

Visitor Package

German IT Round-Table 2009

CeBIT 2009, Hannover - 7th March 2009 (Saturday)
Greater Stuttgart - 9th - 10th March 2009 (Monday, Tuesday)

<http://www.indescon.org>

CeBIT 2009, Hannover - 7th March, 2009

As part of the German IT Round-Table program, Indecon in partnership with local global GmbH, one of Germany's premier publication houses for issues related to globalization to host the Cebit 2009 Speed Matching and Presentations on 7th March, 2009 (Saturday) at the CeBIT, Hannover.

The CeBIT 2009 Speed Matching is organized with the aim of matching Indian and German software companies participating at this year's CeBIT.

Aside of Indian and German companies, participation is open to Near-Shore companies from "new-Europe" and companies from the Middle-East, including Turkey.

For further information please visit <http://indecon.org/2009/cebit> or contact Ms. Britta Schulze at cebit@indecon.org or +49-711-225-588-20



German IT Round-Table 2009, Stuttgart - 9th March, 2009

As the largest event in Germany focused on Indian and German IT companies, the German IT Round-Table brings together C-level executives from the two markets into a intensive round of networking and information annually in Stuttgart. This year's expanded program includes workshops, 1-to-1 meetings, company presentations, reseller networking, expert panels and keynote speeches.

In all over 5000 German software and IT companies have been targeted to participate in this year's event, offering abundant opportunity for Indian software companies to network in the German market.

The full program of the German IT Round-Table 2009 is spread over multiple locations including Stuttgart, Ludwigsburg, Kornwestheim, Karlsruhe and Hannover.

Highlights of the program in Stuttgart are:

- Keynotes on where the German and Indian software/IT markets meet – Opportunities and Risks
- 5 Workshops offering 1st hand market know-how on developing the German software market
- Company Presentations (6-8 minutes, preceded by 30 second Elevator-Pitch)
- Expert Panel Discussions by German offshoring industry thought leaders
- 1-to-1 Match-Making and meetings
- Reseller Connection for distribution & resale of software *Made in Germany*

- Abundant networking opportunities throughout the day

The complete program on 9th March, 2009 in Stuttgart is available at <http://indecon.org/2009/stuttgart>.

Workshops in Stuttgart

List of workshops offered in Stuttgart on 9/3/09 (Monday) are:

- Doing Business in Germany
- Software Made in Germany – Exports to India
- The Indian Knowledge Worker in Germany
- Selling to the German CEO
- Scaling Software Production Capacities in India

Participation is limited to 30 per workshop. Please register as early as possible at <http://indecon.org/2009/workshops>.

Reseller Connection

A new trend of internationalization in the German software industry is motivating domestic product and solution companies to look overseas, especially into the boom-markets of India and China. In order to succeed in the Indian market German companies need Indian partners who can provide market-know-how and infrastructure in the highly lucrative Indian software market.

For Indian companies focused on software/IT products and product development, the Reseller Connection at the German IT Round-Table provides a unique opportunity to meet indigenous German software product companies.

For further details on the Reseller Connection, please visit <http://indecon.org/2009/RC>.

Company Presentations

In order to offer maximum exposure to participants of the German IT Round-Table, companies can avail themselves an opportunity of an on-stage presentation over an 6-8 minute slot (audio-visual). Company presentations are preceded by a 30 second *Elevator Pitch*.

Company presentations are limited to 20. Please register early at <http://indecon.org/2009/register>.

1-to-1 Meetings

We are able to match you with companies you might be most interested in and bring you together with them to meet on 1-to-1 basis. List of participants is published at the below URL 1 week prior to the event. In addition to this matching Indescon does for you, the public participation list gives you the opportunity to specify your match-making preferences.

Further information about 1-to-1 Meetings at <http://indescon.org/2009/1to1>.

IT Brunch – Meet the CEO's, Ludwigsburg - 10/03/2009

- Welcome at the Ludwigsburg Media Center – 08.00h
- Keynote, Breakfast & Networking
- 1-to-1 Meetings
- Departure to Kornwestheim for Mittelstand Factory Visit – 11.00h
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IT decision makers from the regions of Ludwigsburg and Stuttgart region flock about once every two months into the economic region of Ludwigsburg for semi-formal networking over the IT-Brunch.

The economic region of Ludwigsburg hosts approximately 800 software and IT companies. Join this eventful breakfast meeting and network with potential customers and partners.

Participation for the German IT Round-Table reserves your slot to participate at the IT Brunch in Ludwigsburg. For further details, please visit <http://indescon.org/2009/itbrunch> or contact Michael Shabanzadeh at itbrunch@indescon.org or +49-7141-956-55-50.



Meet the Mittelstand – Factory Visit, Kornwestheim - 10/03/2009

- Arrival from Ludwigsburg (by bus) & reception at 11.30h
- Keynote, Lunch and Networking
- Visit to Sata GmbH (guided tour lasts 1 to 1.5 hours)
- Departure to Karlsruhe at 14.30h

To be successful in the German market, it is inevitable to understand the German Mittelstand - the sector of the

economy which constitutes for over 70% of Germany's GDP and forms it's industrial back-bone.

