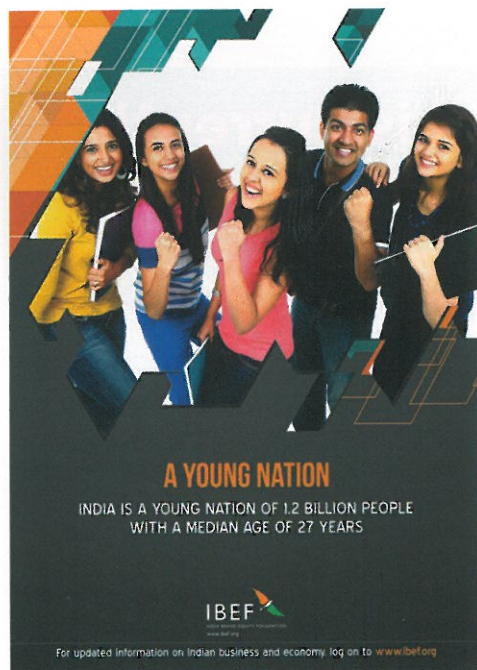
FAST PACED GROWTH

INDIA IS THE WORLD'S FASTEST GROWING ECONOMY

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"As an SME with keen interest in energy efficiency related opportunities in India, the program helped us gain quick insights on the national smart cities mission, identify market opportunities, provided an overview of select smart cities and their priorities, and helped us foster co-operation with a strong local partner together with whom we are actively pursuing relevant project opportunities in India. It is however clear to us that taking a long-term view is key to being successful in the country. We intend to build on the knowledge and

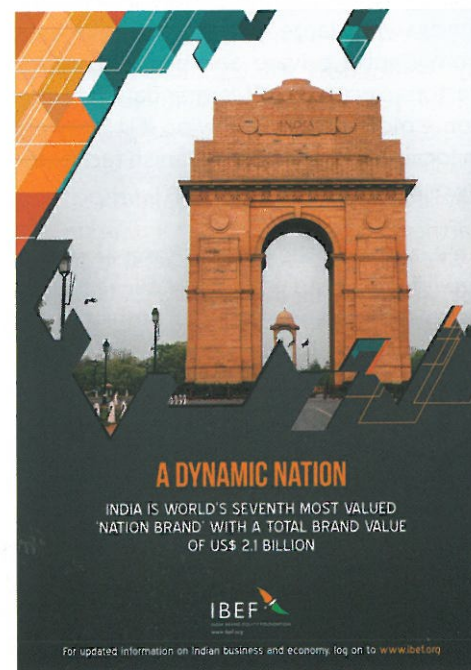


A YOUNG NATION

INDIA IS A YOUNG NATION OF 1.2 BILLION PEOPLE
WITH A MEDIAN AGE OF 27 YEARS

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A DYNAMIC NATION

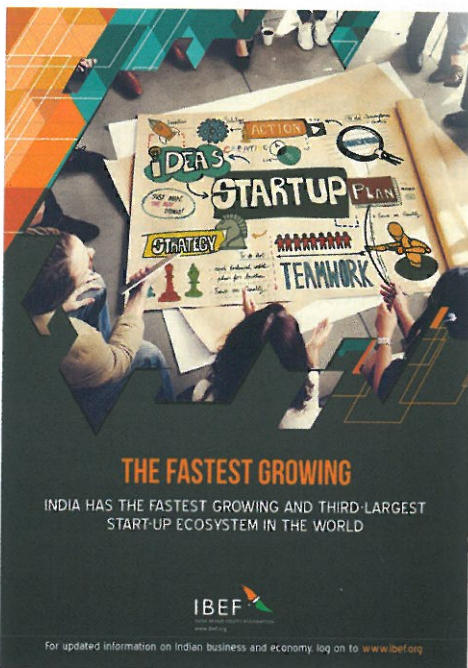
INDIA IS WORLD'S SEVENTH MOST VALUED
'NATION BRAND' WITH A TOTAL BRAND VALUE
OF US\$ 2.1 BILLION

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experience we have gained thus far from our participation in the program,” continued Pattabiraman.

Despite the positive outcome from the project, there should be no doubt that the Indian smart cities market is a very complex and highly competitive market. There is no easy access for Danish companies, even when they provide strong and relevant high-quality products.



To be successful in the Indian smart cities market it is vital for companies to identify the right local partner who is willing to front the approach to the smart cities market. Throughout the project, Indian companies have shown great interest in engaging in an open-minded dialogue with Danish companies, and a real interest in Danish solutions and the formation of new partnerships.

Not just a walk in the park

However, a number of challenges lie ahead for companies wishing to enter the Indian market. One of the key ones is the Indian demand for conducting a 'Proof of Concept' in the Indian market and expecting the Danish companies to cover the costs themselves. For many companies – especially smaller ones – it means that the risks in entering the complex market of the Indian smart cities are high, as well as expensive to plan and execute. So how can these risks be reduced?

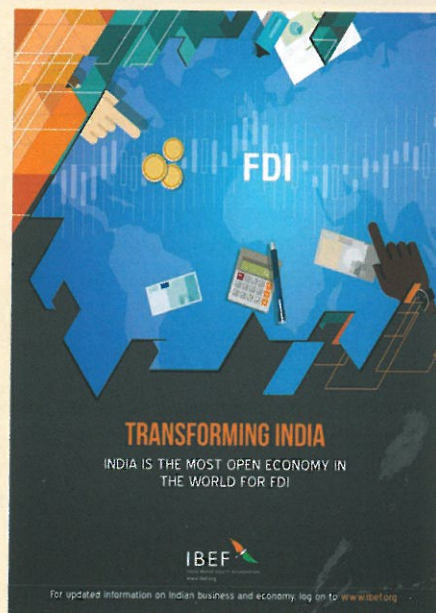
No easy answers

There is no simple solution. However, in a new political agreement for the future Danish system for business promotion, the Danish Government has prioritized funds to support Danish companies when conducting Proof of Concepts.

