



How Can German InvestorsCompanies Improve Their Business Appearance in the Indian Renewable Energy Market?

By Claudia Endter

Grin Verlag. Paperback. Condition: New. 28 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Project Report from the year 2011 in the subject Business economics - Miscellaneous, grade: 1. 3, Euro-Business-College Berlin, course: Business English VI, language: English, abstract: The economic rise of Asia in the last 10 years will effect a new world political situation and a future transfer of power of the supremacy of the West to the Asian giants India and China. India has blossomed in the last ten years to a major world power and is one of the sovereign players in the international marathon of economic power today. The gross domestic products (GDP) of India and China have grown twice as fast as the GDP of the USA. Basically, a thesis can be established that the Indian energy market has indeed a strong, untapped potential, which is simply poorly marketed. Further, it can be mentioned that it is the renewable energy sector which has the greatest potential and should be of interest especially for German investors. But how did Germany position itself with its Made in Germany image as a supplier of high-performance operating expertise in the Indian market This case study deals with the question of...



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