

INDIA BUSINESS MATCHMAKING MISSION

*Your ultimate gateway to establishing
business relationships in India*

- ❖ Looking to define the India-Strategy of your company?
- ❖ Worried about achieving Quality at Affordable Prices?
- ❖ Is your company's Cost Efficiency high on priority list?
- ❖ Having trouble finding a suitable partner?

If you answer any of these questions with "YES!", then the India Business Matchmaking Mission is perfectly suited to your needs!

"ABOUT THE MISSION"

In September 2007, ThinkIndia & Dutch Business Partners (DBP) will organise a 5-day India Business Matchmaking Mission to India for Dutch organisations that have a keen interest in finding and establishing relationships with Indian business & trade partners.

The mission will be based on a concept of pre-event evaluation of potential partners and matches between Dutch and Indian companies aimed at maximising the success rate!

The Mission

ThinkIndia & DBP will lead the business mission to India from to September 2007 (final dates are flexible and will be suited to needs of participating companies). In addition to meetings between the potential partners in India, the delegation will visit possible industrial and manufacturing facilities, investment zones as well as any other preferred locations depending on industry and investment needs and mutual benefits. The mission will include chief executive officers/representatives from local companies interested in exploring firsthand what options may exist, pursuing business leads and opportunities, as well as personally seeing the current business environment in India. The Local state governments will where possible provide all necessary help to the potential

partners in clarifying the existing laws/policies, future plans of the Government, potential benefits offered to the foreign companies, etc.

ThinkIndia & DBP will examine the company profile and needs and will search, research, and evaluate at least three (3) potentially interesting counterparts for each Company. It will, together with its offices in India arrange one-on-one business matchmaking meetings at actual sites.

Mission Goals

The objective of this business mission is to introduce small and medium scale companies to the Indian business and investment climate. The goals of the mission are:

- Assist the local companies to get oriented with the business and the social culture in India.
- Assist local companies in exploring the existence of market opportunities in India and facilitate their ability to determine the appropriate growth strategy for their operations

The process

ThinkIndia and DBP offer a unique mission approach. From our experience this formula ensures a very concrete & pragmatic approach to establishing partnerships, since the success rate can be reliably predicted even before the mission leaves for India, and the factual "match" will be immediately quantifiable when both parties meet. There is no need for long-winding introductions or for "discovery", since both of those have been facilitated in the pre-event consultancy process of pre-selection & evaluation!

The Mission will be carried out in three phases namely:

- Pre-mission
- Matchmaking
- End Evaluation.

The mission will start with the pre- mission phase. In this phase all the preparatory work which is required for maximising the matching success rate will be carried out. ThinkIndia and DBP will have one on one contact with the interested local companies and will document the exact requirements for the

matchmaking. This document when confirmed by the participant will be used for performing the research in India. The research report will comprise of information like: general information on the required market in India, market statistics, market players, tools techniques used, specific rules and regulations, company profiles of few interesting companies, long list of the possible partners with their contact information etc. The research report will be presented/ discussed to the participating company and a shortlist of the possible partners will be finalised. Appointments will be arranged with the short listed companies and the logistics will be planned accordingly.

One month before departure, the matches will be informed to enable companies to correspond and constructively prepare for their meetings in India. These sessions will be moderated by ThinkIndia & DBP "Match Makers", each experienced in the field of international business. About two weeks before the departure the details of the trip will be finalised and discussed with the participants.

This will be followed by phase matchmaking. This will comprise of mainly the program in India. The actual program details will be finalised at a later date. The general program will include the following activities:

- ❖ Private matchmaking meetings arranged between the mission members and potential partners.
- ❖ Visit manufacturing facilities & special investment zones in India.
- ❖ Post mission, comprehensive guidance on industrial and investment policies and practices.
- ❖ Meetings with the Local Chambers of Commerce
- ❖ Meeting with the few Local state government officials and boards.
- ❖ Meeting with local representatives of the Dutch companies/business in India.
- ❖ Besides these sessions, there will be one or two important speaker events:
 - ❖ *"Dutch-Indian relations & cultural aspects"*
 - ❖ *"The Indian business landscape & regional differences"*

Furthermore, when not in session or attending the speaker events, participants will have free networking time in an excellent, catered venue .