Secondly, during the project's workshops, where several Indian companies have participated, the issue of mitigating the risk in Danish companies investing in Proof of Concepts was also discussed. The Indian companies put forward a model to mitigate the risks by entering into a pre-agreement with an Indian company, which secures that if a Danish company's Proof of Concept turns out to be successful, a contract will take effect immediately. This model could support Danish companies in seeking financial support for implementing Proof of Concepts.

However, "the Proof of Concept is not the only challenge facing Danish SMEs heading to India," says Susanne Rumohr Hækkerup, Executive director of Asia House.

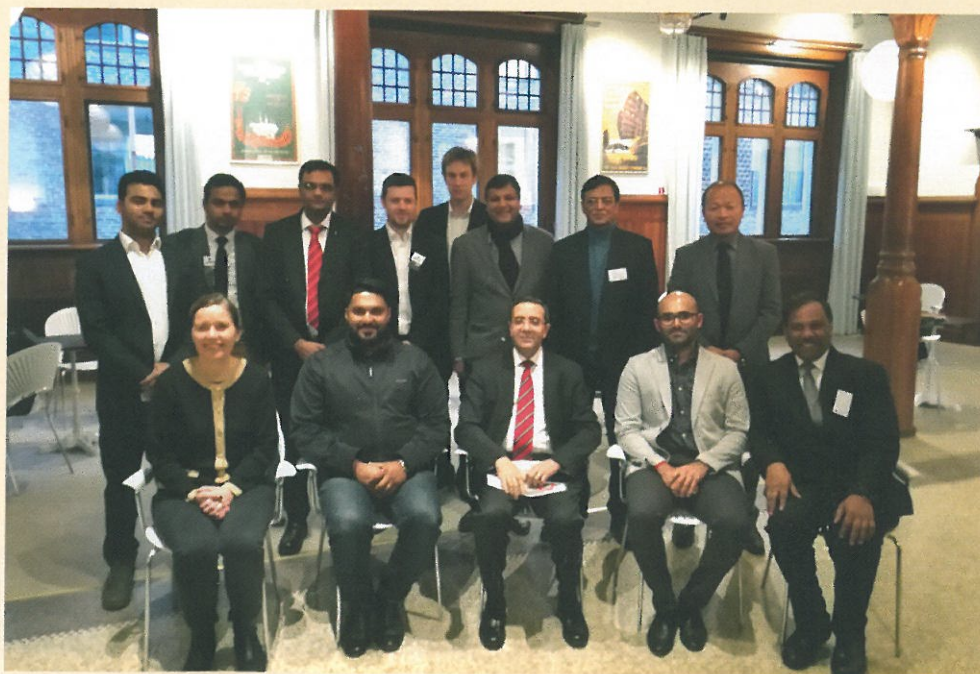
"A final task of the project has been to develop a roadmap for Danish companies wanting to access the Indian Smart Cities market. We believe this model – based on the many lessons learned from the project – can provide a real step-by-step guide for



Danish SMEs wanting to benefit from the many opportunities in Indian urban development," added Hækkerup.

So there is still a lot of work to do – partnerships to be established and co-operations to be forged. It is hoped that the 'Gateway to India's Smart Cities' project will continue to serve as a platform for an even stronger co-operation between Indian and Danish companies.

Torben Krab is a Project Manager in Asia House and actively working on Smart Cities projects in India



Smart Cities Workshop was held on 5th September 2018 with Danish and Indian companies participated at Asia house

Indians and Danes

jointly contributing to the changing food scene in India

The Indian Danish Chamber of Commerce is showing the way when it comes to transforming the food market

India is a major producer of food – it is the world's largest when it comes to dairy produce and bananas and comes second in rice production.

Perhaps surprisingly – given the country's vegetarian background – India also extensively exports fish, shrimp and meat. In terms of calorie output India is the second biggest, with China being the biggest.

Members of the Indian Danish Chamber of Commerce (IDCC) play an important role in ensuring continued growth in the food sector – from logistics, cold chain technology, delivery of crucial components for critical infrastructure and food processing know-how.

The next level

It is decades since India became self-sufficient in food, and the focus these days is on ensuring effective supplies from farm to table via cold chain storage facilities, and a big drive toward high value foods that in turn help farmers attain better remuneration.

A number of Danish companies are helping the transformation towards a more sustainable Indian food sector – not least for the benefit of Indian farmers and Indian consumers. At present, too large a percentage of food is being wasted due to lack of proper supply chain management. This is where Danish know-how comes into play.

Land of milk

A three-hour drive from Mumbai takes you to Nashik, a city that lies on the elevated Maharashtra plateau, making it ideally suited for agriculture. One the way chances are you'll see Maersk containers and cargo shipments by another Danish logistics giant, DSV.

With Nashik being so close to Mumbai it is a natural source of supply for what people

in the megapolis consume. Milk and dairy produce are the classic products from this area and many dairies have facilities here. Also, innovations are taking place in the milk industry – new types of toned milk and curds are being tested and plans for expanding into exports to the Middle East are underway, but this may require further innovative efforts and product development because even though Shreekhand, a certain flavoured yoghurt, is popular at the milk bars here and in Mumbai, the same might not be true in Abu Dhabi or Muscat.

But it is not just the classic industries that are evolving. Next time you're in Rema 1000, take a closer look at the grapes there. Chances are that especially in spring, they could be coming from Nashik. Grapes from India is a fairly new export and one that gives higher returns than crops such as lentils or rice. Grapes are also an example of foods that demands constant care once harvested in order to deliver them fresh to European consumers.

The wine scene

Nashik is also home to another innovative approach when it comes to what we consume – and in this case what we drink. In the midst of lush vineyards lies a wine tasting centre that receives 350,000 Indians annually, many of whom have never tasted wine before.

One of India's biggest producer of wine Sula Vineyards – has expanded from just merely producing wine to creating a fully-fledged wine experience centre. There are restaurants where you can dine in style with Indian wine pairings. Having a goat cheese bruschetta with a chilled glass of Riesling followed by Spaghetti Carbonara with a fruity Pinot Noir epitomises the what Westerners know about the Indian food scene is not just limited, but actually rather misleading.

This is the New India – when we visited Sula Vineyards we were the only non-Indians there. What drives the revolution of the Indian food scene is very much Indian quest for novel, high quality experiences.

New opportunities

All over India the agricultural scene is changing – sometimes slowly and incrementally, at other times fast and suddenly. One of the challenges has previously been the barriers for trade across the 28 Indian states and 5 Union territories. With a unified tax system, India is now more one common market like the EU when it comes to cross-border exchange of goods.

This makes it equally important that the storage and handling of perishable produce is taken care of in an efficient manner. IDCC member Danfoss has created the



Hon'ble Prime Minister Shri Narendra Modi visits Denmark Pavilion in World Food India on 3rd November 2017

technology and know-how for a cold storage facility in Sonipat, Haryana, near Delhi. Based on strict European standards it's the first of its kind in India built to European specifications.

With the centre, food providers are able to keep all the foods at specific temperatures ranging from -25 C to 10 C. This ensures that food produce – both non processed and processed – can reach the customers in the Delhi region fresh and ready for consumption or further handling in restaurants and food outlets. Apart from reducing food waste the installation has vastly reduced the energy consumption compared to other cold store options.

The facility in Sonipat is one of many cases, where the change in Indian consumer preferences combined with a steadily more refined agriculture sector demands the full control of the food chain, including cold storage.

This is one of many areas where Denmark has vast experience – 25 percent of the combined Danish exports come from the food and agriculture cluster. Most of the Danish exports are high value and delicate, so for years now the Danish companies have worked on the best possible

solutions for the handling of these exports. It seems so obvious that the solutions that have been developed over decades are now being put to use on Indian soil. The Indian food sector will only be as strong as the weakest link in the chain and Danish companies have what it takes to ensure that the supply chain – from logistics, technologies and cold storage – is as strong and innovative as it should be.

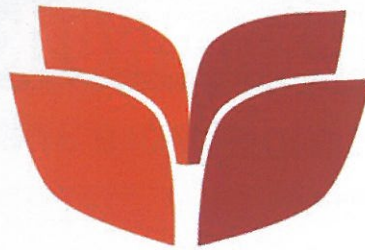
IDCC

The Indian Danish Chamber of Commerce (IDCC) promotes collaboration and exchange of knowledge on doing business in India.

Our members are companies and organisations in Denmark – Indian as well as Danish. We unite and promote Danish companies and their world-leading solutions towards Indian partners.

Our members have years of experience in the Indian market and as a network of India experts, we invite companies with interests in India to join us and explore the vast opportunities that the Indian market offers every sector of Danish business.

Read more and contact us for more information
www.idcc.network
info@idcc.network



INDIAN DANISH CHAMBER OF COMMERCE



Secretary (Shipping) Mr. Gopal Krishna met with Danish Permanent Secretary of State for Industry, Business and Financial Affairs Mr. Michael Dithmer on 8th May 2018 in Copenhagen to discuss strengthening of bilateral cooperation in maritime sector

A historic framework

for collaboration in science and technology

New agreements bring India and Denmark closer in the spheres of innovation and tech

By Sune Kaur-Pedersen

May 22 this year was a historic day in the Indo-Danish bilateral relationship. The governments of the two countries signed an agreement in the area of science, technology and innovation. Two 3-year 'Programmes of Collaboration' were also signed.

The signatories were the Department of Science and Technology and the Department of Biotechnology on the Indian side and the Agency for Science and Education and Innovation Fund Denmark on the Danish side.

Science and technology the way forward

The agreement is historic because it is the first time the two governments have established an open-ended, 20-year and comprehensive framework for collaboration in science, technology and innovation.

Not only does the agreement cover all sci-

entific areas and economic sectors, all ministries, agencies and institutions in India and Denmark can use it for collaboration in specific areas. Moreover, the agreement makes it possible for the governments to initiate collaboration on societal challenges both at the national and international level like the UN Sustainable Development Goals.

On the day of the signing, the government of India stated several times that both India's and the world's challenges can only be overcome by the application of science and technology. This was a clear signal to the Danish Government on the way forward in the countries' bilateral relations and how the agreement should be implemented.

Going forward, it is thus, very important to build partnerships and activities like pilot- and demonstration projects that apply science and technology in strategic areas of mutual interest.

Energy and water collaborations

The first step towards implementation of the agreement happened the next day

when Innovation Fund Denmark published the joint Indo-Danish call for collaborative projects in energy and water.

Joint applications will be evaluated after the deadline of August 2018 and by the end of this year, successful applicants from India and Denmark will be able to initiate 4-6 projects that will apply science and technology to solve concrete water and energy related issues.

Many more projects will follow, with further development of bilateral relations and as Danish and Indian stakeholders like research institutions and companies will get to know and work with each other.

