

# *Austria in Mumbai...*

*A journey of 35 Years*

JASUBHAI GROUP

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Web: [www.jasubhai.com](http://www.jasubhai.com)







HONORARY CONSULATE  
GENERAL OF AUSTRIA  
MUMBAI

“

*I am overwhelmed by this! It looks like Vienna to me. I am not only the Austrian Ambassador but also the child of the city of Vienna.*

”

- H.E. Mr. Bernhard Wrabetz, Ambassador of Austria






# Austrian Connection...

Mr. Shah first became Consul in the year 1980

Mr. Shah was honoured with the Grand Medal of Honour for Service to the Austrian Republic






H.E. Mr. Viktor Klima, Finance Minister of Austria



1<sup>st</sup> Viennese Ball at the Ballroom, Taj Mahal Hotel, Mumbai



Austrian Cross of Honour for contribution in Science & Arts in 2002





Vienna Boys Choir



Visit of the Austrian President, Dr. Heinz Fischer



Inauguration of the Music Appreciation & Training Centre at NCPA




Vienna Chamber Orchestra conducted by Joji Hattori at the NCPA



Austrian Cultural Week 24<sup>th</sup> October to 2<sup>nd</sup> November 2014



Concert at NCPA 28<sup>th</sup> October 2014



Viennese Ball 30<sup>th</sup> October 2014



1980

1984

1993

1996

2000

2001

2002

2004

2005

2007

2009

2014


He later became Consul General in the year 1984



Maulik appointed Vice Consul




Mr. Jasu Shah celebrates 25 years of being Consul General



Dinner hosted by Mr. Jasu Shah at the Chambers

Dinner & Austrian fashion show




Celebratory concert – Joji Hattori at Taj Ball Room



Viennese Ball at Grand Hyatt




The Chamber Youth Orchestra, Salzburg conducted by Markus Obereder



Concert in Ahmedabad on 31<sup>st</sup> October 2014





(R-L) Hon. Consul-General, Mr. Jasu Shah  
H.E. Austrian President, Dr. Heinz Fischer, H.E. Mrs. Fischer,  
Hon. Vice-Consul, Mr. Maulik Jasubhai



# Austrian Cultural Week - 2014

## Programme at a glance

The programme and events were designed to present Austria to the citizens of Mumbai and to showcase its arts & culture, potential for tourism, business opportunities, culinary specialities, movies, music & dance, with an aim to elevate the awareness of Austria in Mumbai.

The programmes aimed to involve the participation of Austrians and Indians jointly in the presentation of the various events. The basic objective was to bring Austria to the city as a participative process by which the essence of Austria in the various areas mentioned was absorbed by the citizens of the city by way of a 'people to people' interaction; for example, the dances were Viennese, the dancers Mumbaikars, the menu Austrian, the chef Indian, the talented musicians from Salzburg, the appreciative audiences from Mumbai and Ahmedabad.

### Event Highlights:

Viennese Ball  
Dance classes  
Western classical concerts  
Press and media conference  
Food Festival  
Film Festival









# Viennese Ball - 2014

Thursday 30<sup>th</sup> October 2014

Venue: The Trident, Regal Room, Mumbai

Welcome address by the Honorary Vice-Consul of Austria, Mr. Maulik Jasubhai

Response by H.E. the Ambassador of Austria to India, Mr. Bernhard Wrabetz

Address by the Hon'able Prof. Dr. Elisabeth Vitouch, member of the Vienna State Parliament.

## Commencement of the Ball

- a) Faecher Polonaise
- b) Fledermaus Quadrille
- c) Emperor Waltz "Kaiserwalzer"

Alles Walzer – The floor was open to all for dancing

## Entertainment performances:

Operatic arias by soprano Joanne D'Mello

Guajira (wahira), a Cuban fan dance by Behnaz Khusrokhan Bhandare

Tango performance by Shannon Benjamin and Jesmy D'Cruz

Ballet performance by Khushcheher Dallas and Shivani Mistry

Flamenco Fling – a fusion dance connecting cultures through dance

Viennese Waltz, by Selma Kriegner and Shannon Benjamin

Midnight Quadrille: Dance Master of Ceremonies – Mrs. Selma Kriegner





# Speech

**By Mr. Maulik Jasubhai**

*Honorary Vice-Consul of Austria*

It was an evening to remember, welcoming His Excellency Mr Bernhard Wrabetz, his lovely wife Johanna, Dr Professor Elizabeth Vitouch and Mr. Peter Vitouch, friends, well-wishers and dear old colleagues to the Viennese Ball. It was truly wonderful having them all there at this festive night in the Viennese tradition.

