

REPORTING PROFORMA FOR COMMERCIAL WINGS

(Data Source: Statistics Austria)

Name of the Mission (Country): Embassy of India, Vienna, AUSTRIA.

I. MONTHLY (MARCH 2024) REPORT FOR AUSTRIA
(Data – NOVEMBER 2023)

1 \$ = Rs. 84.00 November 2023

1 € = Rs. 89.05 November 2023

A. Trade in goods

a) Total trade in goods during

1	1		2	0	2	3
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	Export (US\$ million)	Import (US\$ million)	Status (P) Provisional/ (F) Final
Country's trade with India	128.66	102.64	
Country's total global trade	20098.40	18296.71	

b) Preferential trade in goods during

1	1	2	0	2	3
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S.No.	Preferential / Free Trade Agreement with India	Preferential Imports from India (US\$ million)	Preferential Imports from World (US\$ million)
1			
2			

NIL

S.No.	Preferential / Free Trade Agreement with India	Preferential Exports to India (US\$ million)	Preferential Exports to World (US\$ million)
1			
2			

NIL

c) Top 10 items of import from India during

1	1	2	0	2	3
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S.No.	Commodity	Value (US\$ million)	Quantity	Unit of Measurement	% Share in total import of the commodity
1.	84; Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	11.00	624095.00	KG	0.49
2.	85; Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television image and sound recorders and reproducers, and parts and accessories of such articles	10.92	710532.00	KG	0.52
3.	64; Footwear, gaiters and the like; parts of such articles	9.45	255266.00	KG	5.39
4.	87; Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	8.67	486383.00	KG	0.45
5.	61; Articles of apparel and clothing accessories, knitted or crocheted	6.69	212543.00	KG	2.42
6.	62; Articles of apparel and clothing	6.66	107752.00	KG	2.34

	accessories, not knitted or crocheted				
7.	29; Organic chemicals	5.20	320379.00	KG	0.65
8.	42; Articles of leather; saddlery and harness; travel goods, handbags and similar containers; articles of animal gut (other than silkworm gut)	3.94	173766.00	KG	5.14
9.	72; Iron and steel	3.34	1834930.00	KG	0.93
10.	73; Articles of iron or steel	2.97	553823.00	KG	0.57

d) Top 10 items of export to India during

1	1	2	0	2	3
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S.No.	Commodity	Value (US\$ million)	Quantity	Unit
1.	84; Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	28.87	1002563.00	KG
2.	72; Iron and steel	14.87	10471303.00	KG
3.	85; Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television image and sound recorders and reproducers, and parts and accessories of such articles	11.07	165297.00	KG

4.	90; Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical instruments and apparatus; parts and accessories thereof	9.72	45676.00	KG
5.	55; Man-made staple fibres	9.70	4089440.00	KG
6.	39; Plastics and articles thereof	6.33	1032945.00	KG
7.	88; Aircraft, spacecraft, and parts thereof	5.17	3343.00	KG
8.	30; Pharmaceutical products	4.50	41074.00	KG
9.	29; Organic chemicals	4.08	302590.00	KG
10.	38; Miscellaneous chemical products	3.87	4153363.00	KG

e) Potential products of imports from India- **November 2023** (India Export data from DGCIS/ Statistic Austria)

S.No.	Commodity	Rationale (Max.200 words)
1.	04; Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere specified or included	Austria Import from the World- 111.28 million USD. India Export to Austria- Nil during this period.
2.	24; Tobacco and manufactured tobacco substitutes	Austria Import from the World- 35.87 million USD. India Export to Austria- Nil during this period.
3.	26; Ores, slag and ash	Austria Import from the World- 109.65 million USD. India Export to Austria- Nil during this period.

4.	47; Pulp of wood or of other fibrous cellulosic material; recovered (waste and scrap) paper or paperboard	Austria Import from the World- 50.09 million USD. India Export to Austria- Nil during this period.
5.	78; Lead and articles thereof	Austria Import from the World- 8.87 million USD. India Export to Austria- Nil during this period.
6.	80; Tin and articles thereof	Austria Import from the World- 9.20 million USD. India Export to Austria- Nil during this period.