An innovative centre

In India, the Innovation Centre Denmark (ICDK) played a pivotal role in getting the government agreement in place. The centre is located at the Danish embassy in New Delhi and at the Danish trade office in Bangalore.

The centre was established in India in 2013 along with centres in South Korea and Brazil. The mandate is to strengthen bilateral relations in the areas of science, technology and innovation. It is a new thing for the Danish Ministry of Foreign Affairs to have a dedicated agency at an embassy that pursue agendas and projects in science and technology. Yet in the last 120 years, several countries have taken such initiatives. Examples are the UK's Science and Innovation Network and the Switzerland's Swissnex.

Establishing networks

Agreements are only a small part of the work. In practice, most of the ICDK staff spend time getting R&D and technology companies, universities and research institutions to visit and establish networks with relevant partners in the respective countries.

In November 2017, for instance, Copenhagen FinTech and ICDK invited seven Danish FinTech companies and one research institution on a five-day introduction to India's financial technology environment.



The Indian renewable energy industry is onboard with the government's push for offshore wind energy development. Photo DNV GL-Energy



MoU on S&T Co-operation between India and Denmark signed by Minister for Science & Technology, Dr Harsh Vardhan and Minister for Higher Education & Science, Mr Tommy Ahlers on 22 May 2018 in Copenhagen

in Bangalore and Mumbai. Here the participants met a number of banks, consultants and experts from trade organizations and knowledge communities. During the visit Yes Bank, India's fourth largest bank, joined hands with ICDK to provide Danish FinTech start-ups with easier access to the Indian market and to technology, infrastructure, data and potential customers.

Later, in March 2018 Techsavvy, a Danish online media for start-ups who had followed the delegation to India, concluded that five out of the seven participating companies were still in contact with Indian partners, investors and customers, who wanted to buy products or to help the company to grow. The Fintech-delegation visit was thus a great success for ICDK.

Food and agriculture

Another example of the activities of ICDK are in the food and agriculture sector. At the Nordic-India Summit in Stockholm on 17 April 2018, three out of four agreements exchanged between Denmark and India were related to food and agriculture.

One agreement was between Indian Council for Agricultural Research and University of Copenhagen. In this case, ICDK had responded to interests from scientists in Denmark wanting to do work in India in dairy and food technology. As part of the implementation of this Agreement, University of Copenhagen and ICDK have jointly secured funding to bring Indian scientists from selected research institutions to come to Denmark to participate in a research workshop on dairy, ingredients and water in food production. The aim is to form 2-4 partnership consortia with representatives from Danish public research institution and private companies with R&D that can apply for project funding in the food and agricultural sector.

Generating further momentum

ICDK's core work is to help facilitate contacts with the right partners, organise visits and establish fruitful relationships in a faster way for Danish stakeholders in India. When necessary, ICDK also commissions or writes reports themselves to generate interest in either Denmark or India in particular areas or sectors. As an example, we

are currently working on a report on food ingredients in India. The report builds on providing comprehensive insight to the stakeholder ecosystem and market knowledge from India in the 'Food ingredients, Health & Functional foods' segment.

As a matchmaker, ICDK needs to work within some precisely defined niche-areas and with partners that can provide input for activities. The idea is that such activities will generate further momentum in the selected areas and broaden collaboration activities by Indian and Danish stakeholders. It is ICDK's job to try to facilitate and add value to such activities.

Moreover, ICDK can solicit on the back of the Danish embassy's relationship with government, companies and the research environments in India and Denmark. In the coming years we look forward to showing more of the results of our work.

Sune Kaur-Pedersen is currently based in New Delhi as Counsellor, Innovation Centre Denmark, Embassy of Denmark.

The ancient practice of yoga in a modern world

Danes love to exercise, and yoga is no exception

By Jens Bache and Trine Zafina Søndergaard

India's unique tradition of yoga exercise and meditation has been developed by ascetics and sages over centuries stretching maybe 5,000 years back, to further self-discipline, calmness and self-realisation.

It is precisely the development of these virtues that attracts modern Danes to yoga and meditation. Yoga stands as a contrast to the chaotic, frenzied spiral of life that is modern society, where people are chasing money, power, success and a wilder, faster pace of life. The frenetic pace of life promotes overstimulation and many lifestyle diseases follow, such as stress, anxiety, depression, heart disease, cancer, obesity, diabetes and arthritis.

Yoga and meditation offers relief by allowing the practitioner a place to find calmness, stress relief, health, and physical fitness. As time goes by most practitioners find a place to self-reflect and practice kindness and compassion.

The history of yoga

The word yoga is derived from the Sanskrit root "yuj", meaning to join or to unite. The word was first mentioned in the oldest sacred texts, the Rig Veda. Yoga was slowly refined and developed by ascetics and sages in order to sacrifice the ego through self-knowledge, action (karma yoga) and wisdom (jnana yoga). They documented

their practices and beliefs in the Upanishads.

Some time in the second century the first systematic presentation of yoga was given in Patanjali's Yoga-Sûtras. He is considered the father of yoga. Over the next centuries, a system of practices designed to rejuvenate the body and prolong life was developed by yoga masters. They explored the physical-spiritual connections, and these body-centred practices are primarily how we know yoga in the West as Hatha Yoga.

Around the late 1800s and early 1900s, yoga masters travelled from India to the West, the most famous being Swami Vivekananda and Paramahansa Yogananda. Through the 1920s and 30s, T Krishnamacharya, Swami Sivananda and others started promoting a Hatha Yoga practice. Over the next decades, masters like BKS Iyengar, TKV Desikachar and Pattabhi Jois appeared.

Since then the popularity of Hatha Yoga has gained millions of followers and it is represented in a variety of different schools and styles.