There were so many reasons for celebrating. The first one of course was in the honour of my father, Mr Jasu Shah, who has been associated with Austria for more than three and a half decades, since 1980, as the Honorary Consul-General of Austria in Mumbai. And it has been a wonderful, wonderful journey for him and us as a family when we have been almost literally growing up with Austria around us in Mumbai. The second reason to celebrate is that CHEMTECH Foundation, again, started by my father, has reached the milestone of completing 40 years in 2015. Starting from 1975, it has been an incredible journey with some of the most iconic and amazing business leaders who CHEMTECH has been able to bring together to play a small role in bringing technologies, innovative ideas for the chemical process industry and core industries for India's future and India's growth. We are delighted to share this vision and dedication with so many of our Chemtech patrons and friends as we enter the fifth decade of Chemtech in India.

Jasubhai Group, as a family, as a business entity, will complete 50 years of operations. Mr Jasu Shah started the Jasubhai group in 1966, so next year we enter the sixth decade of the Jasubhai Group. It has been an incredible journey! All of you may have heard of product cycles, and we are on the fourth life cycle. From the early days of 60s and 70s of Chemical Engineering World and Chemtech, then in the 80s and 90s - our joint ventures with Fisher-Rosemount and Emerson Process Management, in 2000, the new IT media and technology media with brands like ZD Net, CHIP and Digit, and today the ecolution of Jasubhai Engineering into an international enterprise, expanding in the Middle East and European markets.

This journey would never have been possible, were it not for the wonderful good wishes and enormous support, enormous love and enormous goodwill that we have from our well-wishers, our friends and from partners. So this is a small 'thank you' to all for enabling us to traverse these 50 years and to look beyond.

“

*This journey would never have been possible, were it not for the wonderful good wishes and enormous support, enormous love and enormous goodwill that we have from our well-wishers, our friends and from partners.*

”



*Mr. Maulik Jasubhai (Honorary Vice-Consul of Austria)*





“

I am feeling more at home in Mumbai, than I did before this evening. I just wanted to welcome you on behalf of Austria and wish you a wonderful evening. I think I share your curiosity about what's going to happen over the next few hours. I know what a Viennese Ball is like but after studying the programme I came to the conclusion that it is an extremely elaborate Viennese Ball and I am so full of anticipation that I will not bother you with a long speech.

I would like to thank our Honorary Consul-General, Mr. Jasu Shah. He has been a friend of Austria for many decades; he has been the Honorary Consul-General for many decades and he has been our representative here in Mumbai and there are no words to describe what he did to improve and maintain the wonderful relations that exist between Austria and the west of India. So many, many thanks that you have done that wonderful job and continue to be a friend of Austria.

The other person to thank is the one who had the idea for tonight, Maulik Jasubhai. Maulik asked me when we first met, about a year ago or so, "You know, we should do something in Mumbai, we hunger for Austrian Culture, we need to arrange a nice event. Why don't we do a ball?" Knowing what that entails, I was sceptical, because it requires a huge effort from a lot of people, to arrange everything so perfectly. Thank you very, very much for not only having this idea, but also for going through on the idea and implementing it.

This is fantastic!

”

- H.E. Mr. Bernhard Wrabetz  
Ambassdor of Austria

“

Your Excellencies, ladies and gentlemen, dear guests. I am very glad to welcome you here on behalf of Vienna, to the Vinnese Ball in Mumbai. The Viennese Ball is an international affair, a brand, a world cultural heritage and they date back to the times of the Viennnese congress which, did not only dance in palaces, but decided the future of Europe after the Napoleanic wars. Now-a-days the Viennese ball takes place all over the world, but every destination is a little bit different except for the traditional ceremony, which means an opening with young ladies and gentlemen, a midnight Quadrille and waltzes. We will see what will happen in Mumbai. I invite you to come to Vienna and enjoy Vienna in this fabulous room with dancing and music. Enjoy the Viennese ball in Mumbai and dont forget to waltz.

