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# Business Transfer Awareness Raising "BTAR" – Main Findings





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# BTAR

- Idea: to bring SME business transfers and their ecosystems to the transnational level!
  - Objectives
    - Make an up-to-date situation analysis of current awareness raising activities and their impacts in the partner countries (Croatia, Finland, France, Spain and Sweden)
    - Compare and develop practices
    - Prepare a portfolio of tools and activities which provide options for various contexts
- Publication "Business Transfer Ecosystems and Awareness Raising Activities"
- [<http://urn.fi/URN:ISBN:978-952-7109-33-5>]
- Guidebook "Business Transfers Awareness Raising"
- [<http://urn.fi/URN:ISBN:978-952-7109-46-5>]

# Main Findings

1. Barrier removal AND awareness raising are both extremely important in promoting business transfers
2. Awareness raising activities should be systematic and with a long term approach
3. National level
  - National Advisory Board on Business Transfers
  - Online platform
4. EU-level "In a number of member states"
  - Business Transfer Barometer
  - International course on business transfers (within HEIs →acquisitive mindset for the students, including cross boarder BTs)
  - Cooperation (e.g. EU-commission Expert Group on Business Tansfers, BTC Malta 2017 and Transeo)