B. QUALITATIVE

1. Market Access Alerts (attach copy of notification):

Austria is a part of EU and follows the EU regulations on external trade. Latest updates on market access, custom tariffs, non- tariff measures, regulations can be assessed on the following links:

- **EU-Tariffs:** <https://madb.europa.eu/madb/euTariffs.htm>
- **Trade Tariffs:** https://ec.europa.eu/taxation_customs/dds2/taric/taric_consultation.jsp?Lang=en
- **India trade portal:** https://www.indiantradeportal.in/alerts_notified_spsbt.jsp
- **The EU has also set up a help desk for exporters willing to export their products into the EU. Answer to specific queries like EU Import duties, product requirement, import procedure, internal taxes etc. can be accessed on the following link:** <https://trade.ec.europa.eu/tradehelp/>

a. Alerts on customs tariff changes: -

S.No.	Notification no. and date	HS code	Description	Original customs tariff	Present customs tariff	Effective from	Remarks if any
1.							
2.							

NIL

b. Alerts on non-tariff measures (SPS/TBT/ import and export procedures/ restrictions/ prohibitions, licensing/ STEs etc.)

S. No	Notification no./ date	Measure	Details (including HS Codes)	Effective from	Remarks if any

1.					
2.					

NIL

- c. Alerts on standards, technical regulations and conformity assessment procedures:

S.No.	Notification no./ date	Standard/ technical regulation/ conformity assessment procedure	HS Codes	Effective from	Remarks if any
1.					
2.					

NIL

- d. Alerts on trade defense measures taken by respective country:
(Safeguards including special safeguard, antidumping, CVD or anti- subsidy)

S.No.	Notification no., date or other references	Type (initiation, final, prov., sunset, consultations, new shipper review)	Details of products/ sectors affected (including HS codes)	Effective from	Remarks if any

NIL

- e. Alert on services, regulatory regime, qualification requirement, licensing procedures, visa regime, barriers etc.

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NIL

2. Feedback

- a. Feedback from major Indian industries/other commercial concerns and Indian trade visitors to Austria.

S.No.	Name of business house	Activity sector	Trade barrier issues if any (incl. HS codes)	General Feedback (Max.200 words)
1.				
2.				

NIL

b. Feedback on major trade activities **including logistic events** (trade fairs/BSM including Indian participation) November 2023

S.No.	Activity (trade fair, BSM etc.)	Date and venue	Number of participants from India	Name(s) of large/ key participants from India	Feedback received (Max.200 words)	Source of funding (MAI, TA/TC)

c. Feedback from local commercial visitors to trade fairs in India, including under BSM; number of Business Visas issued: (November 2023)

S. No	Activity (trade fair)	Date and venue	Number of participants from the relevant country	List of large/ key participants from the relevant country	Number of Business Visas issued (November 2023)	Feedback received (Max.200 words)
					69	

3. Trade and Investment:

a. Significant trends in trade and investment

S.No.	Category	Details of significant trends (Max.200 words)	Analysis (Max. 200 words)
1.	Trade in Goods	<p>In 2019 Austria- India bilateral trade stood at 2.16 billion USD whereas in 2020 it stood at 2.05 billion USD. The decline in trade was due to the outbreak of COVID-19 Pandemic.</p> <p>However, in 2021 the bilateral trade between India and Austria increased to 2.47 billion USD with an increase of 20.48% from the previous year.</p> <p>In 2022, bilateral trade between India & Austria was 2.84 billion USD with an increase of around 15 % from 2021.</p>	
2.	Trade in Services		

		<i>Sources: Statistic Austria</i>
3.	Investment	<p>The Foreign Direct Investment (FDI) from Austria to India decreased in the year 2022. According to the provisional data available for 2022 on the Austrian National Bank portal, Austria's investments to India was 782 million Euro. According to the revised data on the Austrian National Bank, in 2021 the Austrian direct investment in India was 866 million Euro.</p> <p>Comparing to 2022, there has been a decrease of -9.69 % in FDI from Austria to India for the year 2022.</p> <p>According to the provisional data for 2022 available on the Austrian National Bank website, the inward FDI from India to Austria has increased. India's investment in Austria was 1112 million Euro in 2022. According to the revised data for 2021, FDI from India to Austria stood at 1031 million Euro.</p> <p>Comparing to 2021, there has been an increase of 7.85 % in FDI from India to Austria for the year 2022.</p> <p><i>Source: Austrian National Bank (2021- revised data, 2022- provisional data as on May 2023)</i></p>

b. Opportunities for investments/ assets on offer/major company divestment:

1.

