

# "Germans respect Indians for their risk-taking ability and hard work"

**Sunil Goyal**, founder, managing director, Ladderup Group discusses certain aspects of the German market and the advantages of investing in India

**Could you tell us about your company and the nature of your business?**

Ladderup is a boutique Investment Banking firm registered with SEBI as a Merchant Banker. Cross-border M&A, Private Equity, Debt Syndication, Capital Markets, Business Advisory and Wealth Management are our core specialisation areas in the financial services space. We are also networked with investment bankers across the globe to facilitate cross-border transactions.

**What are your views on Indian companies investing in Germany and vice versa?**

Germany traditionally has been a source of technology for Indian companies and therefore, the bilateral trade between India and Germany is around USD 20 Billion which is highest with any European country. Indian entrepreneurs have a very high respect for the German enterprises mainly due to their technological innovations and systematic approach. Similarly, Germans respect Indians for their entrepreneurship, risk-taking ability and hard work. When the strength of both sides are combined, it helps in yielding higher dividend of the efforts and that has helped bilateral trade between the two nations grow. With the recession in Europe, many Indian companies have their eyes on technology businesses, especially engineering /capital goods with the objective to shift the back-end to the low-cost manu-



**SUNIL GOYAL**

facturing in India and capitalising in the German technology/brand. German companies also find India as a sourcing/manufacturing hub and are inclined to acquisition/joint ventures with Indian companies to tap the vast and growing Indian market and also to source their other markets.

**What support do you think the government/investment bodies can provide to stimulate bilateral trade between India and Germany?**

Though the banking system is quite developed in India, funding for cross-border acquisition is virtually non-existent. The Indian government should facilitate acquisition funding facilities through the commercial banking system which will help accelerate the pace of bilateral trade between the two old trusted partners – India and Germany.