

IndoNordicBusiness Cluster  
[www.indonordicbusiness.in](http://www.indonordicbusiness.in)

# Indo Nordic Innovation Cluster

Indo Nordic  
Innovation Cluster is  
a Business  
Development Cluster  
working on creating  
market opportunities  
on the Nordic market  
and India market.

The cluster constitute  
companies from  
Nordic countries  
working within:

- Smart solutions
- HVAC
- Water and Waste  
treatment
- Healthcare  
technologies
- Green agriculture  
technologies
- Green building  
components
- Healthy living  
products

The Business  
Development Center  
is a facilitator of the  
cluster

## Indo Nordic Business Development Center

Indo-Nordic Business Development Center is a full business service company focus on the market intelligence, business development, product development and product sales for Nordic companies which are interested in accessing the India and Nordic market.

We are working on result-focused model from strategy making to sales implementation, which make us different with the other existing organizations. Nordicflexhouse and Design2Occupancy constitute the Indo-Nordic Business Development Center together with the Danish embassy in India and Gevordhan Ecovillage.

Alliance/partnership creating is essential to a company's high-performance business in India market. We have established partnerships with government, leading companies, associations, academic institutions to help the set up and growth of the Nordic companies in India and Nordic market.



# Indo Nordic Business Development Center

## Mission

- Commitment to the long-term development of our clients. The clients here is the companies in the cluster and the customers for the products of cluster companies

## Vision

- Indo-Nordic Business Development Center would be the business and investment platform for the business development of Nordic companies on the India and Nordic market.

# Business Sectors

Partners and members who serve a product, service or have a new product they want to sell or make, we have the program for that.

## SMART

Smart cities and homes are the future, but it only will be as smart as the users.

## WATER&WASTE

Water, recycled and waste treatment tech system, all proven and tested system. New innovation.....

## HEALTHCARE

You spend more than 50% of your life in your home. Choices to a better and more healthier living is important to make right decisions to your home products.

## HVAC

Indoor climate is key factor for a healthy living

## CONSTRUCTION

New building techniques and greener components and recycled material are in a higher demand than ever.

## GREEMARY

Agriculture growth suburban or urban, green tech solutions and bio technology.

## Our Service

- Market Intelligence
- Business Development
- Product Development
- Product Sales Agent

## Our Service

IndoNordicBusiness is a full business service company focus on the market intelligence, business development, product development and product sales for Nordic companies which are interested in accessing the India and Nordic market.

### **BUSINESS SERVICE**

#### **MARKET INTELLIGENCE**

- Market study for the Nordic company and products. For instance, market barrier, relevant regulation in India, required product certification.
- Feasibility study for the Nordic company and their products.
- Company strategy for entering into India market, roadmap for market development strategy.
- India local partner match-making.

#### **PRODUCT DEVELOPMENT**

- Related regulation/standard in China market.
- Market requirement or market investigation for specific product.
- Product adaption to China market.
- The product market testing and certification in China.

#### **BUSINESS DEVELOPMENT**

- Established partnerships between India and Nordic companies.
- Initiating match-making seminar and workshop.
- Facilitating Indo-Nordic business relationship on business, university and government level.
- Marketing of the Nordic products in India, for instance specific exhibition, India homepage, brochure and other marketing materials.







#### **PRODUCT SALES AGENT**

- Sales agent for Nordic companies and products.
- Sales work activities in India - and Nordic market.
- Nordic companies promoted on India online market place.

# Our Service

A new platform is developed for IndoNordic Business and will focus on healthy living products in green homes that the India middle class can buy directly from a Nordicflexhouse shop on Amazon's Global platform.

## E-COMMERCE PLATFORM

		
<p><b>Patio and Deck</b> Patio Sets   Umbrellas   Fire Pits</p>	<p><b>Kitchen, Dining &amp; Bar</b> Small Appliances   Cookware   Cutlery</p>	<p><b>Grills and Smokers</b> Outdoor Grills   BBQ Tools   Ice Chests</p>
		
<p><b>Pools and Spas</b> Pools   Hot Tubs   Pool Chemicals</p>	<p><b>Tools</b> Power Tools   Hand Tools   Tool Storage</p>	<p><b>Outdoor Power</b> Lawn Mowers   Pressure Washers   Trimmers</p>



Join us

How to become member of Indo-Nordic Innovation Cluster?

A Indo Nordic Innovation Cluster has been established in the Nordic countries and facilitated by the Indo-Nordic Business Development Center. The cluster focus on system export to India and Nordic market and investment in Nordic companies.

The yearly subscription fee for being member of the cluster is 1000 Euro. This membership covers the following main services:

- 1) Market intelligence services (newsletter, web page, partner search)
- 2) Application work for funding feasibility study in India
- 3) Seminar and workshop
- 4) Access to project opportunities in Nordic countries and India.

If a company only wish to receive market intelligence services (newsletter, web page) then the yearly subscription fee is 460 Euro.

# Market Research

Tailor made  
consultancy  
services

## KNOWING THE OPPORTUNITIES

Key market information worth knowing

Deliverable: a 3-5 page brief report about the trends and opportunities of a specific cleantech market sector

- Market size & forecast
- Key policies and other influential factors
- Main business models
- Company/project/technology case-study

Price: 1000 Euro

## MAKING A PLAN

find the niche, sharpen the axe

Deliverable: a 10-page market entry report:

- Competitiveness analysis on your product and service
- Customer selection and target list
- Regional market analysis
- Risk prompt list
- Niche market entry strategy and suggestions



- China Trip Report
- China Entry Reports

## Test the market before you go to China

Tailor made  
consultancy  
services

- LOW COST:  
Online Webinar, no travel
- TARGETED AUDIENCE:  
Interested companies/investors
- QUICK FEEDBACK:  
Go/no-go India
- UNDERSTAND YOUR COMPANY & TECHNOLOGY
- PROMOTION AND RECRUITMENT
- WORKSHOP ROOM SETUP
- SELF INTRODUCTION
- COMPANY INTRODUCTION
- AUDIO PRESENTATION WITH SLIDES
- Q&A SESSION
- FOLLOW UP
- Attendee list, analysis and interest feedback
- India strategy suggestion

Price: 3000 Euro



Tailor made  
consultancy  
services

## Whole Package Service

Whole package service is combined with a commission based agreement, and includes all above mentioned services:

- Online Webinar
- Partner Scouting up to signed contract

Price: 6000 Euro + 3-5% commission fee

\*The price is 5000 Euro + 3-5% commission fee for Indo-Nordic Innovation Cluster member

Thanks

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