Yoga in Denmark

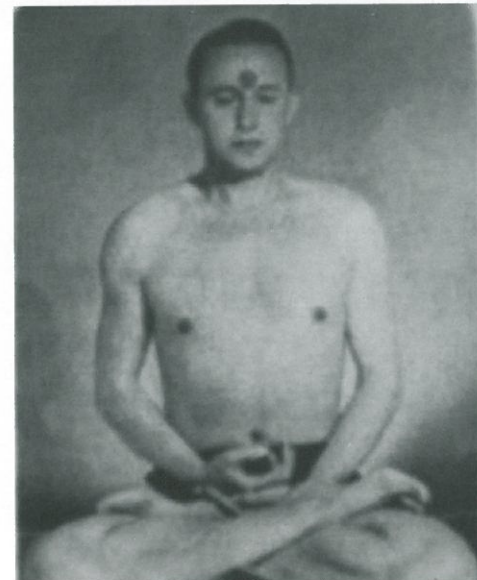
The tradition of yoga came to Denmark around 100 years ago and the first yoga teacher is thought to be Dr Lauritzen, a German from South Africa, who was teaching yoga in Copenhagen in 1907.

The next known yoga teacher is Yogi Raman, who was born in Aalborg in 1907. He became interested in Indian yoga philosophy and practices at a young age and began studying Hatha Yoga with Lauritzen. He travelled to India three times in the 1930s and studied with Ramakrishna and the female Guru Anandamayi Ma. Yogi Raman translated Patanjali's Yoga Sutras to Danish, and the translation was published after his death.

The first academic book "Traditional Indian Scripts" by Poul Tuxen was published



Ancient statues provide proof of the practice of yoga in India



Yogi Raman translated Patanjali's Yoga Sutras into Danish

in 1911 and the first practical book "Yoga in its relation to Europe" by Johannes Hohlenberg in 1916. The first books published by Danish authors were all very inspired by yoga masters like Ramakrishna, Vivekananda, Aurobindo and Sivananda.

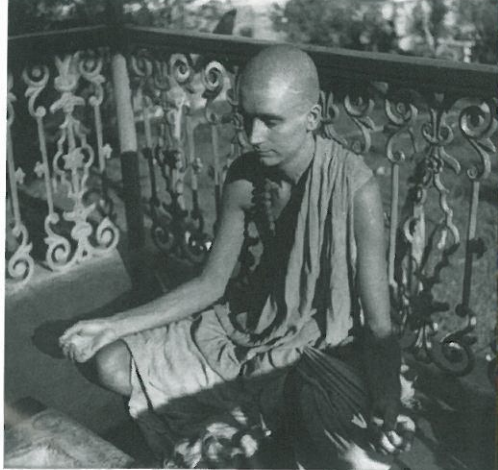
Yogi Raman educated some of the first yoga teachers in Denmark in the 1950s and 1960s and these teachers taught yoga in Copenhagen and Aarhus. Amongst the most well known teachers were Guni Marthin, Bente Hansen and Else Helland.

In 1970 a group of teachers formed the organization Dansk Yoga, with the purpose of adapting yoga to a modern culture and way of life and making it accessible to people of all ages and walks of life.

Around the same time in 1968 Swami Satyananda visited Copenhagen, and inspired a young man by the name of Jørgen, later known as Swami Janakananda. He went to India and studied with Swami Satyananda and in 1970 founded the Skandinavisk Yoga og Meditationsskole.



International Yoga Day, Kings Gardens, Copenhagen



In 1968 Swami Satyananda visited Copenhagen



Scenes from International Day of Yoga 16 July 2018 in Aarhus, Vejle and Copenhagen

In the 1980s the variety of different schools and styles grew, and the focus shifted from a holistic spirituality and meditation-based practice to a more physical practice focused on Hatha Yoga.

Today, yoga is taught both as an theoretical and physical practice. The latest survey from August 2017 states that 15 percent of all Danish women and 2 percent of all Danish men practice yoga.

In Denmark some types of yoga practices have been Westernized, and these styles and schools approach it as a new form of fitness exercise, thus losing some of the deeper wisdom of the traditional yoga practice.

However, some teachers still understand and respect the deeper roots of yoga and teach students how to use yoga postures as a tool to unite the mind, body and spirit, create a physical-spiritual connections, and rejuvenate the body and prolong life.

Going back to the roots

On 11 December 2014 the United Nations General Assembly unanimously declared June 21 to be the International Day of Yoga.

India's Prime Minister, Narendra Modi, spoke these words to the assembly that day: "Yoga is an invaluable gift of India's ancient tradition. It embodies unity of mind and body; thought and action; restraint and fulfilment; harmony between man and nature; a holistic approach to health and well-being. It is not about exercise but to discover the sense of oneness with yourself, the world and the nature. By changing our lifestyle and creating consciousness, it can help us deal with climate

change. Let us work towards adopting an International Yoga Day."

The International Day of Yoga has been celebrated annually, with more than 180 countries participating in the celebration. This year the Embassy of India organised the International Day of Yoga in the historic Kings Garden, and this year the event was co-hosted with some of the main organisations representing traditional yoga in Denmark.

This initiative to focus on the ancient traditions of yoga, and re-establish the link with India has been warmly welcomed by many of the traditional yoga organisations, schools and teachers in Denmark.

Since 2015 the Indian Ministry of AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy) has organized an International Conference on Yoga.

In 2017 the theme was on "Yoga for Wellness" and 500 delegates including 69 from 44 overseas countries were registered to attend the conference. In 2017 two Dan-

ish representative Jens Bache and Trine Zafina Søndergaard were invited by the Ministry of AYUSH. During the conference they made a presentation on "Yoga in Denmark".