S.No.	Sector Name (List attached)	Particulars of the asset /company	Contact details
1.	Automotive Industry	More information about the Automotive sector can be found on the following link: https://investinaustria.at/en/sectors/automotive-industry/	
2.	Chemical Industry	More information about the Chemical sector can be found on the following link: https://investinaustria.at/en/sectors/chemical-industry/	
3.	Data Center	More information about the Data Center can be found on the following link: https://investinaustria.at/en/sectors/data-center/	

4.	Electronics	More information about the Electronics sector can be found on the following link: https://investinaustria.at/en/sectors/electronics/
5.	Environmental Technologies	More information about the Environmental Technologies sector can be found on the following link: https://investinaustria.at/en/sectors/environmental-technologies/
6.	Digitalization	More information about the Digitalization sector can be found on the following link: https://investinaustria.at/en/sectors/digitalization/
7.	Information and Communication Technology	More information about the Information and Communication Technology sector can be found on the following link: https://investinaustria.at/en/sectors/information-technology/
8.	Life Sciences	More information about the Life Sciences sector can be found on the following link: https://investinaustria.at/en/sectors/life-sciences/
9.	Logistics	More information about the logistics sector can be found on the following link: https://investinaustria.at/en/sectors/logistics/
10.	Mechanical Engineering	More information about the Mechanical Engineering sector can be found on the following link: https://investinaustria.at/en/sectors/mechanical-engineering/
11.	Tourism	More information about the Tourism sector can be found on the following link: https://investinaustria.at/en/sectors/tourism/

2. Furthermore, Advantage Austria, an initiative from the Federal Chamber of Commerce - Austria, maintains a list of current business opportunities that are either 'offered' or 'wanted' online at:

<https://www.advantageaustria.org/in/Startseite.en.html>

3. For Business opportunities in Austria please visit <https://ted.europa.eu/TED/browse/browseByBO.do>

- c. Information on tender Notices for projects and procurements of interest to Indian project exporters/ suppliers (USD15 million & above)

S.No.	Tender/ procurement notice No and date	Sector	Value of tender/ procurement
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1.	In Austria, all public tenders are listed on the official website	http://www.bbg.gv.at/lieferanten/ausschreibungen/alle/ (The site is in German only) & https://www.usp.gv.at/en/foerderung-ausschreibungen/vergabeverfahren/ausschreibungsdatenbanken-und-publikationsmedien.html
2.	Tender notices for opportunities in the public sector in Austria can be also accessed	http://ted.europa.eu/TED/browse/browseByBO.do (Please visit the website and select country-Austria, then select - Business opportunities-Design contest or Contract notice to see tender notices for public works in Austria)

- d. Trade Queries for Imports/ Exports (if not uploaded on the Indian trade portal)

INDIAN ENQUIRIES (November 2023)

S. No	Enquiry originator	Product with HS Codes	Nature (Import /Expor)	Value (US\$ million)	Action Taken (Max.200 words)
1.	ANNEXURE-II				Embassy has devised a detailed Performa for responding to trade inquiries. The detailed response is appreciated by most companies.

- 4. Important India related statements of commercial significance by political leaders, think tanks, chambers, associations etc. / Significant stories/features on India related trade, investment, services and logistic sector, published in foreign journals/dailies, etc. (March 2024)**

1. “You need perseverance to gain a foothold here”

<https://www.kleinezeitung.at/wirtschaft/18275587/man-braucht-einen-langen-atem-um-hier-fuss-zu-fassen>

It is these dimensions, which are difficult to imagine, that are putting India in the focus of the global economy. To reflect economic growth, India would have to create one million jobs per month. The share of medium-sized businesses has risen from 14 to 31 percent in recent years; by the end of the decade it will be 50 percent. With

a total population of over 1.4 billion people, these are crazy levers for establishing business models.

36 expressways are currently being built between the largest cities to speed up the movement of goods. By 2029, India wants to become the number one manufacturer of goods and parts of all kinds. Even though China is still referred to today as the world's workbench and India as the service center due to its IT and software skills, the world's largest democracy is consciously placing itself in this competitive position. A simple factory worker from India is now cheaper for companies than a Chinese worker. 200 euros in monthly earnings and ten percent of additional wage costs are on the bill of international companies. Nissan and Toyota have chosen India as the central production base for their small vehicles. Ford, Fiat, Suzuki and General Motors see India as a hub for their small engines.

Why India and Europe cooperate

The ideal time for India's new self-confidence lies in a difficult geopolitical environment. Europe appears unsettled by China's claims to power and politics. India, in turn, is involved in several skirmishes with China, along the shared border as well as in Indian areas of influence. India does not need Europe urgently, it grew too much on its own, at a time when Europe put everything on China because India, with its dozens of forms, appeared too fragmented. But the common mystery of China, the Indian economy's addiction to growth, and the highly specialized European companies are a denominator that could become increasingly important.

