



NORAD's
MatchMaking Program (MMP)
India
Sri Lanka
South Africa



NORAD
DIREKTORATET FOR
UTVIKLINGSSAMARBEID
NORWEGIAN AGENCY FOR
DEVELOPMENT COOPERATION



Objective of the MatchMaking Program (MMP):

The objective of the Program is to establish sustainable and profitable joint ventures between Norwegian companies and companies in India, Sri Lanka and South Africa. This is achieved through the development of business partnerships which foster transfer of technology, the exchange of management and business-skills between Indian/Sri Lankan/South African and Norwegian companies. The participants' objective must be long-term, the partners should have the intention of being active owners and be prepared to take risk in the project. Pure export/import-projects are excluded.

There are no sector-based limitations in the Program.

Basic criteria for participating in the MMP:

Companies participating in the Program should have the necessary resources required for international collaboration. This includes adequate technical competence and management capacity/skills, along with adequate financial resources to fulfil the project and establish the partnership. The participants should have a long-term objective and an intention of being active owners and prepared to take the necessary risks in the

project. This implies a certain size of the company in terms of turnover, adequate equity capital and long-term finances. The companies must have been in operation for more than 3 years and it is required that participation in the Program should be included in a strategic plan and approved by the Board of Directors. Norwegian companies will be charged a nominal fee of NOK 5,000 for participation in the Program.

Web references to the MMP:

The Norwegian Trade Council –

www.eksport.no
www.nortrade.com

NB-Partner AS –

www.nb-partner.no

NORAD –

www.norad.no

Who is responsible for the Program in Norway?

The administrative and financial responsibility for the Program rests with NORAD.

The responsibility for carrying out the Program has been contracted to The Norwegian Trade Council (for India and South Africa) and the private consulting company NB-Partner AS (for Sri Lanka). As National Contact Points they have established a joint professional network in the Norwegian counties that carry out the work of identifying companies and establishing company profiles.

The financial indicators used when qualifying companies for the Program are the following:

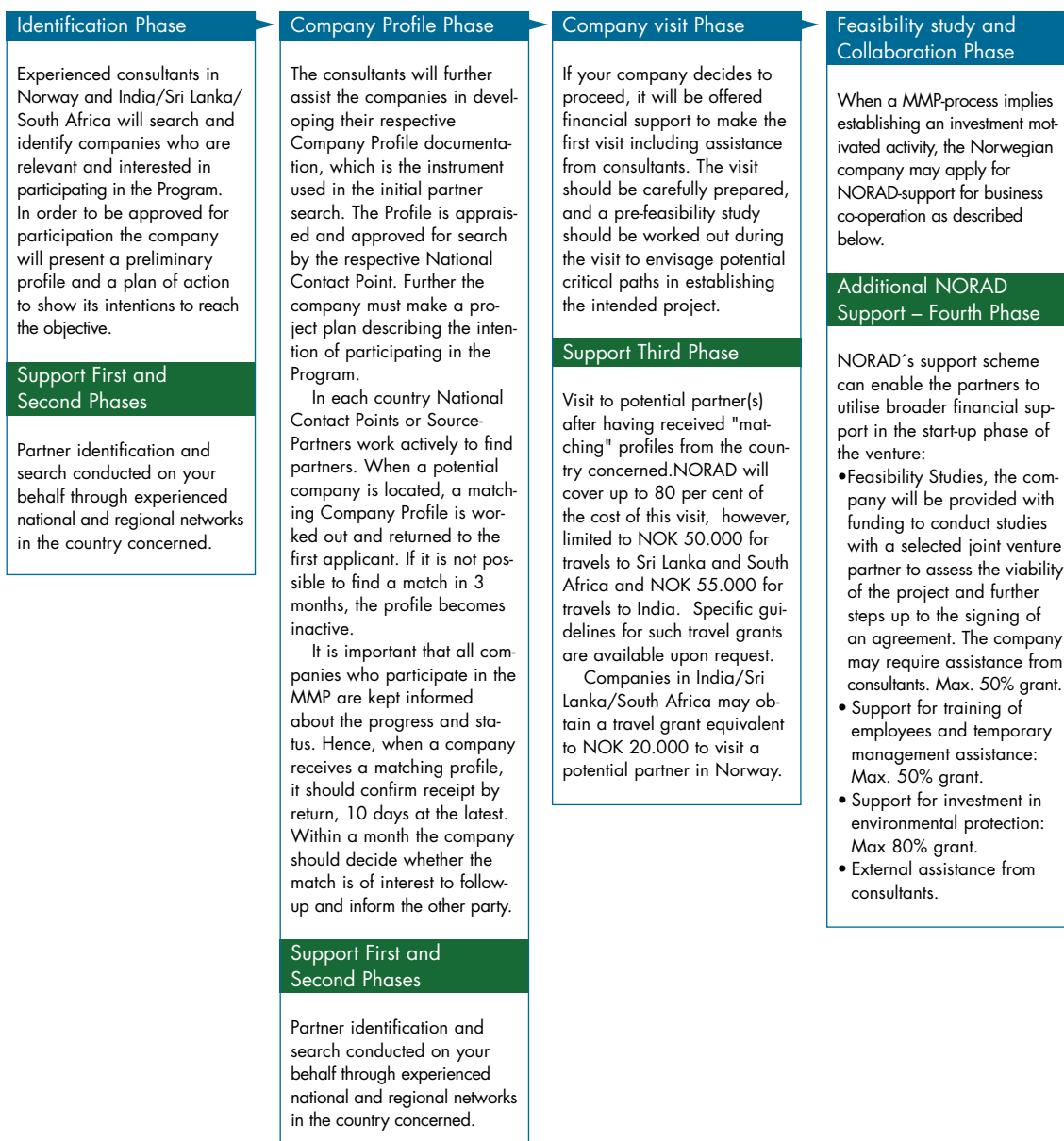
- Equity ratio: > 20%
- Annual turnover: > NOK 10.0 million*
(equivalent USD 1.25 million)
- Surplus before tax: > 5% of turnover

* InRs 20.0 mill for companies in India
ZAR 6.0 mill for companies in South Africa
SLR 20.0 mill for companies in Sri Lanka

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How the MMP works:



NORAD

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**NORAD**

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UTVIKLINGSSAMARBEID
NORWEGIAN AGENCY FOR
DEVELOPMENT COOPERATION



Network National Contact Points:

For India

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| In Norway: Norwegian Trade Council | In India: Applied Technology Services Pvt. Ltd. |
| Drammensveien 40 | 14-F, Basant Lok, Vasant Vihar |
| NO-0243 Oslo | New Delhi - 110 057 |
| NORWAY | INDIA |
| Telephone: +47 22 92 63 00 | Telephone: +91 11 26140346/26140609/26140485 |
| Fax: +47 22 92 64 00 | Fax: +91 11 26145598 |
| E-mail: oslo@ntc.no | E-mail: anand_sethi@vsnl.com |
| Internet: www.eksport.no | |

For Sri Lanka

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| In Norway: NB-Partner AS | In Sri Lanka: Ceylon Chamber of Commerce |
| Akersveien 24 C | Navam Mawatha 50 |
| NO-0177 Oslo | Colombo 2 |
| NORWAY | SRI LANKA |
| Telephone: +47 22 98 86 80 | Telephone: +94 1 2449190 |
| Fax: +47 22 98 86 89 | Fax: +94 1 2437477 |
| E-mail: oslo@nb-partner.no | E-mail: info@chamber.lk |
| Internet: www.nb-partner.no | Internet: www.chamber.lk |

For South Africa

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| In Norway: Norwegian Trade Council | In South Africa: Norwegian Trade Council |
| Drammensveien 40 | 14th Floor, Sandton City Office Tower |
| NO-0243 Oslo | P.O.Box 785436 |
| NORWAY | Sandton 2146 |
| | Johannesburg |
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