Many experts from prominent international scientific institutions attended the conference, presenting studies on yoga and the effect of a traditional yoga and meditation practice on lifestyle diseases, control of cancer, diabetes, depression, gynaecological disorders and pain management. The results were incredible.

It is evident that yoga and meditation has place in the modern world, and when practised traditionally, can offer relief from the modern world's fast pace. Traditional organisations, schools and teachers in Denmark need to enlighten the Danes about the origins of yoga, and re-establish the link to its Indian roots. It ought to be a gift for all practitioners of yoga to discover a sense of oneness with oneself, the world and nature through self-discipline, calmness and self-realisation.



"Yoga for Wellness". 500 delegates including 69 from 44 overseas countries were registered to attend the conference.

Two countries

at the centre of attention

Although it may not always be immediately apparent, India and Denmark actually have a lot in common

By Thomas Sehested

Seen from the outside we couldn't be more different. One country is big, the other tiny; India is a hotchpotch of cultures, styles and colours, while Denmark is much more homogeneous, everyone speak Danish and dress in grey, blue or black. If India is known for vegetarian delights, we as Danes couldn't think of a traditional meal without meat.

There are so many differences between Denmark and India that we sometime fail to see that we actually have a lot in common.

Black-market cola

I have been travelling in India since 1987. At that point there was only black-market Coca Cola, your waiter at the hotel asked if you had any Levi's jeans to sell, and at security at the airports officers on duty asked for the price of your camera – not because they wanted to buy, because they marvelled at technology not seen before.

Those days are long gone and with the advent of a free market economy, Denmark and India are materialistically on the same trajectory – at least when it comes to the material side. But apart from the availability of more or less the same goods, I think we share more than divides us, but as it happens the difference of scale sometimes tend to blind us.

Getting closer

India and Denmark are moving closer. With the direct flight from Delhi, Indians have become a much more visible element in the streets of Copenhagen, Denmark is opening a Cultural Institute in India this year, and the Danish embassy opens a new domicile in the autumn.

And if you talk to business people, many have their eyes set on India and how to succeed there. The many



Mr Anders Samuelsen, Minister of Foreign Affairs of Denmark calls on Prime Minister Narendra Modi in Hyderabad on the sidelines of Global Entrepreneurship Summit on 28 November 2017

high-profile delegations to Denmark headed by senior government officials or ministers is proof that India is looking towards Denmark for solutions on sustainability, liveability and good governance.

The birth of nations

Both countries cherish their history. We share a deep love for culture and the arts, and in terms of national identities, present-day Danishness and Indianness were formed around the same time.

The need for educated locals to run the day-to-day affairs of India under British domain created a new class of educated Indians. Increasingly, these Indians saw the need to define an Indianness that was different from that of the British colonisers.

Danes in turn felt the defeat in 1864 as the final turning point away from imperial delusions. And where Danes had NFS Grundtvig (1783-1872), who redefined the link between state, people and church, Indians had Swami Vivekananda (1863-1902), who presented a reformed religious approach, a kind of modernised Hinduism that added intellectual fuel to the growing self-consciousness of Indians in the rising tide against the British Empire and its impact on India.

Not so long ago

Denmark used to be on the outskirts of Europe; it was on the fringe of the real action. Europe was the home of central powers such as Germany, France and the UK with Denmark as distant cousin of no real importance except for its butter and bacon.

Until a few years ago Copenhagen was a city no-one except its inhabitants found interesting. When I went to school on

Bornholm we were taught about the Hindu growth rate, a certain low rate that was seen as specifically Indian. We discussed how to cope with the Indian population growth that seemed to eat up any advances made on the subcontinent. India was a far from the epicentre of global economy as it could be.

The new opportunities

How things and perceptions have changed! Now India is among the powerhouses of the world – and every business consultant will tell you that this is only the beginning of the New India. The Indian population is now its main attraction – counter to what I was taught in school. And Denmark and Copenhagen in particular has become almost a model state and model city for urban development where people and liveability is in focus.

Our way of creating a society that offers free schooling and health care is by no means perfect, but does show that inclusiveness and responsibility towards all its citizens can be a model for future growth.

Learn and grow

My point is that the development of the last 30 years has been favourable to both our countries. And while we as Danes and Indians have a lot that makes us different, we can use each other in our search for inclusive and sustainable development in the many years to come. Let's not always focus on tourist cliché differences but look at areas where we as people have common ground and mutual interest. When we learn, we grow. Happy Independence Day, Indians!

Thomas Sehested holds a MA in history. He is managing director of Stereo Associates, a Danish-Indian branding agency with offices in Bangalore and Copenhagen.

Indians by birth,

Danes at heart – Larsen & Toubro Infotech

Larsen & Toubro Infotech's Danish connection is deep-rooted and touches our DNA as well as being part of the 18 billion US Dollar L&T group

Larsen & Toubro was founded in Mumbai (then Bombay) in 1938 by two Danish engineers, Henning Holck-Larsen and Søren Kristian Toubro.

Beginning with the import of machinery from Europe, L&T took on engineering and construction projects of increasing sophistication across the globe. Today, the company sets engineering benchmarks regarding scale and complexity.

Group Chairman AM Naik has been conferred with the Order of the Dannebrog as a Knight First Class by Her Majesty Queen Margrethe of Denmark. The Knighthood is Danish Royalty's acknowledgement of his role in fostering Indo-Danish ties in the fields of business, commerce, and culture.

The Royal Danish Consulate in the Western region of India is located at L&T Headquarters in Mumbai.

Come a long way

Larsen & Toubro Infotech (NSE: LTI, BSE: 540005) is a global technology consulting and digital solutions company which was one of the few Indian IT Service providers to enter the Nordics market about 18 years ago.

