



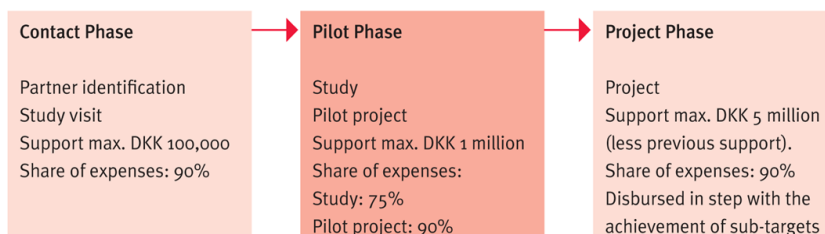
Explore the business opportunities in developing countries through Danida's B2B Programme with the assistance from DI International Business Development.

Looking for a new market?

DI International Business Development (DIBD) offers consultancy on how to engage with emerging markets in developing countries through Danida's B2B programme. We can assist you all the way from initial idea stage to implementation and project management.

The B2B Programme

Danida offers financial assistance to Danish companies interested in entering markets in developing countries through partnerships with local companies. Up to 90% of your expenses can be reimbursed through the B2B programme, with a maximum of DKK 5 million. The B2B programme is divided into three phases closely linked to business development from contact phase and idea, through study and pilot phase to the actual implementation and project phase.



DIBD EXPERIENCE

DIBD has assisted Danish companies in more than 500 international projects.

DIBD REFERENCES

- Air Alpha
- Akzo Nobel
- BK-Medical
- Clou-Thürmer
- Crisware
- Europarts
- eVisions Group
- FLS
- Graphic Solution Team
- Groupcare
- Hvidtved Larsen
- Orana
- Royal Unibrew
- Øland
- Aalborg Industries

DIBD can assist you in all three phases of the B2B programme

Contact Phase

- Discuss your company's potential for B2B support
- Development of initial project idea
- Definition of requirements to local partner
- Preparation for visit
- Establish contact with the responsible coordinator for the B2B programme at the Danish Embassy
- Business workshop after visit to identify next steps

Pilot Phase

Feasibility study

- Preparation of outline for feasibility study incl. market study
- Assistance in developing the feasibility study depending on your needs
- Identification of need of transfer of know-how to local partner
- Design optimal plan for training and technical assistance to local partner

Pilot project

- Assistance in developing the project idea and business concept
- Identification and definition of CSR relevant activities
- Design of budgets for the project
- Strategic sparring
- Assistance in implementing the pilot project
- Reporting to Danida and reimbursement claims

Project Phase

- Kick-off workshop to initiate project
- Project management and monitoring of deadlines
- Strategic workshop i.e. customer segmentation, implementation strategies, evaluation of training plans, etc.
- Implementation of CSR plans
- Administrative tasks as reporting to Danida and reimbursement claims

For all phases DIBD can assist in developing the necessary applications. Fees are fixed by Danida and supported up to 90%.

“The assistance we have received from DIBD in developing our B2B project has been indispensable. In our opinion, DIBD have excellent professional and practical knowledge about doing business in Africa.”

Eric Thürmer, CEO
Clou-Thürmer A/S



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