High-profile delegation

That's why a Styrian business delegation traveled to India, led by Chamber of Commerce Vice President Herbert Ritter. Among others: Markus Tomaschitz (AVL), Manfred Brandner (eee Group), Gernot Pagger (IV), Jost Bernasch (Virtual Vehicle Research), Bernhard Puttinger (Green Tech Valley Cluster), Michael Noest (Iesta), Christoph Ludwig (SFG), Helmut Wiedenhofer (Joanneum Research), Florian Kanzler (Process Engineering KVT), Oliver Werinos (Teubl), Arno Teuschler (Teuschler Holz), Bernd Meister (Uni Credit Bank Austria), Gerhard Elser (Transition IT), Martin Payer and Holger Friehmelt (FH Joanneum), Dominik Velikonja (Vegu), Günther Lackner (Terma Technologies), Udo Traussnigg (Campus 02), Michael Liebming (AC Styria), Sonja Rauch-Hoepffner (FFG), Andreas Gaggl (WKO), Gerald Matzer (DAM). As well as the Styrian Internationalization Center with Karl Hartleb at the helm and Daniala Guss and program manager Christina Ulrich at the side.

The strategies

The core question that everyone is asking: How can you gain a foothold here in India? Florian Kanzler, Managing Partner at Kanzler Process Engineering, has already taken this path. "We started our work here in India in 2014," he says. But it was a tough road before doing business with Indian companies in 2020, in highly

specialized areas. Before that there were: reference visits, showing systems, building relationships.

Business in India is extremely diverse with its many regional differences. The personal relationship, the trust, almost a family bond, these are the triggers of a business relationship. It's not about being friends, but about a familial nature of the relationship - and trust. Today Kanzler works on highly specialized projects and processes.

The great opportunities

This also shows a direction where the Styrians could be successful, as Bernhard Puttinger (Green Tech Cluster) also knows. Important topics are recycling and how to produce in a climate-friendly way. Because India is also sliding inexorably deeper into an environmental problem. In cities like Delhi, life expectancy is even falling. The CO 2 balance is also becoming increasingly important for exports.

Even in difficult areas, the Styrians see opportunities, as a visit to the car supplier Sansera shows, which supplies BMW as well as KTM and operates internationally. Dominik Velikonja (Vegu) says: "It's impressive how far the technology has advanced here." Nevertheless, he sees points of connection. "For example, you need special small parts that we produce. This could be an opportunity."

You need a long breath

The full strength of India is also reflected in its giants, who sometimes waver. Like Tata, a company whose portfolio ranges from the car industry (Landrover, Jaguar, Magna also builds platforms) to software and telecommunications. IV managing director Gernot Pagger says: "You need perseverance to gain a foothold here. But the opportunities are simply huge." In-depth trips for Styrian delegations are already planned in some areas.

It is important to make contacts or to set accents through development aid projects. Or, as the AVL showed early on, to position itself in India. WKO Vice President Herbert Ritter concluded: "We can help shape the Indian transformation here, you can feel the spirit of optimism."

2. India as a beacon of hope: What the Styrians are planning here.

<https://www.kleinezeitung.at/wirtschaft/18251167/indien-als-hoffnungstraeger-was-die-steirer-hier-planen>

It is a 40-person delegation that set off for India at the weekend. With Chamber of Commerce deputy head Herbert Ritter at the helm (State Councilor Barbara

Eibinger-Miedl was ill), the top-class business delegation is supposed to explore opportunities and strategies for the Indian economic area.

For good reason: India is seen internationally as a beacon of hope. “Growth rates of over six percent are expected for the Indian subcontinent in the coming years, which stands out given the current economic situation,” explains Karl Hartleb from ICS. He sees particular opportunities for increasing exports and also mentions India as an alternative to China. Areas? Mobility, plant engineering, automation as well as IT, digitalization and space travel. In this area, India is being developed as a leading global production location.

Even though Styrian companies are already active in India (such as Agrana, ams-Osram, Andritz/Hydro, Anton-Paar, AT&S, AVL, Efkon/Strabag, Magna Steyr, Münzer Bioindustrie, Voestalpine Railtechnology, XAL), there is still a lot of room for improvement above, due to the size of the market and growth rates. Infrastructure, environmental technology, energy, medical technology/pharmaceuticals and digitalization are other keywords. Styrian companies have a lot of know-how and technology, particularly when it comes to shaping the green transformation, which is of interest to Indian customers and partners.

