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”

→ Guidebook ”Business Transfers Awareness Raising”
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)