

Frankfurt Main

Best practices from India

in FrankfurtRhineMain



FrankfurtRhineMain

Become a part of it.

FrankfurtRhineMain

Your favourite investment location in Europe.

Convincing Location Advantages for Indian Firms

There are many reasons why more and more Indian firms choose to establish a presence in the metropolitan region FrankfurtRhineMain. Frankfurt airport is the "Gateway to Europe". As an international city, Frankfurt attracts cosmopolitan Indians. And, there is plenty of money to be earned in FrankfurtRhineMain: the region is one of the economically strongest in Europe and enjoys the reputation of being a business centre open to new ideas and ventures.

The Indian Business Community in FrankfurtRhineMain

The Indian community in FrankfurtRhineMain is steadily growing: more than 210 Indian companies and 6000 Indian nationals are present in the region today. India is a strategic focus area for the international activities of FrankfurtRhineMain.

First Choice for IT and Telecommunications

There are more than 40 Indian IT companies in FrankfurtRhineMain, nine of them being among the top 20 in the Indian IT industry. Firms like Tata Consultancy Services, Infosys Technology, Wipro Technologies, Mahindra Satyam, HCL Technologies, i-flex solutions, HCL Perrot Systems, Polarix Software and Hexaware Technologies are success stories here. Many of these

have their German/European headquarters in FrankfurtRhineMain. Indian firms like the engineering company CADES Digitech, originally from the IT sector, successfully expanded into other sectors in FrankfurtRhineMain.

Healthy Blend of Competencies

As a traditional location for life sciences, FrankfurtRhineMain attracts Indian firms from the chemical, pharmaceutical and biotechnology sectors. Evolus has its European headquarters in the "FIZ Frankfurter Innovationszentrum Biotechnologie". The company serves pharmaceutical companies in Germany and Europe as a supplier of bioinformatics. Since 2005, the manufacturer Bicare, which specialises in foil packaging for the pharmaceutical industry, has been coordinating its European business from FrankfurtRhineMain. In 2008, BIOCON acquired a 78% stake in German pharmaceutical company, AxiCorp GmbH for the marketing and distribution in Germany and Europe of a range of pharmaceuticals, including generics, biosimilars and biologics.

A Safe Bet in Terms of Finance and Insurance

The financial sector in particular has won worldwide recognition for Frankfurt. For many years the State Bank of India has been represented in the financial centre of Frankfurt. The latest entrant is the second largest Indian bank:

ICICI Bank decided to establish its presence in the financial centre of FrankfurtRhineMain because Frankfurt, next to London, is one of the most important financial centres in Europe.

Creative Powerhouse at the Heart of Germany

The southern part of the FrankfurtRhineMain region is very attractive for the Indian film industry. "Bollywood", the largest film industry in the world, has discovered the Bergstrasse. In 2005, Heppenheim was the set for the first Bollywood film shot in Germany. The Indian film crew was fascinated by the vineyards, half-timbered houses and castles. In the summer of 2006, the first Indo-German Film Agency was established in Heppenheim.

FrankfurtRhineMain – Become a Part of It

The number of Indian companies in FrankfurtRhineMain is expected to increase further. Under the guidance of FrankfurtRheinMain GmbH, the region has therefore committed itself to making it easier for foreign specialists and managers to move here. Since November 2007, applications for permission to reside and work in FrankfurtRhineMain are being decided locally within four weeks of submission of the complete documents.

Event series for the Indian Community

In addition to marketing-events in India to promote the region, FrankfurtRheinMain GmbH also saw the need to organise networking events for the existing Indian business community in the region. In 2009, the new event series "India meets FRM – let's talk business" was launched in cooperation with the Consulate General of India, Frankfurt am Main Chamber of Commerce and Industry, and Frankfurt Economic Development GmbH. Each year, several CEO-level events are organised and serve as a platform to interact with Indian company representatives in the region.



Heppenheim

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Best Practice

IT / Telecommunications



Tata Consultancy Services – A story of Indian success in FrankfurtRhineMain

Indian IT and consultancy service company Tata Consultancy Services (TCS) has been operating in Frankfurt am Main since 1991. What started out some twenty years ago as the company's first representative office on German soil with just 10 members of staff quickly evolved over the following years into the company's German headquarters. A team of currently 130 members of staff at the offices the company rented in Messeturm back in 1991 looks after customers in the region and coordinates the activities of five other TCS offices in Germany. Nowadays, TCS employs more than 450 people throughout Germany.

