

# Indo-Nordic Business Cluster

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

# Indo-Nordic Business Cluster

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

The cluster constitute companies from Nordic and India 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 and India 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 Govardhan 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 and India 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 and India 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 technics and greener components and recycled material are in a higher demand than ever.

## GREENARY

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

## Our Services

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

### **BUSINESS SERVICE**

#### **MARKET INTELLIGENCE**

- Market study for the Nordic & India 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 India market.
- Market requirement or market investigation for specific product.
- Product adaption to India market.
- The product market testing and certification in India.

#### **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 and India products in India, for instance specific exhibition, India homepage, brochure and other marketing materials.

#### **PRODUCT SALES AGENT**

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



# Our E-Commerce Service

A new platform is developed for Indo-Nordic Business that will focus on healthy living products in green homes, that Indian middle class can buy directly from a Nordicflexhouse shop on Amazon's Global platform.

## E-COMMERCE PLATFORM



**Patio and Deck**  
Patio Sets | Umbrellas | Fire Pits



**Kitchen, Dining & Bar**  
Small Appliances | Cookware | Cutlery



**Grills and Smokers**  
Outdoor Grills | BBQ Tools | Ice Chests



**Pools and Spas**  
Pools | Hot Tubs | Pool Chemicals



**Tools**  
Power Tools | Hand Tools | Tool Storage



**Outdoor Power**  
Lawn Mowers | Pressure Washers | Trimmers

## Join us

How Nordic and India companies can become member of Indo-Nordic Business Cluster?

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

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

- Market intelligence services (newsletter, web page, partner search)
- Application work for funding feasibility study in India
- Seminar and workshop
- 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.

Tailor made  
consultancy  
services

# MARKET RESEARCH

## 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

## 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



Price: 1000 Euro

## TEST THE MARKET BEFORE YOU GO

Tailor made  
consultancy  
services

- **LOW COST:**  
Online Webinar, no travel
  - **TARGETED AUDIENCE:**  
Companies/Investors
  - **QUICK FEEDBACK:**  
Go/no-go India/Nordic
- Under your company and 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/Nordic strategy suggestion.

Price: 3000 Euro



Tailor made  
consultancy  
services

## PARTNER SCOUTING

PARTNER SCOUTING

Strategic Partnership based on actual demand.

Deliverables: Product sale, distributor, licensing and JV.

- 5+ candidates with approved interest and demand.
- Preliminary due diligence checks on potential partners.
- Facilitated biz to biz (B2B) meetings.
- India/Nordic roadshow trip (optional).
- Dynamic evaluation of interest level during follow up.
- Transaction consultation on legal, financial and technical aspects.
- Final contract agreement.

Price: 1500 Euro.

Tailor made  
consultancy  
services

## PILOT PROJECTS

Feasibility work finding potential pilot projects in India & Nordic through relation to local government and other stakeholders.

- Arranging meeting with cities/stakeholders for implementing pilot projects.
- Final contract agreement.

Price: 1000 Euro.

Tailor made  
consultancy  
services

## WHOLE PACKAGE SERVICES

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

For more  
info. please  
contact



Mr. Anders Thomsen

CEO

Nordicflexhouse ApS

Phone: +45 52250493

Email: [ant@nordicflexhouse.dk](mailto:ant@nordicflexhouse.dk)



Mr. Mohan Kumar

Director

Nordicflexhouse Technology  
Innovation India Pvt. Ltd

Phone: +91 9620840340

Email: [mohan@nordicflexhouse.dk](mailto:mohan@nordicflexhouse.dk)