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## India welcomes German investment in its food processing sector

By M. A. Winter

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The Indian evening at anuga, organised by FICCI and presented as "Indian Tastes 2007", was the platform for several high ranking speakers to speak about chances and opportunities in the Indian agriculture and in the food processing industry. The Hon'ble Minister of State for Food Processing Industries, Shri Subodh Kant Sahai, was the chief guest of that event.



Vivek Bharati, Advisor for National Policy with industry chamber FICCI, gave a detailed introduction to the Indian economy and its agricultural sector, food processing industry and investment opportunities and regulations. Investment into the food processing sector by foreign companies is freely allowed, he said.

Ms. Meera Shankar, Indian ambassador to Germany, highlighted the market opportunities in India's food sector and said that "German technology should play a role" in further developing the Indian agriculture and food processing sector. "We are looking forward to more investment from German companies", she said among several other important statements of hers.

Then some other distinguished speakers addressed the audience, among them the Lord Mayor of Cologne, Mr. Fritz Schramma, Ms. Ursula Heinen, Parliamentary Secretary of State in the German Ministry of Food, Agriculture and Consumer Protection, Mr. Ajit Kumar, Joint Secretary in the Ministry of Food Processing Industries, Mr. Hemant Malik, Head of Marketing of the Foods Division of ITC Limited, Mr. Axel Wildner from German Agricultural Marketing Agency GMA, and Gertem Schenkler, Director with auditors firm KPMG.

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