



'Make in India' Campaign introduced in Spain

An event was organized by the Embassy of India in Madrid in collaboration with the Spain India Council Foundation on the 25th of September, 2014 to coincide with the launch of the 'Make in India' campaign by the Honourable Prime Minister Mr. Narendra Modi. The event was titled 'Un Nuevo Tiempo en India' (A new era in India). It was held at 1300 hrs local time at the Headquarters of a leading consultancy firm in Madrid called 'INDRA'.

There were around 50 participants in the event representing both the industry sectors and the Spanish government. Introductory remarks were made by Mr. Iñigo Palacio, a Director at INDRA. This was followed by welcome remarks by Mr. Antonio Escámez Torres, Chairman, Spain India Council Foundation. Mr. Alonso Dezcallar de Mazarredo, Secretary General of the Spain India Council Foundation shared the dais with the Ambassador and Mr. Torres.

Ambassador, Shri Vikram Misri, started his presentation by introducing the flagship 'Make in India' campaign through a short film on the 100 days of the new government. This was followed by a detailed presentation on the new initiatives taken by the DIPP to make India a leading manufacturing hub. During the presentation, specific windows of opportunities were highlighted for potential participation of Spanish companies in India's future infrastructure projects. The newly unveiled logo of 'Make in India' was then presented to the audience.

The Ambassador pointed out various new measures that have been brought about in the past few months by the new Government to transform the image of the country from one with red tape to the one which welcomes foreign investors with a red carpet. Responding to one of the questions from the audience, he said that the 'Ease of doing Business' is the focus for the new government and this will play a key role in India's development agenda.

The event was very well received by the invitees and the session concluded with closing remarks by Mr. Torres. A CD was distributed to each of the participants which had a copy of the video, the presentation and 'India in Business', an investment guide to India.

Photos of the event:





