

# NORDIN – The Indo-Danish SME platform

## Information webinar – 29 June 2020

*NORDIN is a fully funded end-to-end export and innovation program tailored to Danish SMEs looking to enter the Indian market.*

*Join this webinar on 29 June to hear more about the program and get a first-hand account from Simatek, who participated in the program last year.*

DI and our partners from Asia House, Green Innovation Group and Innovation Center Denmark are pleased to invite you to an information webinar on the NORDIN market access program related to India.

### WHAT IS NORDIN?

NORDIN is a comprehensive end-to-end market access program tailored to Danish SMEs looking to enter the Indian market. We cater specifically to B2B companies. The complete duration of the program is 11 months.

### WHAT DOES NORDIN OFFER?

With a team present in both Denmark and India, we support your company throughout the entire process:

- A deep dive market analysis of your company's potential in India
- Access to Indian sector experts with market knowledge and personal connections to relevant customers and clients
- Consulting on customer care and contract negotiations, product adaptation and POC, as well as company establishment in India
- Planning and execution of a 5-day business trip to India
- Facilitation of meetings with Indian clients and partners, both virtually and physically

### THE AGENDA

- 10.00 - 10.05: Welcome and introduction
- 10.05 - 10.10: What makes NORDIN different
- 10.10 - 10.20: What can we offer
- 10.20 - 10.30: NORDIN milestones
- 10.30 - 10.45: Questions
- 10.45 - 11.00: Simatek - a case story from last year
- 11.00 - 11.20: Questions and panel discussion
- 11.20 - 11.30: Concluding remarks

### Speakers

Robert Brink, Head of business Development, DI  
Peter Johansen, Project Manager, Asia House  
Tom Sebastian, Project Director India, Asia House  
Frank Poulsen (Simatek, CEO)

### WHY INDIA?

India is the world's largest emerging market with a huge demand for smart and cost-efficient solutions within most areas, such as water, waste, energy, health, food, agriculture and finance.

Add to this a large and skilled English-speaking population, several vibrant innovation ecosystems with a relatively easy access to key decision-makers compared to many other locations and strong historical ties with Europe.

## OUR TRACK RECORD

Last year, 11 companies were selected for the first cohort. 8 companies completed the program and 7 are now actively engaged in India.

Now, we are preparing for our second cohort consisting of 24 Danish companies. 12 companies have already been selected; 12 slots remain.

## WHAT DOES IT COST?

As the project is supported by the Danish Industry Foundation, the program is offered free of charge.

However, the participating companies must cover their own travel costs to India and pay a deposit of DKK 5,000, which will be reimbursed upon completion of the program in August 2021.

## THE NORDIN PARTNERSHIP

NORDIN is a partnership between Asia House, Green Innovation Group, The Confederation of Danish Industry (DI) and Innovation Centre Denmark in Bangalore. The program is supported by the Danish Industry Foundation.

## THE PROCESS FOR NORDIN

### 1: Interview of your company

After your registration on the website you will go through an interview to see if your company fits the Indian market and the NORDIN program.

Date: Interviews will be from June to September.

### 2: Knowledge transition

When you have been chosen for the NORDIN program you will start with a knowledge transition meeting to set the expectations and goals.

Date: June to September.

### 3: Market research

An in-depth market analysis will be made for your company. The focus here is on primary research and on getting information that you can use for your approach to the market. This will give you an idea about your sector in India with the potential and challenges, a segmentation analysis, competitor mapping, barriers to entry and solutioning and regulatory environment.

Date: October and November.

### 4: Expert search

An expert will be found for your company to advise you and connect you with customers and other networks for your business.

Date: October and November.

### 5: Partners and client search

We will be looking for potential partners and clients that can help your business in India. The partners will be according to your description and your need of support

in India. NORDIN will map and connect you with potential clients that can either give you the first customer in India or expand your customer base.

Date: October to March.

### 6: Online meetings with partners

There will be meetings where you can gain insights into the market and talk with potential partners to see if there will be a match.

Date: November and December.

### 7: Travel to India

A 5-day program in India to get an impression of the market, create relationships with clients, partners and other networks.

Date: March to May.

### 8: Support after the trip

There will also be support after the trip - mostly on negotiations. The local partners will be ready to back your decisions onwards.

Date: June to August.

## Website

Visit our website for more information and application: [www.nordin.io](http://www.nordin.io)

## Register for the webinar

## Contacts

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