

Indo-German Gateway to help 20 MSMEs, startups enter EU markets

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Lucknow: Uttar Pradesh is preparing to launch a structured Indo-German Gateway programme aimed at helping 12 to 20 export-ready MSMEs and startups build a foothold in Germany and broader European markets, as the state looks to convert its growing engagement with German institutions into measurable business outcomes.

An official spokesperson said the initiative advances a memorandum of understanding signed between Invest UP and the German Indian Business Alliance (GIBA) in Frankfurt in Feb.

The plan was discussed in detail during a visit by a high-level German delegation to Lucknow on Wednesday, with officials outlining a pipeline-based approach to exports, technology tie-ups and market access support.

"The effort aims to boost exports, forge technology partnerships, strengthen supply-chain integration and turn intent into investment," the spokesperson said, adding that the programme is designed to move beyond exchanges of intent towards deals, contracts and sustained market presence.



Deputy CM Keshav Prasad Maurya welcomes German delegation

The visiting delegation included Raunheim mayor David Rendel, Stephan Wittekind, CEO of Innovation Hub RheinMain, and GIBA CEO Nirmal Raman Kannaiyan along with its Chairman Selvakumar Periasamy. Innovation Hub RheinMain is proposed as the German "landing platform" for the initiative, offering an entry point for selected firms, while GIBA will coordinate industry linkages and Invest UP will provide govt facilitation.

Under the proposed Indo-German GIFT programme, participating enterprises will undergo a 12-month engagement spanning business assessment, pre-entry preparation, German market validation, market establishment and post-entry support. Selection will be based on export readiness, European market potential, financial capacity, management commitment

and regulatory preparedness.

Principal secretary (MSME and export promotion) Shashi Lal Bhushan said the partnership must deliver tangible commercial outcomes. "This MoU must now translate into practical business outcomes. Our focus is to prepare capable MSMEs and startups for international markets and build long-term commercial partnerships," he said.

Officials also proposed setting up an Indo-German MSME and Export Facilitation Desk to guide firms on investment channels, technology collaboration and market opportunities. Joint workshops are planned to familiarise enterprises with EU trade rules, import standards, export documentation and sustainability requirements that increasingly shape procurement decisions in Europe. The partnership will also explore modernising the Ghaziabad Common Facility Centre.

During meetings with deputy CM Keshav Maurya and ministers handling IT and electronics and MSME, the delegation discussed opportunities in manufacturing, electronics, medical devices, pharmaceuticals, aviation and emerging technologies.