



## Nagarro, an award winning high-end software developer, headquartered in San Jose, CA finds abundant business opportunities in Hessen

### Nagarro Finds Abundant Business Opportunities In Hessen: Leading Software Developer Shares Its Key to Success in Europe

NEW YORK, NY, July 2, 2011 – On June 1st, Vishal Gauri, President of the award-winning software development company, Nagarro Inc., spoke to an audience of Bay Area executives who are interested in doing business in Hessen. Mr. Gauri shared his company's success in Europe at an event sponsored by the State of Hessen and its FrankfurtRhineMain region in cooperation with the German Consulate and the German American Business Association.



Citing the many reasons for choosing Hessen, Mr. Gauri emphasized “connectivity” as one of the most important. He explained that Frankfurt’s transportation hub, including its international airport, provides an ease of travel to and from the rest of Europe, adding that Frankfurt’s international airport also provides quality conference facilities for meetings and presentations. “The talent and experience from successfully establishing an office in Frankfurt was the key for its growth in Europe – they established a new subsidiary in Sweden in 2009, and a UK office more recently, plus acquired new customers in Denmark, Norway, and Spain”, Gauri said.

Nagarro has not always enjoyed its current level of success in Europe, however. Although established in Frankfurt in 2007, Gauri explained that his company originally expanded to Germany in 2004 in the neighboring state of Freiburg. He reflected “Freiburg was not the best location for business since our objective was and is to expand to other parts of the EU. We required maximum connectivity and Frankfurt truly is the ‘Gateway to Central Europe’”. He concluded, “The region offers excellent infrastructure and facilities – at a reasonable price. Frankfurt’s large banks, airlines, its 85 global software development and other businesses give us access to world talent.”

“I am convinced that Hessen is a highly competitive business location and the state has traditionally had a most welcoming business climate for North American investors,” comments Kristina L. Garcia, Managing Director of Hessen’s U.S. Office for Economic Development. “I believe that underlining Hessen’s virtues and advantages for technology companies is best accomplished by hearing from someone as qualified as Vishal Gauri. By hearing from Nagarro, potential investors can gain insight on the best practices in choosing a business location and establishing a subsidiary in Germany, and ultimately see that Hessen a place where international businesses thrive”.

Nagarro specializes in high-quality business-critical software and IT projects for major corporations. Our customers include global leaders in the pharmaceuticals, manufacturing, automation, airlines, telecom, finance and retail industries, such as Pfizer, UBS, Mitsubishi, SAP and Lufthansa. Nagarro was ranked as one of the best 20 “Rising Star” outsourcing firms serving the U.S. and Western Europe by the International Association of Outsourcing Professionals® (IAOP®) 2011 Global Outsourcing 100® List. Founded in 1996, Nagarro is headquartered in the US with subsidiaries in India, Germany, Sweden and Mexico, and sales offices in the UK and Denmark. [www.nagarro.com](http://www.nagarro.com)

Hessen has attracted about 1,200 U.S. companies. 10,000 IT companies in the region employ 94,000 people in companies such as Software AG, Computer Associates, Awaya, Cisco Systems, Google, Dell, Deutsche Telekom and Motorola. Also, Information Technology is the 2nd most popular degree in Hessen. [www.invest-in-hessen.com](http://www.invest-in-hessen.com)