”

- Dr Professor Elisabeth Vitouch  
President of the commitee for  
European and International Affairs





*A Viennese night in Mumbai 2014*



^ Dr. Herbert Traxl (Former Ambassador of Austria)

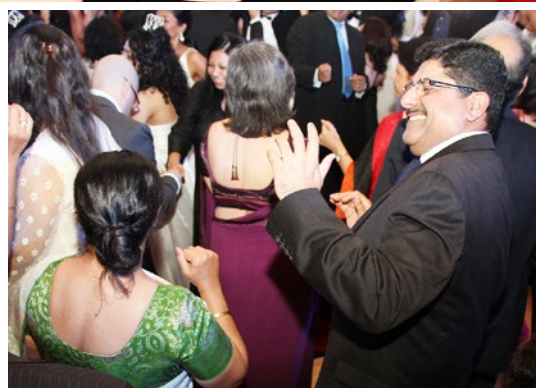


^ Mr. Rustom Vakil  
(Honorary Chancellor, Consulate-General of Austria Mumbai, Since 1991)





*A Viennese night in Mumbai 2014*





*A Viennese night in Mumbai 2014*





# Waltz Classes

Mumbai 2014



In preparation for the Viennese Ball the dancing enthusiasts of Mumbai were invited to participate in a series of ten dance classes that focused specifically on the waltz leading to the viennese waltz, but which also included some other western dance steps.

The participants for the formal opening of the Viennese Ball were selected out of this wider group of Mumbai's citizens. These selected debutantes were further trained for the formal opening sequence at the Ball. The classes were well attended with over 170 registrations and were well appreciated. The Viennese waltz has to a great extent been popularised in social dancing at the dance nights of various clubs in Mumbai after these classes.

“

*It was indeed a unique experience to have been part of this initiative of the consulate in capacity of general learner and assisting behind the scenes etc. These memories and new skills will stay with me forever ! And hoping to take them ahead of course.*

”

- Swati Chokshi

“

*Indeed it was a very profound experience! I enjoyed the whole “project” from holding public classes to training the Debutantes.*

”

- Selma Kriegner

“

*Hearty congratulations to you for pulling off a glitch-free celebration of the quintessence of Vienna, its Waltz.*

*I also hope that this Ball would be the beginning of many an enjoyable evening of Waltz at the dance nights at the gymkhanas and clubs of Bombay.*

”

- Abraham Zachariah





# Concerts

*The Chamber Youth Orchestra, Salzburg, 2014*



Concert held on 28<sup>th</sup> October 2014 at Tata Theatre, National Centre of the Performing Arts, Mumbai.  
Concert held on 31<sup>st</sup> October 2014 at Gujarat Law Society Auditorium, Ahmedabad.

Coming in from Austria for an evening of fine music, was 'The Chamber Youth Orchestra' consisting of students selected from the Symphonic Music High School Orchestra, Salzburg. The Symphonic Music High School Orchestra and its ensembles have been an important part of cultural life in Salzburg for more than 45 years. The Orchestra was conducted by Prof. Mag.art., Markus Obereder.

The young orchestra is known for playing compositions of Austrian composer Wolfgang Amadeus Mozart, but its repertoire also includes famous classical pieces by Beethoven, Schumann, Strauss and others.

Synopsis of the Programme:

- Violin Concerto in D major - W.A Mozart
- Sinfonia in A Major - W A Mozart
- Works by Johann Strauss
- Operatic arias by W A Mozart with soprano Joanne D'Mello

The players took home colourful memories of their visit, with mehendis on their hands, kurtis in their bags and memories of an elephant in a crowded street of Ahmedabad.





# Conductor

The Chamber Youth Orchestra, Salzburg, 2014



Markus Obereder, Prof. Mag.art., studied at the University of Music Mozarteum in Salzburg and at the Louisiana State University, USA (choral and orchestra conducting, music pedagogic). He teaches Conducting at the University of Music “Mozarteum” Salzburg and Heads the university course “choral conducting of youth and children choirs”. He is the Director of the Orchestra of the Music High School Salzburg and tours frequently to different countries. He worked with famous music personalities such as Bobby Mc Ferrin, Ivor Bolton, Leopold Hager, Bernjamen Schmid, Radovan Vlatkovic and conducted various orchestras and choirs such as the Mozarteumorchester, Austrian Ensemble for New Music and the Salzburger Bachchor. He was Director of the “Austrian Youth Choir Academy” and Conductor of the Eurochor 2005.

Markus Obereder has extensive experience in conducting various other choirs and orchestras throughout Europe, with whom he has won international awards.

“

*It was the most exciting tour I ever did with the orchestra! Thank you for it!”  
I hope I get some more soon*

”

- Markus Obereder, Conductor

“

*It was a amazing that we had the opportunity to play together with indian musicians and to learn more about indian culture*

”

- Ursula Atzwanger





# Food Festival

24<sup>th</sup> October - 2<sup>nd</sup> November 2014

Venue: Frangipani, Trident Hotel, Mumbai



It was an opportunity to savour the culinary specialities and gastronomic delights from Austria. The Austrian Ambassador Mr. Bernhard Wrabetz and Madame Wrabetz complimented the Indian Chef on the very authentic Austrian menu.

