

**B2B Trade Fair (the GR Business Days 2015)organisedon17 -18 June 2015
in Luxembourg**



(Photo: India Stand: Shri Ambi Venkataraman (Hony CGI), Shri Sarvesh Rai (Adviser) and volunteers)

With a view to promote the ongoing “Make in India” campaign in Luxembourg, this Mission participated in the B2B Trade Fair in the Greater Region, GR Business Days, organised on 17- 18 June 2015 at Lux Expo in Luxembourg. The event was focused towards SMEs and innovative start-ups from around the Greater Region. The business platform was aimed towards providing opportunities to participants to interact with their counterparts from the world of business for entering into prospective industrial and commercial partnerships.

The Mission supported by Hony Consul General of India in Luxembourg and his team of volunteers disseminated information on Make in India amongst the participants and visitors through exhibits and presentations. The publicity material received from “Invest India” and several State Governments relating to the “Make in India” campaign and their investment promotion programmes was also distributed and explained. Indian participation evoked considerable interest among participants and visitors.
