

15 August 2012

Mr. Anil M. Naik opens a grandiose Indian cultural project in Denmark



Mr. A. M. Naik



Copenhagen City Hall

Mr. Anil M. Naik is guest of honour at an opening reception at the Copenhagen City Hall on 16 August hosted by the Danish Cultural Institute and the Municipality of Copenhagen.

“India Today Copenhagen Tomorrow is a very, very important step towards achieving the goal of building commercial and cultural relations between Denmark and India – people to people, country to country – and to exploit its full potential, what both nations want. The event will be an important milestone towards achieving this,” says Mr. Naik.

LARGEST INDIAN EVENT IN DENMARK EVER

This week India presents a large and spectacular project in Denmark called ‘India Today Copenhagen Tomorrow’ with a wide range of events with modern Indian art, music and dance, film, fashion, literature, media, education, science and business.

The grandiose event has a total budget of over 22 million US dollars and is initiated by the Holck-Larsen Foundation, the foundation of one of the founders of the respected and admired Indian company Larsen & Toubro.

Mr. Anil M. Naik, Executive Chairman of Larsen & Toubro, is Honorary Chair of ‘India Today Copenhagen Tomorrow’. An opening reception of the project will take place with Mr. Naik as guest of honour at the prestigious **Copenhagen City Hall on 16 August at 4:00 to 5:30 pm.**

“I am very committed to this project, and my company is very committed to it. Our company’s existence has a legacy of Denmark,” says Mr. Naik.

COMPETITION FOR STUDENTS

Mr. Naik is Honorary Consul of Denmark and Honorary Patron of the student competition ‘Co-creating sustainable solutions for the future’ taking place as part of ‘India Today Copenhagen Tomorrow’. The competition and the on-line Danish-Indian communication platform for young people www.indiadenmark.in, is launched by Mr. Naik, when he will deliver his speech at the Copenhagen City Hall.

The competition targets Indian and Danish students and is initiated through a cooperation between Larsen & Toubro, the Danish Cultural Institute and other Indian and Danish companies and

educational institutions. The competition as well as the online community 'Co-create Now' are part of the 'India Today Copenhagen Tomorrow' main programme.

INNOVATION FOR SUSTAINABILITY

According to Mr. Naik sustainability should be part of any business policy and can be achieved through honesty and credibility – values that throughout the 20th century are deeply rooted in the company Larsen & Toubro through its Danish co-founder, Henning Holck-Larsen, who after his death is still celebrated and remembered.

The competition aims to generate innovative ideas to strengthen Indian-Danish cooperation in the areas of business & technology, design & urban development and arts & culture for sustainable and inclusive development in both India and Denmark. Innovative ideas for green and inclusive growth are crucial today since challenges such as climate changes and financial crisis in Europe and in the U.S., as well as a growing Indian and global middle class requires new solutions from all communities.

Competition proposals from Indian and Danish student are to be submitted between 15 September and 15 November 2012. Find more on www.indiadenmark.in/competition

CO-CREATE NOW

The Danish Cultural Institute has developed the online community 'Co-create Now' where Indians and Danes can benefit from each other's ideas and inspirations. The idea is to create an online "conversation" between the two people, who have a genuine interest in co-creating and exploring new sources of impression, expression and experience. On www.indiadenmark.in and a number of social media such as Facebook, Youtube and Twitter news, video interviews and articles about India and Denmark will be exchanged.

ABOUT THE DANISH CULTURAL INSTITUTE

The Danish Cultural Institute is a private institution that receives an annual grant through the Danish Ministry of Culture. The Danish Cultural Institute is headed by Secretary General Finn Andersen. More about the Institute can be found at www.dankultur.dk

HIGH DEFINITION PRESS PHOTOS FOR DOWNLOAD

www.indiadenmark.in/press/download

High quality video footage for tv broadcast is available on request

FOR MORE INFORMATION AND INTERVIEWS

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