Since then, the company has come a long way and is now among the top IT service providers in the region providing value to our clients and partners. LTI serves leading enterprises in Denmark from varied industries such as banking and finance, insurance, manufacturing, oil and gas/utilities, retail and healthcare amongst others.

We enable them to be more efficient and competitive. We take pride in solving some of the most complex problems for our clients by innovatively using exponential technologies. A workforce of about 3,000 consultants work for the Nordic clients across the globe, solving a spectrum of problems – from managing daily IT operations to developing transformational solutions that will keep the clients ahead in the digital journey.

New age solutions

Among clients, LTI is considered a partner to co-create and develop new age solutions. With operations in 27 countries, the company and its employees go the extra mile for their clients and accelerate their digital transformation with LTI's Mosaic platform significantly enabling their mobile, social, analytics, IoT and cloud journeys.

LTI engages actively with local organisations, start-ups & educational institutions. As part of student exchange program, LTI hosted students from Rysensteen Gymnasium and has collaborated with CBS and IT University in Copenhagen. Scholars from leading business schools have been supported on their research projects by the company.

Collaborations have also been entered into with local start-ups to deliver point solutions for global customers in AI/ML, regulatory space and blockchain technologies.



Larsen & Toubro Infotech's Danish-Indian team working on a mega project in Copenhagen

Indian opportunities

Things are moving fast on the sub-continent these days

For visitors that have not been to India for some years, the change is visible. For newcomers India might still be a chaotic and intense attack on the senses. But look a little deeper, and you will notice that change has come. Not sweeping radical revolutions, but pockets of evolution where things are moving – and indeed moving faster and faster.

The changes create a wealth of opportunities for Danish companies – not only when it comes to building the backbone of the Indian infrastructure, but very much also when it comes to delivering business development, human resources and pride in the new India that is on its way in so many ways.

Change is visible

Arriving at Mumbai Airport is a very different experience now compared to 10 years ago. Today, it is of international standard – 10 years ago it certainly was not.

Driving for a couple of kilometres on an elevated road lined with palms and greenery you reach the beautiful, airy terminal building that seems to float in the air. Inside, the airport is filled with panoramas of art and craftsmanship on display from all over India – so at times you'll feel as if you are in an art gallery. But the airport was not just built for visitors, it was very much made to cater to the Indian travellers that vastly outnumber foreigners.

The huge domestic market

What makes the Indian economy tick is not just call centres and back office services for the West, but increasingly high end offerings and services to the domestic market.

In the West we have knowledge about the programming skills of India, but seldom do we hear about the plethora of novel apps and digital solutions marketed at the Indian consumer – since the IT skills and capital is there it obviously makes sense.

Ambitious businesses

India is a country developing in many ways – and this makes a pathway for Danish

businesses that you would normally not associate with the Indian landscape of opportunity.

"We have always seen India as a big scene for what we do," says Camilla Frederiksen, strategy director in Stereo Associates, an Indo-Danish communications and branding agency with offices in Copenhagen and Bengaluru.

"A typical client of ours is a man in his 30s or 40s, who has taken over the family business – often within manufacturing – and now wants to develop the business further; not just by making what international buyers are looking for, but establishing their own brands, making their mark on the business," adds Camilla.

"We have seen that in fashion, pharma and foodstuff – and it seems like a general trend."

More than manufacturing

India is not just becoming a manufacturing hub as promoted by the 'Make in India' campaign, that aims at attracting foreign companies to set up plants and production in India – just as we recently saw when the world's biggest phone factory was inaugurated in India by Prime Minister Modi and South Korean President Moon Jae-in. India moves in many directions at the same time.

The place to be

Thomas Sehested is another of the partners in Stereo Associates with insights into India.

"We experience a drive and optimism from our Indian clients that inspire us to think bigger and bolder. When we develop strategies for Indian clients – be it the launch of new products, employer branding or brand building we analyse and extract the consumer trends and tendencies that is shaping this New India," he says.

To Thomas and the Stereo team India has

FROM AUTOMOBILES TO AGRO-PRODUCTS
FROM HARDWARE TO SOFTWARE
FROM SATELLITES TO SUBMARINES
FROM TELEVISIONS TO TELECOM
FROM PHARMA TO BIOTECH
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never been about outsourcing, lowering cost or some of the other traditional arguments about Why India?

"We are in India because this is where the world is moving towards – India will gain in importance on all parameters, and we see a great benefit of being part of that journey, however small a part we play," Thomas laughs.

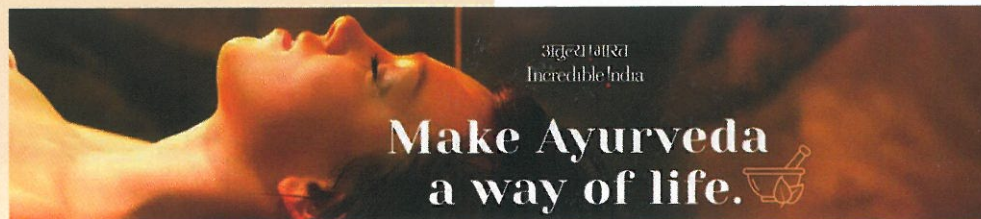
An open invitation

The third partner in Stereo Associates is Madhav Maheshwaran, who is managing director at the the Bangalore office.

"I have seen how Indian companies are on the look out for more advanced services – branding strategies, purpose driven communication processes, content delivery and more," he says.

"This partly due to competition, partly because Indian companies have international clients and partly because Indian businesses are maturing. A lot of Danish companies could play a role here, since Indian companies increasingly are requesting an international standard in services."