The suburb of Kornwestheim has offered the participants of the German IT Round-Table the unique opportunity to visit production facilities of a German Mittelstand company - Sata GmbH. Sata is a 100 year old manufacturing stalwart, specializing in production of precision painting pistols for the automobile industry globally.

Participation for the German IT Round-Table reserves your slot to participate at this Mittelstand Factory Visit. For further details, please visit <http://indecon.org/2009/mittelstand>.



ICT Business Meeting, Karlsruhe IT Cluster - 10/03/2009

- Welcome at International Department, Technical University (TU) Karlsruhe – 16.00h
- Business Networking (formal & informal)
- Expert Panel Discussion, Keynote
- Informal networking & dinner



Renowned as one of Europe's most vibrant and fastest growing IT Clusters, Karlsruhe comprises of some 1100 IT product and service companies, including global payers like United Internet (1 & 1 Internet AG, ISP) and ABAS AG (ERP) and innovation centers such as the Carl Benz School and the Computer Sciences Department at the Technical University of Karlsruhe.

As part of the German IT Round-Table 2009 program, Indecon offers you a unique opportunity to network with the Karlsruhe IT community.

As a participant your company will be listed in the Karlsruhe/Indecon ICT Business Catalog. This listing is provided free of cost to all participating companies from India and Germany. For providing your company's details to be included in the Karlsruhe/Indecon ICT Business Catalog, please visit <http://indecon.org/2009/itcluster>.

Deadline for submitting your company details for the Karlsruhe/Indecon ICT Business Catalog is 30/01/2009.

Costs of Participation

Costs of participation in the German IT Round-Table on 09-10/03/2009 are listed at <http://www.indecon.org/index.php/en/registration-details.html>

Cost of participation at the CeBIT Speed Matching & Presentations can be found at <http://www.indecon.org/2009/cebit>

If you are interested in **sponsoring** the German IT Round-Table 2009, which offers expanded marketing advantage to your presence at the event, please contact Mr. Ashant Chalasani at ashantc@indecon.org or +49-7154-82-7131 and request for the Sponsorship Package.

Preparing for the German IT Round-Table 2009

As a company serious about your prospects in the German software/IT market, your preparation for the German IT Round-Table will maximize the effectiveness of your participation. This section provides helpful instructions for your preparation.

Event Participation

The corner-stone of your success at the German IT Round-Table 2009 would be thorough prior research of the German IT/Software market and the companies participating at this 3 day event. The IT Round-Table will give you an opportunity to network with many decision makers. Please ensure to bring with you any information materials (visiting cards, brochures, info-flyers etc) you may consider necessary for maximizing the impact on your target audience.

The German IT Round-Table also offers an opportunity to refresh your old contacts in Germany. Do contact them prior to your travel to Germany and carry their contact coordinates with.

For companies presenting themselves, your PDF or PPT files should be emailed latest to us by 02/03/2009.

Registration & Deadlines

It is important to follow registration deadlines for the main German IT Round-Table event, as well as sub-events in various locations. Following dates may be noted.

GIRT-2009 Registration

16/02/2009

CeBIT Speed Matching & Presentations	20/02/2009
Company details submission for the Karlsruhe / Indescon ICT Business Catalog	30/01/2009
Registration for Mittelstand Factory Visit	02/02/2009
Request of invitation letter for Visa for travel to Germany	02/02/2009
Submission of company presentation	02/03/2009

Travel Preparations

The best way to travel between Hannover and Stuttgart is by the high-speed ICE trains, which offer fast (approx. 4 hours), comfortable and cost-effective means of transportation. For further details, please refer to <http://www.bahn.de> or contact us.

Travel on 10/03/2009 between Ludwigsburg, Kornwestheim and Karlsruhe is arranged by Indescon free of cost for participants of the German IT Round-Table.

Staying in the Stuttgart Area

The Stuttgart area is a logistically well connected network of suburbs. Best locations to stay would be where parts of the program are held – namely Ludwigsburg, Kornwestheim and Stuttgart. We would be happy to assist you with hotel reservations – please contact Ms. Ketty Pavone incharge of Guest Services at ketty@indescon.org or 07154-82-7132.

Visa to Germany

A visa is mandatory for your travel to Germany for participation in the German IT Round-Table. Indescon, together with the Industrial Development Department of the city government of Stuttgart, will be happy to provide you an invitation if you should need one. Kindly send your request for invitation latest by 02/02/2009 for receiving it in time from us.

Indescon Contacts

Indescon staff is available for you both in India and Germany for further assistance. Please note following contacts.

In India

For general enquiries and registration

Ms. Ayesha Mohammedi
Project Coordinator
Email: ayesham@indescon.org
Phone: +91-40-233-03152

In Germany

For Guest Services (Travel, Visa, Hotel)

Ms. Ketty Pavone
Email: ketty@indescon.org
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For ICT Business Meeting in Karlsruhe

Ms. Nicole Walther
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For sponsorship and marketing

Mr. Ashant Chalasani
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Stammheimer Strasse 10,
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For participation at CeBIT Speed Matching

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For IT Brunch participation

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