



Main findings of business transfer

Engaging Users for Business Transfer

www.eu4bt.eu

www.transeo-association.eu

Reempresa

Reempresa.org

- ❖ Centre de Reempresa de Catalunya
 - ❖ Cecot & Autoocupació Foundation
 - ❖ Scope of action =Catalonia
 - ❖ Launched in 2011
- ❖ Public-Private Partnership
 - ❖ ERDF Fund & Generalitat de Catalunya (Regional Gov.)
 - ❖ Network of collaborators
 - ❖ Public authorities / Policy Makers (>65)
 - ❖ Business Organizations & Associations (>20)
 - ❖ Socioeconomic entities (>10)
- ❖ One-Stop-Shop



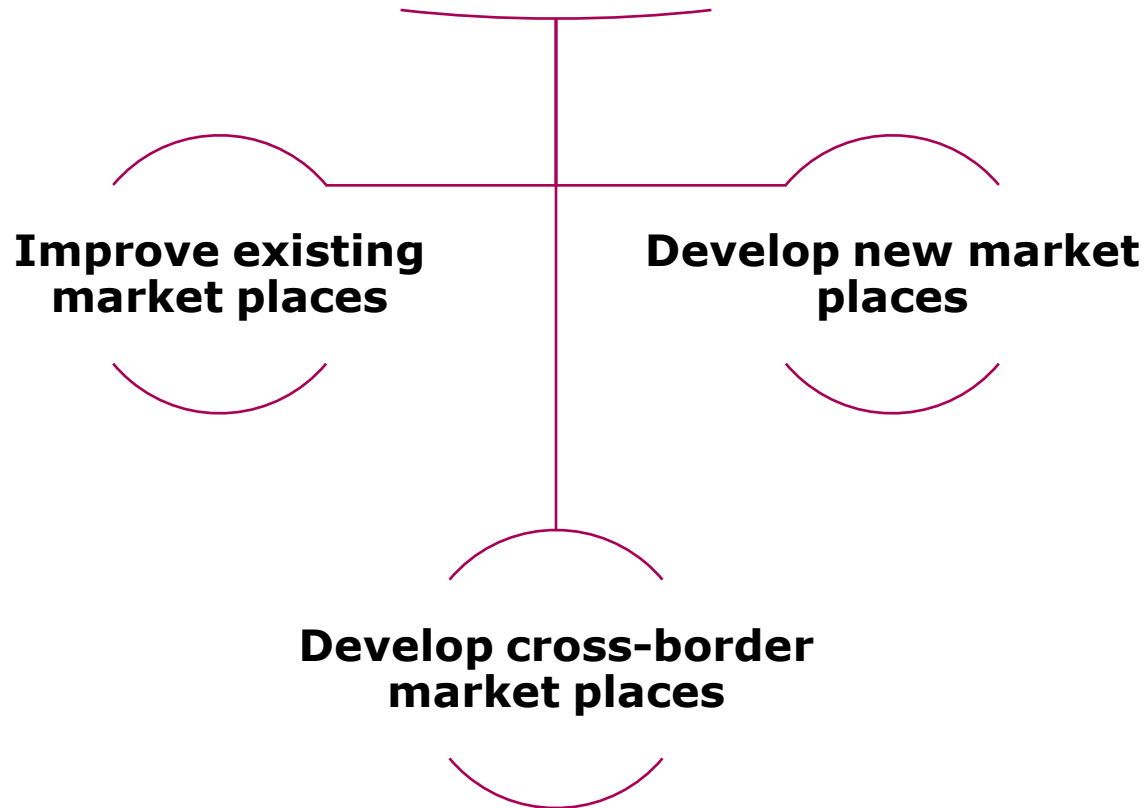
State of the art

- ❖ European business transfer's Market is **fragmented** and **hampers mobility** and **improving of competitiveness.**
- ❖ **Effective transfer of businesses** is assisted by the **existence of efficient market places.**
- ❖ Some European countries **do not have** National Matching **Platforms.**
- ❖ **Development of transparent markets** in the facilitation of business transfer has been a **critical element.**



About EU4BT

Good Practices - Matching Platforms



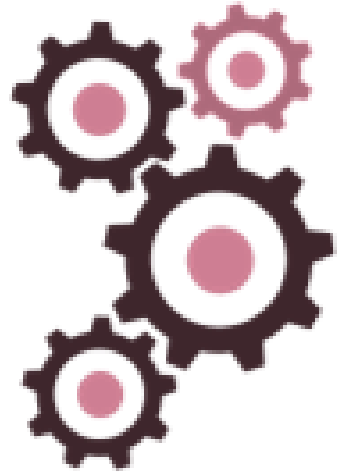
2016 Transeo EU SME Transfer Summit



19 matching platforms from 9 countries signed a 'Code of Conduct' and committed to respect minimum quality standards.

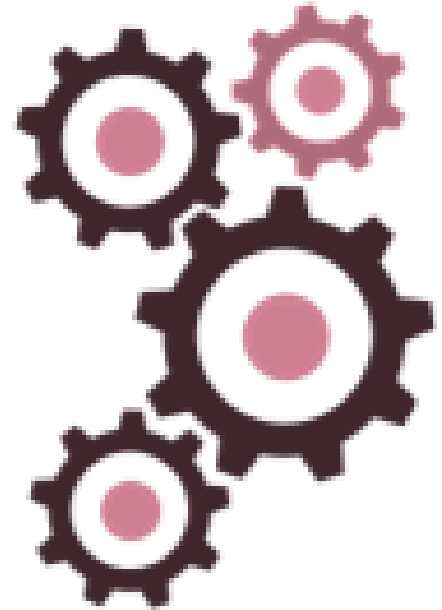
Main findings

- ❖ Central importance of marketplaces.
- ❖ Transparency and ethics for matching platforms.
- ❖ To study cooperation between platforms and cross-border transfers.
- ❖ Marketplaces in each Member State needed.



Next steps

- ❖ Quality label for matching platforms.
- ❖ Pilot project for cross-border connections.
- ❖ EU-wide awareness raising campaign.
- ❖ European business transfer online marketplace.





Main findings of business transfer

Engaging Users for Business Transfer



www.eu4bt.eu