With the scale of the Indian market and the speed with which India is developing the words from Mahesh seems like an invitation too good to be missed.



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CPH POST

CPH POST publishes a free printed newspaper consisting of around 32 pages that includes one or more additional supplement. Published twice per month, it has a print-run of 10,000. The paper is distributed to companies, hotels, agencies, embassies, schools and other places frequented by expats in Denmark.



**CPH POST
SUPPLEMENTS**

SPECIAL SUPPLEMENTS are included with the paper on specific themes. These can be anything from profiles of countries with embassy involvement, tips on relocating to Denmark, learning Danish, providing a helping hand through the educational system or profiling events such as the Copenhagen Jazz Festival.



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VISIT**

VISIT: Specific for tourists and placed in over 100 hotels and 300 cafés/bars. Release months: May, July and September.

Our target readership is more than 200,000: diplomats, university researchers, corporate professionals, teachers, students, tourists, as well as online visitors from outside Denmark.

CPH POST has an editorial staff of journalists with skills obtained in an English-speaking country who have lived in Denmark long enough to understand the country and its inhabitants.

CPH POST serves the community in real-time, while delivering commercial information/advertising to a group of consumers that might otherwise be hard to reach.

**CPH POST
DAILY**

THE DAILY POST is a free online bulletin sent out Monday-Friday at 12 o'clock with the top stories of the day. A quick glimpse tells you all you need to know about Danish news.



DIPLOMACY magazine, there are 171 countries on the diplomatic list in Denmark. Of these, 74 have embassies in the Copenhagen area.

The centre pages of our supplement are devoted to a comprehensive list of these – together with photographs of each ambassador. This also includes ambassadors stationed in Sweden, Norway, Finland, the UK, Belgium and the Netherlands.

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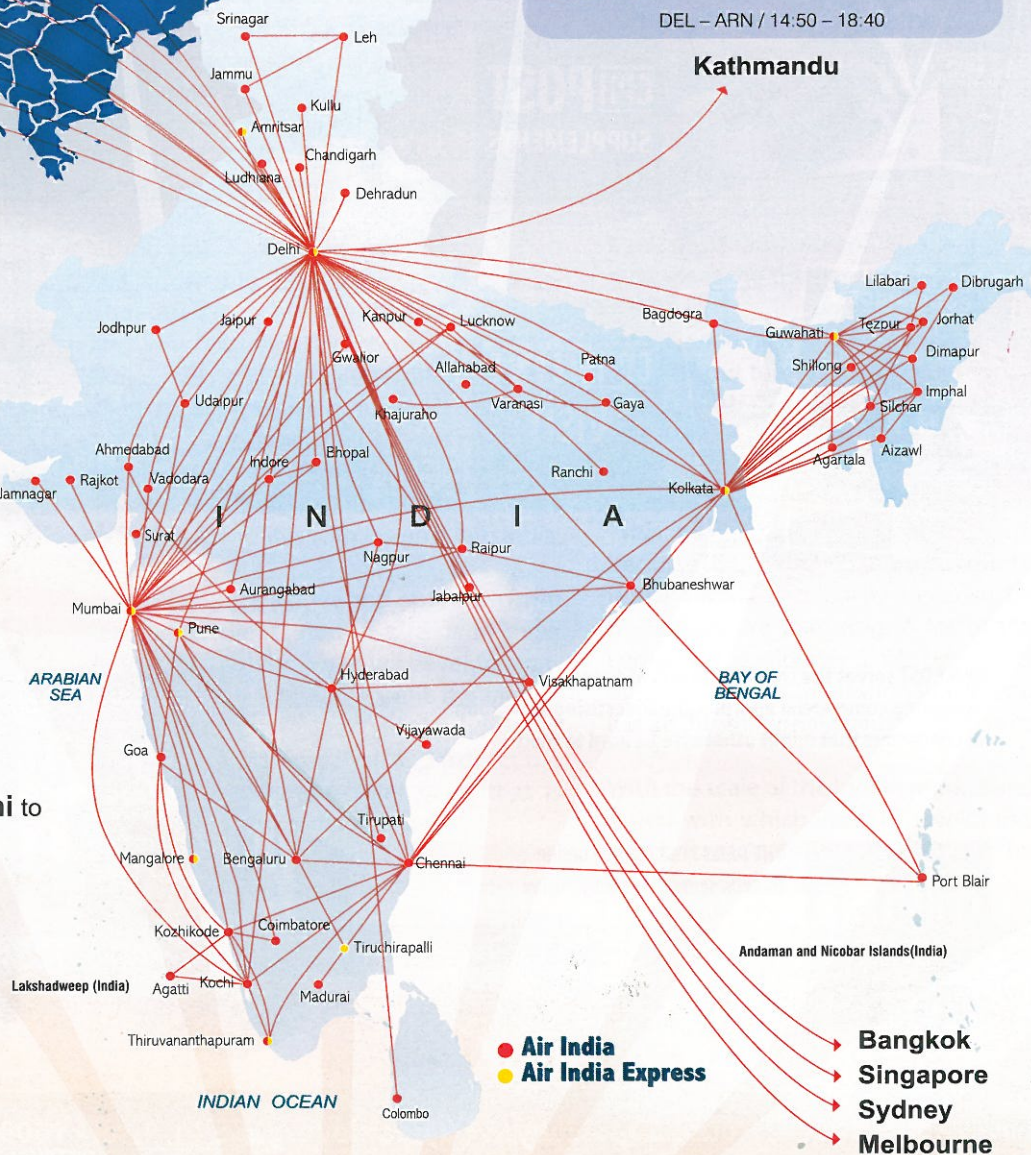
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