

# SUSTAINABLE MATCH

## What is Sustainable Match?

Sustainable Match is a business project supported by the Dutch government, that is developing a methodology for realizing sustainable matchmaking between small & medium entrepreneurs (SME) in developing countries with SMEs in The Netherlands. The aim is to create a win-win situation on sustainable business opportunities for both parties.

Sustainable matchmaking can be understood as business-to-business matchmaking in order to create 'inclusive business'. Inclusive business means business where people, planet and profit are equally considered. The OECD Guidelines are the starting principles for all steps in the matchmaking process.

## How does it work?

During the first phase Ugandan SMEs in the agribusiness sector are interviewed about their activities, ambitions, corporate social responsibility, their contribution to food security in Uganda and their ideas about cooperation and partnerships with Dutch SMEs. Their business needs are then translated into opportunities for Dutch companies.

**Sustainable Match has selected a number of companies that meet the profile of an inclusive business partner for the matchmaking program. We can get you into contact and inform you about the services needed for creating a successful partnership in Uganda.**



Sustainable Match is an initiative of MVO Nederland, BBO, Oxfam Novib, Agri-ProFocus, PeopleConnector and ProPortion. Supported by the Ministry of Foreign Affairs of the Netherlands.  
[uganda@sustainablematch.com](mailto:uganda@sustainablematch.com)



## Interested?

Take the following steps.

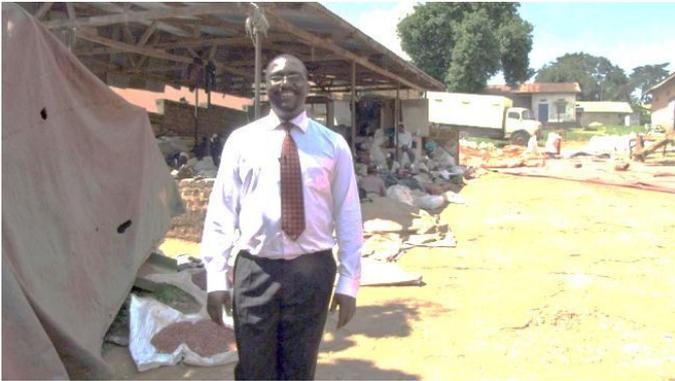
- ✓ **Step 1:**  
Subscribe today for the pre-matchmaking event on the 18<sup>th</sup> of July 2013 and undertake the necessary preparation.
- ✓ **Step 2:**  
Attend the pre-matchmaking event, collect concrete data on companies in Uganda, listen to what the Ugandan entrepreneurs have to say in a series of video portraits, and get ready to do sustainable business in Uganda.
- ✓ **Step 3:**  
Join the business mission to Uganda from 9-14 of September 2013 set up by Sustainable Match and meet your potential business partner(s). Have speed dates with financial credit providers, link with programs from Dutch embassy and have company field visits.
- ✓ **Step 4:**  
Discuss with your future Ugandan partner what you expect from each other, make good agreements on your collaboration, set up a business structure that suits both parties.
- ✓ **Step 5:**  
Co-create a social, profitable, inclusive business!

[www.sustainablematch.com](http://www.sustainablematch.com)

# SUSTAINABLE MATCH

## Doing business in Uganda

Uganda is a large producer of cash crops like coffee, food crops and oil seeds. Many opportunities occur in scaling up agricultural productivity in Uganda, especially in the fruit & vegetables production chains.



## Opportunities on sustainable solutions particularly occur in:

- Agri-business: warehousing, logistics, supply chain management
- Processing industries: packaging, bio-waste business development, pulp-, juice- and drying processing
- Market and investment linkages in organic and inclusive fruit & vegetables producers

## How to create a successful business in Uganda?

Ugandan market studies give the following recommendations in order to create a successful business in Uganda. Sustainable Match underwrites and works according to these conditions.

- ✓ Clear management of expectations
- ✓ Equal share in the design of the partnership
- ✓ No undermining of the other party
- ✓ Transparency about each other's business process
- ✓ Genuine interest in each other's wellbeing
- ✓ Unequivocal agreements

**Interested in finding your business partner in Uganda?  
Join Sustainable Match!**

## Cultural differences between the Netherlands & Uganda

The way Ugandan entrepreneurs conduct business differs from Dutch entrepreneurs. You should keep the following cultural differences in mind:

- Management structure in many cases is not as strictly organised as we know it from Dutch companies
- Informal work setting has the preference in Uganda
- Business records are not always kept carefully updated
- Smaller companies often work without an elaborate investment plan
- Joint ventures and shared ownership is a relative new concept so there is some distrust towards it

## Benefits of doing business abroad?

### Business-to-business cooperation

#### between SMEs:\*

- ✓ Leads to increased employment and wealth creation
- ✓ Creates access to new markets
- ✓ Establishes more stable relationships buyer / producer organisations
- ✓ Stimulates activity and development
- ✓ Risk sharing
- ✓ Creates opportunities to innovate

\*Source: Business Linkages: Lessons, Opportunities and Challenges, IFC, International Business Leaders Forum and the Fellows of Harvard College, 2007