Erbsenschotensuppe, cream of sweet pea soup

Linsenspüreesuppe, cream of lentil soup

Serviettenknödel, poached dumplings with bacon, shallot and fresh parsley, cepe nage

Rindsgulasch, tenderloin goulash, sweet paprika, lemon pilaf

Wiener Schnitzel, breaded escallope of young veal, heirloom tomato salad, candied lemon

Paprikafisch, fillet of red snapper in paprika shallot cream

The sausage stand, griddled Brautwurst and Käsekrainer, potato dumplings, Sauerkraut, shallot jus

Sachertorte

Apfelstrudel, vanilla bean ice cream

Topfenschnitte, Quark cheese cake

# Film Festival

10<sup>th</sup> - 11<sup>th</sup> November, 2014

Venue: National Centre for the Performing Arts.



As part of the Austrian Cultural Festival hosted by the Honorary Consulate General of Austria, & Jasubhai Foundation, music lovers had an opportunity to watch the screenings of a film that brought out the connection between Vienna and India through the personage of maestro Zubin Mehta. The New Year's Concert performed by the Vienna Philharmonic Orchestra conducted by Zubin Mehta was popular with the afficianados of classical music in Mumbai.

Die Fledermaus, (The Bat) an operetta by Johann Strauss II, a supreme example of a Viennese operetta which premiered in 1874 in Vienna and which is until today an audience favourite was also screened during the film festival. It was recorded at the Vienna State Opera, in 1980 and was performed by the Orchestra and Choir der Wiener Staatsoper under the baton of Theodor Guschlbauer. English sub titles enabled the audience to enjoy the wit and comedy of the ever-popular operetta.



# Dress Meet



“The reason to organise the event this year is that the Jasubhai Group is honoured to be associated with Austria for the last three decades.”

- Mr. Maulik Jasubhai  
Vice Chairman & Chief Executive, Jasubhai Group

An Austrian Week, encompassing culture and business was announced at a press conference addressed by H.E. the Austrian Ambassador and Dr. Wolfram Moritz trade commissioner, on 30<sup>th</sup> September, 2014.

This was covered in various news articles which were published in ‘India Today’, ‘Mumbai Mirror’, ‘DNA after hrs’, ‘HT Cafe’, ‘Absolute India’ to name a few and even on online and television media.



Publiushed in Hindu Business Line



Publiushed in Vyapaar (Gujarati Publication)



Publiushed in IBN Live

## Austria and India keen to enhance trade ties



(From L-R) – Dr. Wolfram Moritz, the Austrian Trade Commissioner, Bernhard Wrabetz, Vice Consul of Austria & Maulik Jasubhai, Vice Chairman and Chief Executive of Jasubhai Group are seen at a Press Conference on ‘Building Greater Trade & Cultural Co-operation between Austria & India’ at the Trident, Nariman Point to foster greater business co-operation between Austria & India. Austrian Ambassador to India Bernhard Wrabetz who gave a key note address said: “The Austrian culture week will showcase Austria’s cultural, economic & intellectual splendor. I am very grateful to the Hon. Vice Consul General Maulik Jasubhai to organize it. I think it’s the right moment to come here. The idea is to promote Austria as an interesting destination for tourism, investment and to promote Austria as a provider of technology and industrial products for the grandiose Indian market. As far as the economic ties between India and Austria are concerned I think the potential is endless. And I think it is time now for Austria & India not only to explore that potential, but also implement it.” The highlights of the Austrian week in Mumbai include a Musical Concert by the Salzburg Chamber Youth Orchestra, a traditional Viennese Ball and an Austrian Food & Film Festival.

Publiushed in FPJ Business

“Mumbai is the financial hub of the country and the first destination in India for finances.”

- Bernhard Wrabetz,  
Ambassador, Austria

Quoted in Afternoon Despatch & Courier

“Austria is looking at investment in India in various sectors.”

- Wolfram Moritz, Austrian  
Trade Commissioner

Quoted in Afternoon Despatch & Courier





# Last Events



^ H.E. Mr. Viktor Klima, Finance Minister's visit in 1996



^ Austrian National day - Late Ms. Sheila Shinde 1997



^ H.E. President of Austria visit in 2005



^ Former Vice Consul, Ms. Sheila Shinde 1997



^ Maulik as Vice Consul 2000



^ Austrian National Day 2003



^ Reception for Austrians with Ambassador Dr. Herbert Traxl - 2007



^ Celebratory concert & dinner - 2007 with Ambassador Dr. Jutta Stefan-Bastl



^ Thali Luncheon with Austrian diaspora in Mumbai



# Viennese Ball - 2009

14 March, 2009

Venue: The Ball Room, Grand Hyatt Hotel, Mumbai



The 2<sup>nd</sup> Viennese Ball in Mumbai brought to the city the music and flavours from Vienna for a night of fine dining, music and dance. The Vienna Chamber Orchestra conducted by Maestro Joji Hattori provided the music that set the floor alight. Dance teachers from Vienna trained debutantes for the inauguration of the Ball and also conducted a series of classes for the general public in waltz and other continental dance forms.





