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**Sub :** "Make in India Week" in Mumbai, India from 13th to 18th of February 2016.

Dear Chief Executive Officer,

The Embassy of the Republic of India in Reykjavik Presents its compliments to your esteemed Organisation and has the honour to inform that clarion call "**Come make in India**" given by Hon'ble Prime Minister of India, in his last year's Independence Day speech, has transformed into an effective strategy called "**Make in India**" and has become a huge success in creating a buzz globally. To enable and capitalize on the growth opportunities the Government of India is organizing a landmark event "**Make in India Week**".

2. In order to provide greater momentum and thrust to the „**Make in India**“ initiative, Government of India is organizing a landmark event called „**The make India Week**“ in **Mumbai**, also known as the **commercial capital of India** from **Feb 13-Feb 18, 2016**. Honourable Prime Minister of India would inaugurate the event on **13th February 2016**.

3. The Make in India Week would showcase the people, policies and partnerships that are driving India's new manufacturing revolution. Set against the vibrant backdrop of **India's commercial capital – Mumbai**, "this week long calendar" (from 13 to 18 Feb. 2016) would offer unprecedented access, insights and opportunities to connect and collaborate with India and global Industry leaders/ visionaries, academicians, Central and State Administrations. "**Make in India Week**" would have spotlight on the following :

(i) **Make in India Center** : It would be the platform for exhibiting innovative products and manufacturing processes developed in India along with a vision to leverage design, innovation and technology in the backdrop of global manufacturing. The theme of the weeklong event would be innovation, design, advanced manufacturing and sustainability. A number of events have been planned around this theme on the larger canvas of manufacturing. Full details are available on <http://www.makeinindia.com>

(ii) **Asia Business Forum** : It would comprise of a series of seminars, CEO meets, roundtables and networking events on economic challenges, investment opportunities, design and innovation. This event would feature Global visionaries and leaders from the fields of finance, industry and design.

(iii) **Hackathon** : It would be a 24 hour marathon event where coders, engineers and designers collaborate intensively for 24 hours to come up with ideas to solve urban design problems.

Along with the above mentioned many more events such as State Sessions, Design Conferences, Cultural & Fashion Shows and Networking Dinners would be conducted. As already mentioned this "Make in India Week" would be conducted from 13<sup>th</sup> to 18<sup>th</sup> Feb 2016 at Mumbai.

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4. The **“Make in India”** initiative of the Government has made a tremendous impact on the invest climate of the country, as shown by significant growth of overall Foreign Direct Investment (FDI). **FDI inflows** into **India** have grown by 40% as compared to the FDI inflow declining by 16% across the world. This positive trend has been reaffirmed by several recent studies, and their findings are as follows:

- (i) India – **No.1** attractive investment designation globally – **Ernest & Young**.
- (ii) India ranked **No.1** amongst the world’s fastest growing economies – **International Monetary Found (IMF)**.
- (iii) India ranked **No. 1** as Greenfield Foreign Direct Investment designation (January - June 2015) – **Financial Times ,UK**
- (iv) India ranked **No. 1** amongst 100 countries on Growth, Innovation and Leadership Index - **Frost & Sullivan**.
- (v) India Ranked **No. 1** amongst the world’s top most investments destinations from 110 countries polled – **Foreign Policy Magazine**.

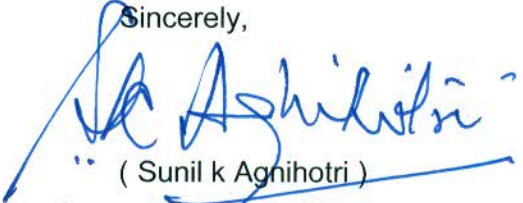
5. An e- brochure highlighting further details mentioning about the event is attached, and its specific contact details can be accessed on visiting the “Make in India” website - [www.makeinindia.com/mumbai-week](http://www.makeinindia.com/mumbai-week) (.)

6. It is in this regard that Embassy solicits your valued participation in the said event, hopes for your assistance and kindly request you to please give information of such other bodies/ organizations who you feel should be invited for the Event. We would be happy to extend invitations on your recommendations.

9. The Embassy of the Republic of India in Reykjavik avails itself of this opportunity to renew to your esteemed organization, the assurance of its highest consideration and request confirmation of your participation in this landmark event.

Warm regards,

Sincerely,



( Sunil k Agnihotri )  
Second Secretary (Com)

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