The matchmaking India trip will be followed by a post evaluation phase. This phase will be aimed at evaluation of the complete process and indication of the future assistance possibilities.

Benefits

The mission brings participants a considerable number of benefits & opportunities:

- ❖ Access a valuable network of relevant potential Indian business partners, as well as Dutch companies with a keen interest in the same, whereby Matchmaking Sessions will be mediated by experienced professionals.
- ❖ The “Matchmaking” of finding & researching relevant Indian potential business partners for Dutch participants is done by ThinkIndia & DBP, saving participants the time-consuming and painstaking process of partner identification, information gathering & pre-evaluation.
- ❖ All participants will have their Personal Business Profile – consisting of among others company size, core business, matchmaking objectives & interests) – published on the ThinkIndia website, to facilitate constructive preparation for the event.
- ❖ Gain knowledge on Indo-Dutch relations and the Indian business landscape, culture, and regional differences, with a view to facilitating well-informed decisions concerning potential partnerships.
- ❖ The specific program content provides a solid framework for establishing added-value partnerships that have the highest possible chance of succeeding in the long term.

For Whom?

Any company/business person looking to: explore India and determine if it is appropriate for their business, lower their business costs, or attract new business. This business mission is ideal for those looking to investigate the market environment, build relationships, find joint venture partners, explore strategic alliance opportunities, meet distributors, and experience the market opportunities personally. Particularly relevant to the GBMM event are Benelux companies active in the following industries: Utilities, Chemicals, Biotech, Textile & Clothing, Metal products and metal working, Surface Technology, Raw materials sourcing, Rubber- and plastics processing, Tools, stamps and moulds, Engineering &

design, Electronic Contract Manufacturing, Automation solutions, ICT, Agriculture & Multimedia.

Nevertheless, this list is non-exhaustive and the mission welcomes any requests from interested companies from other industries, and will do its utmost to extend the above industry focus to serve the needs of these companies.

Costs

- ❖ The indicative cost per company (one attendee) for this mission will be € 4.900,- ex btw.
- ❖ The indicative costs per extra attendee will be € 2.900,-
- ❖ Included Items
 - International Air Travel (economy) to and from Amsterdam to Mumbai.
 - 5 Nights Single-Room Accommodations at luxurious Hotels.
 - Ground Transportation to and from airport.
 - Receptions/Networking Events.
 - Business Matchmaking Meetings.
 - Pre-Mission Briefing in Early September.
 - Briefing/ Mission Materials.
- ❖ Extra's which can be provided against additional payment:
 - Local air travel to any other destination in India.
 - Extra destinations can be arranged by travel partner on actual costs.
 - Longer duration of stay.
 - Any other specific wishes that can be catered to by the travel partner.

ABOUT THINKINDIA & DUTCH BUSINESS PARTNERS

ThinkIndia (www.thinkindia.nl) & Dutch Business Partners (www.dutchbusinesspartners.com) facilitate European clients in focussing on India either as a source of raw materials, finished products, and, expertise/know-how or focussing on India as a market for European products or technologies. Please visit our web sites for more information.

REPLY FORM

If you are interested in participating in the Business Matchmaking Mission to India, please fill in all fields of the below Reply Form, so we can ensure you of a correct follow-up.

You can fax the form on +31 (0) 79 362 4051 or email it to us on payal.matharu@thinkindia.nl after which one of our representatives will contact you.

| | |
|----------------------------|---|
| Name | <input type="text"/> |
| Company | <input type="text"/> |
| Address | <input type="text"/> |
| Postcode & City | <input type="text"/> |
| Phone | <input type="text"/> |
| Fax | <input type="text"/> |
| Email | <input type="text"/> |
| I am interested in: | <input type="checkbox"/> Joining as Participant |
| | <input type="checkbox"/> Receiving more information |

www.thinkindia.nl

&

www.dutchbusinesspartners.com

----XXXX----