# Jasu Shah – Honorary Consul



Jasu Shah - Visionary, entrepreneur, philanthropist, patron of the arts and science and promoter of social changes in India and friend of Austria.

The Honorary Consul General of Austria, Mr. Jasu Shah is amongst the longest serving Honorary Consuls to hold this position in Mumbai. Appointed in 1980, he has been honoured with the Grand Honour Medal for Service to the Austrian Republic in 1993 and the Austrian Cross of Honour for contribution in Science & Arts in 2002.

The jurisdiction of the Honorary Consulate General extends to the western region of India and includes the States of Maharashtra, Gujarat, Madhya Pradesh and the Union Territories of Daman, Dadra and Nagarhaveli territorial post.

Founder President of the Chemtech Foundation, an apex trade body to promote Indian Industry, Chairman of the Jasubhai Group of Companies, Honorary Delegate of Achema and Dechema  
Former President of the Indo-American Society  
Former President, Council of EU Chambers of Commerce  
Past Chairman, United Way of Mumbai  
Member, United Ways Global Leaders Council, USA

Mr. Shah, has graced the Boards of various banks, chambers of commerce and philatrophy organisations in Mumbai.

*Mr. Jasu Shah  
(Honorary Consul-General of Austria)*

# General of Austria 1980 - 2014



*^ Austrian Cross of Honour for contribution in Science & Arts in 2002*

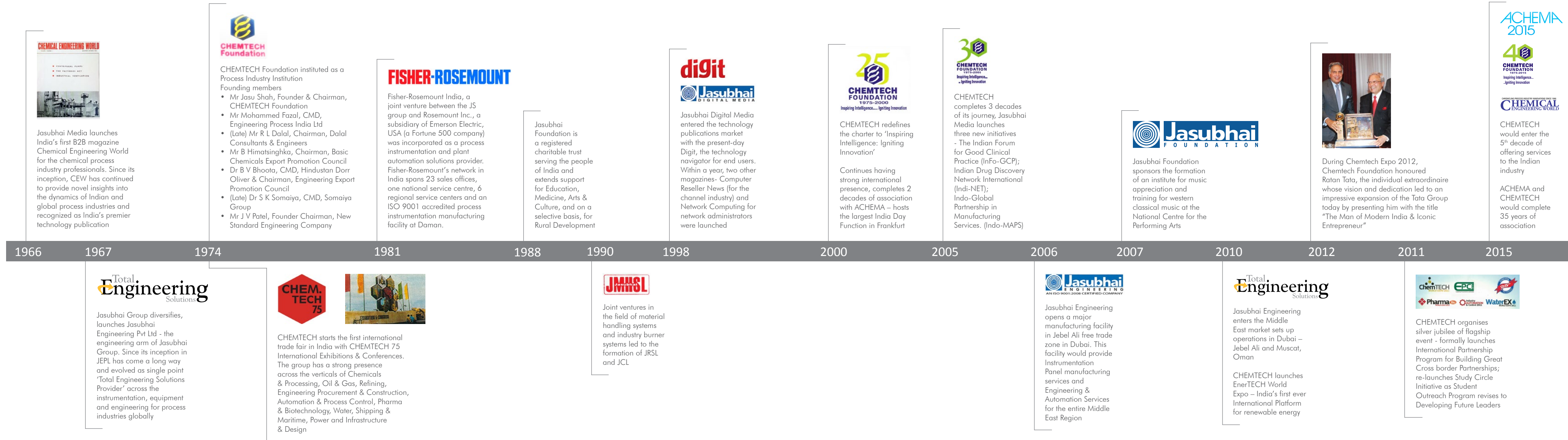
*^ Mr. Shah was honoured with the Grand Medal of Honour for Service to the Austrian Republic in 1993*





# Jasubhai Group...over the years

The spirit of CHEMTECH is about innovation as a differentiator,  
as a strategic tool for competitiveness and for wealth creation.





*A new beginning.... a continuing relationship....*



*Mr. Maulik Jasubhai  
Honorary Consul-General (Designate)*

*H.E. Mr. Bernhard Wrabetz  
Ambassdor of Austria*

*Looking to the future with confidence*