Optimal conditions in FrankfurtRhineMain

As a provider of system and consulting solutions with numerous customers in the German financial sector, being close to its customers in the FrankfurtRhineMain financial centre is crucial for the company. "Frankfurt is the ideal location for our main representative office in Germany," emphasises Saptha Chapalapalli, Director Central Europe, who is responsible for the German and Austrian markets at TCS Germany. "We are convinced that FrankfurtRhineMain will sustain its position as the foremost trading centre for the international public into the future, which is why it is always particularly important that we maintain a strong presence here." The central location with its good traffic connections and the good and fruitful cooperation with the local institutions are two further reasons why the company is so satisfied with its original choice of location.



Saptha Chapalapalli,
Director Central Europe,
Tata Consultancy Services

Foreign members of staff quickly feel at home

One further major advantage that the region offers: More than 100 members of the staff are Indian and they have found a large and active Indian community here. Together with the generally international flavour of the region, this makes it much easier for them to integrate and to cope with everyday life in foreign surroundings. The TCS employees also appreciate the excellent quality of the international schools in Frankfurt.

Actively involved in training professionals

TCS Germany works closely with a number of German universities and colleges, such as the Frankfurt School of Finance & Management and the TU Darmstadt. The cooperation ranges from guest lectures to research grants and on-the-job training schemes. In doing so, the company plays an active role in further increasing the number of qualified professionals and, especially, in preparing them to work in intercultural surroundings.

Best Practice

Finance



In Frankfurt since 2008 – Indian ICICI Bank

ICICI Bank, which is India's largest private-sector bank, entered the German market on 28 February 2008. In Germany, the bank acts as a direct bank offering call and term money accounts for retail customers. Its strategy of offering simple and safe savings products at attractive interest rates has been very well accepted – so far it has attracted deposits amounting to some 500 million US dollars. In addition, the German branch, which is based in Frankfurt

am Main, focuses on corporate clients with close business connections between Germany and India. These might be Indian companies which operate a subsidiary in Germany, or German corporations looking to do business in India. The portfolio of products ranges from trade to M&A and start-up financing.

Frankfurt – the home of the German financial industry

The German business is managed out of the bank's office in Frankfurt. "We opted for Frankfurt because the city is the financial centre of Germany. Here we can find the close and in-depth contact to the financial community that is so important for us. Added to which, the FrankfurtRhineMain region is the ideal marketplace for building up business relationships," is how Hitesh Sethia, Country Head Germany, explains the decision. Frankfurt's appeal for the bank is further enhanced by the presence of numerous Indian companies and highly qualified specialists, together with its central location within Europe.

About ICICI Bank

ICICI Bank is India's largest private-sector bank and the second-largest bank in the country . In addition to India, the bank is active in 18 countries worldwide, including the USA, Canada, Great Britain and Belgium. Overall, it employs some 49,000 people and has more than 25 million customers.



Hitesh Sethia,
Country Head Germany,
ICICI Bank

Best Practice

Engineering

AUGEN

Augen Technologies: Logistics give FrankfurtRhineMain the edge

Although its favourable location and good traffic connections were primarily important, they were not the only reasons why Indian technology group Augen Technologies opted to relocate its central German sales office from Hamburg to Frankfurt in 2008. The company has been offering engineering design services to the automotive & aerospace industries in Europe since the year 2006. After about a year and a half in the Hanseatic city, European Director Sandeep Hattiholi acknowledged that the distance to the company's customers and cooperation partners – most of whom are located in southern Germany – presented a time-consuming problem.

The decision to opt for Frankfurt was prompted not just by logistical factors. The fact that the company had already established good contact to FrankfurtRheinMain GmbH was another important reason to relocate to FrankfurtRhineMain. As Hattiholi emphasises: "The institution is very pro-active when it comes to bringing together Indian companies and their staff in Germany." The region was the first choice for the new sales office as the company was aware of the existence of its broad network with numerous business and social contacts and the cultural open-mindedness and diversity that they brought with them.

As Hattiholi sums it up: "After two years in Frankfurt we are convinced that we made the right decision," and recommends a move to the region for other Indian companies. His outlook for his own company is positive. Augen Technologies operates regional offices around the world and sees itself as a global company with a strength of 200 engineers, ready to embrace a multicultural corporate philosophy. The international character of the FrankfurtRhineMain region offers the perfect environment for promising development.

FrankfurtRhineMain

What we can do for you.

Our experts are totally committed to proactively advising, supporting, and accompanying you from the start. To meet the individual needs of your business or nationality, we aim to speak your language and understand your culture. We will help you to find suitable office space, set up a company, get in touch with the experts you need, and supply you with information about German and European markets in your product segment. And it goes without saying that we are always happy to welcome you to a region that has more than enough potential for success.

So why not contact us today and become a part of FrankfurtRhineMain?

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