

# Press



Lower Saxony State Chancellery



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## Deutsche Messe and Lower Saxony's state government now with joint office in India

HANNOVER/MUMBAI. The Federal State of Lower Saxony now has its own representative office in India. It was officially opened in Mumbai on 3 October 2008 by Lower Saxony's Premier, Christian Wulff, and has been set up in the Indian representative office of Deutsche Messe with the express aim of pursuing the interests of Lower Saxony in India. Accompanied by Wolfram von Fritsch, Chairman of the Board of Deutsche Messe, Premier Wulff stressed the importance of the new office:

"India is Lower Saxony's third most important trading partner in Asia. The opening of the new office creates an opportunity to offer effective and locally based professional advice to SME's from Lower Saxony that are either already operating here or intend to do so in the near future". Wulff is currently in India with a delegation representing Lower Saxony's business community.

One of the key aims of the new Lower Saxony office in Mumbai is to publicise the federal state of Lower Saxony in India and to secure its reputation as a good business location, ideal for investment and located in the heart of Europe.

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The establishment of a new joint office for Lower Saxony's state government and Deutsche Messe will add impetus to the generation of political and economic ties between India and Germany, and especially with Lower Saxony. Von Fritsch pointed out that this cooperation offered optimum networking opportunities with respect to trade shows and the organization of events: "As far as Deutsche Messe is concerned, we feel that this cooperation considerably improves the chances of effective penetration of the Indian trade fair and convention market with interesting themes. At the same time, it will help us to substantially increase interest among the Indian business community in the events that we stage in Hannover."

Representative office:

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