Although there has been considerable growth in Austria's exports to India (2021: +23 percent; 2022: +15 percent), the share of total trade remains low: just over 0.5 percent of Austrian exports (share of Styrian exports only 0.18 percent) are counted. So far, they are only in 27th place among Austrian exports. A total of 150 Austrian branches operates in India.

Green transformation

IV Managing Director Gernot Pagger describes his point of view as follows: “The European Union has been negotiating a free trade agreement with India since June 2022. We see this as a potential lever to intensify economic relations with India and to enable a win-win situation in areas such as decarbonization and digitalization. India offers the EU access to its large and growing market, the EU supports the growth of the Indian economy with investment, technology and market access. And can also accompany India in its green transformation.”

AVL and hydrogen

Bernhard Puttinger from the Greentech Cluster sees Styrian opportunities in the environmental sector and in green transformation around new industrial production plants or renewable energies as well as circular economy and process engineering or water management. Over ten percent growth in the production of renewable energies is predicted in India, and Styria can also make its contribution in this area. The Indian hydrogen initiative is “exciting,” as Puttinger puts it. AVL List, which has long been a major international player in this market, is in a good position here.

Manfred Brandner from the eee Group explains that it is primarily about future prospects. India is one of the digitalization world powers, companies like Daimler are relocating their IT to India, many Indian companies are on a shopping spree, including here in Austria. An asset: One would have more trust than in the implementation of Chinese projects.

More than 200 million euros a year

State Councilor Eibinger-Miedl concludes the topic as follows: “Export successes of our companies are crucial for the positive economic development of Styria, as every second domestic job depends on exports. In addition to our existing trading partners, we also have to develop new markets with corresponding potential. India is an interesting but challenging market. That's why it's important to build up an appropriate local network. I am therefore confident that we can also explore concrete business opportunities. Our overall goal is to significantly increase the Styrian export volume to India, which recently amounted to around 200 million euros per year.

5. Details of trade research, information dissemination activity of the commercial wing (November 2023)

S.No.	Nature of activity (trade research, information dissemination, seminars etc.) (Max.200 words)	Details of Seminar/ conference (date/ venue, no of participants) or research (Max.200 words)	Details of trade research (title of the report, executive summary, date of publication) (Max.200 words)
1.	Monthly Newsletter November 2023		<ul style="list-style-type: none"> • Chemical Industry of India • Launch of India-Austria 75 years of diplomatic relationship. • Bhashini • India Perspectives Magazine • State Economic Profile- Himachal Pradesh • Tourism – Madhya Pradesh • Wild life sites of India • Destination India- A booklet by the

			Embassy of India, Vienna <ul style="list-style-type: none"> India Industrial Land Bank Cement Delegation of India to Austria
2.	Bharat Tex 2024	Austrian and Montenegrin Chambers, Website and in our Monthly newsletter.	
3.	Vibrant Gujarat 2024		
4.	Plex connect 2024		

6. Details of activities conducted out of Trade promotion budget: (FY 2023-24)

S.No.	BE for current financial year	RE for current financial year	Amount Utilized (INR)	Details of Activities
1.	Rs. 4,00,000.00	Rs. 4,06,000.00	Rs. 1,43,102.00	Renewal of the Annual Subscription 2023 for Trade data received from the Statistic Austria.
2.	Rs. 4,00,000.00	Rs. 4,06,000.00	Rs. 2,60,398.00	Renewal of the Annual subscription 2024 for the Aurelia Database.

7. Action taken on the previous JWG, Joint Commissions, Sub-Commissions etc. (issues that Mission had to follow up with host government):

S.No.	Detail of JWG/JEC with date and venue	Action Point (Max. 200 word)	Action Taken (Max. 200 words)
1	16 th Session of the India-Austria Joint Economic Commission took place on 12-13 June 2023 in Vienna, Austria.		India and Austria concluded their 16th Joint Economic Commission (JEC) meeting in Vienna on 12-13 June 2023. The Indian delegation led by Mr Anant Swarup, Joint Secretary in Department of Commerce, India and Mr Florian Frausher, Director General in the Federal Ministry of Labour and Economy, Austria co-chaired the meeting.

			<p>The two co-Chairs comprehensively reviewed the bilateral economic relationship and expressed satisfaction with the growth in bilateral trade and investment. They acknowledged need to further intensify cooperation in sectors like infrastructure, energy, skill development, Industry 4.0, tourism etc.</p> <p>The Meeting was followed by a roundtable business forum organized to facilitate B2B interactions for the accompanying business delegation. @investindia presented various incentives and opportunities for businesses in India.</p> <p>The Indian delegation also visited the Austrian Institute of Technology campus to learn about its institutional structure and the ongoing research and developments programs there.</p>
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8. Complaints from foreign buyer/supplier on quality and trade dispute: (November 2023)

Name of Foreign buyer/supplier	Address & contact details of foreign buyer/supplier	Name & address of Indian exporter/importer	Brief description of complaint	The authority to whom the matter was referred and the date on which the matter was referred.

NIL

9. Complaints of Indian exporter/importer: (November 2023)

Name of Foreign buyer/supplier	Address & contact details of foreign	Name & address of Indian	Brief description of complaint	The authority to whom the matter was referred and the date

	buyer/supplier	exporter/importer		on which the matter was referred.

NIL

10. Any other issue of importance (November 2023)

Distribution of the new Destination India Booklet 2023.	November 2023	The EoI used the Austrian postal services and sent the latest Destination India Booklet to Austrian Travel agencies, Austrian libraries and to the Austrian Travel Association. In total 246 companies/agencies were sent the booklets.
Indian Cement Delegation visit to Austria.	21 st November 2023	Delegates from the Global Cement and Concrete Association (GCCA), NITI Aayog, Advantage Austria India, TIFAC & Bureau of Energy Efficiency and 20 leading Indian cement companies participated in a networking and knowledge sharing session hosted by the Embassy of India, Vienna. The objective of the visit was to see the best practices and policy interventions in increasing the alternative fuel utilisation at Cement plants for reducing carbon emissions.
Session of IDEASPHERE on the topic –Future of Cities URBANISM & INNOVATION in the DIGITAL ERA.	16 th November 2023	<p>The 3rd session of IDEASPHERE on the topic- 'Future of Cities URBANISM & INNOVATION in the DIGITAL ERA' took place on 16th November 2023.</p> <p>Mr. Ian Banerjee, Lecturer and Researcher at Technical University, Vienna delivered a presentation about the future of cities and how they are undergoing a transformative shift around the globe as we navigate the convergence of urbanism and innovation in the digital era. This paradigm shift is shaping the way we design, plan, and experience urban environments. How also mentioned about how aspects like Smart Infrastructure, Digital Connectivity, Urban Mobility & Cultural and Social Innovation are</p>

		<p>influencing the future of cities in the era of urban innovation.</p> <p>Along with other attendees we also had participation from the Austrian Diplomatic academy. A discussion was also held and was moderated by Mr. Gaurav Gandhi, TCS.</p> <p>Th event ended with a Q & A session.</p>
Facilitating interaction between Austrian company Bloon Partners and NPCI	7 th November 2023	<p>The mission facilitated interaction between Mr. Suraj Nathwani from Bloon partners with Ms. Prachi Kumar, NPCI International Payments.</p> <p>The Austrian company is analysing various payment systems with a view to determine a possible solution for countries where current payment systems fail to deliver. In this regard, they requested for more information on India's UPI, what they are considering as one of the options.</p> <p>A Virtual interaction was scheduled b/w NPCI International and CEO of Bloon Partners, Austria.</p>
Facilitating interaction between Technology Information Forecasting and Assessment Council and Austrian Institute of Technology	November 2023	<p>The mission facilitated interaction between Dr. Stefan Kahl/ Dr. Ankersmit from APOSCIENCE and Dr. Pradeep Srivastava from School of Biochemical Engineering IIT BHU. The agenda of the meeting was for Aposcience, who are looking for a partner in India for introducing their medicine of the wound healing foot ulcers and diabetes.</p>
Mission released a tourism booklet- Destination India	November 2023	<p>The Mission has released a booklet on India tourism in an effort to promote India as a destination for Austrian tourists.</p> <p>The booklet, titled "Destination India" provides information on India's history and culture, its diverse landscapes, its vibrant festivals and celebrations, its famous tourist destinations, its Ayurvedic and wellness tourism offerings, and its adventure tourism opportunities.</p>

		<p>The booklet would be distributed to Austrian travel agents and tour operators, Austrian universities to promote India as a tourism destination for the Austrian people as well as the young generation. An e-version has also been created with URLs of the state and UTs tourism websites and has been uploaded on the Embassy's website and also promoted through various social media channels.</p> <p>The layout and design for the booklet are created by Ms. Preeti Kathuria. Mr. Kathuria was presented with a certificate of appreciation by Ambassador Shri Jaideep Mazumdar.</p>
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