

Business Transfer Promotion in European Countries

Juha Tall

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SeAMK 

Objectives

- Collect data about best practices on business transfer promotion
- Collect preliminary data about business transfer ecosystems
- Build and publish case stories of the best practices on business transfer promotion

Data

- Online questionnaire was sent to 65 experts in 27 EU countries
 - EU Commission (Expert group –Improving Evidence Base on BTs) 24
 - SMEunited 10
 - SME Envoy Network 19
 - Seinäjoki University of Applied Sciences Network 12
- Survey resulted in 28 responses representing 17 countries with 29 proposals
- Research team chose 15 cases to represent best practices in promoting SME business transfers

Results

1. Overview of business transfer ecosystems
2. Best practices case stories on business transfer promotion
 - National events and general measures
 - One-stop-shops & online platforms
 - Family business succession and guidebooks
3. Conclusions

National Business Transfer Ecosystems 2021

				1	Yes (Hindering Legislation = no)								
				0,5	Some								
				0	No (Hindering Legislation = yes)								
Country	National Advisory Board	Leading National Organization	National Agenda	National Economic Policy	Special Funding	Advisory Services	Business Brokers	Online Platforms	Hindering Legislation	Promoting Legislation	Summary	Country	
Austria	1	1	1	1	0,5	1	0,5	1	1	1	9	Austria	
Belgium	0	0,5	0	0	0,5	1	0	1	1	1	5	Belgium	
BE-Flanders	1	1	0,5	1	1	1	1	1	1	1	9,5	BE-Flanders	
Bulgaria	0	1	1	0	0	0	0,5	0	0	0	2,5	Bulgaria	
Croatia	0	1	0	0	0	0,5	0,5	0,5	1	0	3,5	Croatia	
Cyprus	0	0	0	0	0,5	0	0	0	1	1	2,5	Cyprus	
Denmark	0	1	1	1	0,5	1	0,5	0,5	1	0	6,5	Denmark	
Estonia	0	1	1	1	0,5	1	1	0	1	1	7,5	Estonia	
Finland	1	1	1	1	1	1	1	1	1	1	10	Finland	
Germany	1	1	1	1	1	0,5	0,5	1	1	1	9	Germany	
Italy	0	1	0	0	0	0,5	0	0	1	0	2,5	Italy	
Lithuania	0	0	0	0	0	1	1	0	1	0	3	Lithuania	
Luxembourg	0	1	0	1	0	1	1	1	1	0	6	Luxembourg	
Malta	0	1	1	1	1	1	0,5	0	1	1	7,5	Malta	
Netherlands	0	0	0	0	0,5	0,5	1	1	1	0	4	Netherlands	
Romania	0	0	0	0	0	0,5	0,5	0,5	1	0	2,5	Romania	
Slovenia	0,5	1	1	1	1	1	1	1	0	0	7,5	Slovenia	
Spain	0	0	0	0	0,5	0,5	0,5	0,5	1	0	3	Spain	
ES-Catalonia	0	1	0	0	0,5	0,5	0,5	1	1	0	4,5	ES-Catalonia	
Summary	4,5	13,5	8,5	9	9	13,5	11,5	11	17	8		Summary	

Ecosystem analyzes

- Good examples of the well-developed national business transfer ecosystems
 - Finland – Austria – Germany
 - Estonia – Malta – Slovenia
- National advisory boards are relatively rare
- Leading national organization and advisory services exist in most countries
- Significant variation in online platforms, but it is easy to benchmark and build
- Great potential in improving business transfer ecosystems in EU countries

Cases - National Events and General Measures

Title	Theme	Country	Key Takeaways
Business Transfer Week	National event	Belgium	<ul style="list-style-type: none">• Key stakeholder cooperation• Awareness raising
Business Transfer Forum	National advisory board on business transfers	Finland	<ul style="list-style-type: none">• Key stakeholder cooperation
Family Business & Business Transfer Forum	National event	Croatia	<ul style="list-style-type: none">• Awareness raising• Annual event• Systematic approach
Business Transfer Barometer	National survey	Finland	<ul style="list-style-type: none">• Evidence based policy development
Center for Mergers, Acquisitions and Buyouts	Coaching program	Belgium	<ul style="list-style-type: none">• Research, education and networking

Cases – One-Stop-Shops & Online Platforms

Title	Theme	Country	Key Takeaways
Business Start-up Service	One-Stop-Shop	Austria	<ul style="list-style-type: none">• Leading organization
Follow me – Business Transfer Initiative	One-Stop-Shop	Austria	<ul style="list-style-type: none">• Regional improvement of the national business transfer ecosystem
Reempresa	One-Stop-Shop	Spain – Catalonia	<ul style="list-style-type: none">• Long term cooperation with key stakeholders
Sowalfin Business Transfer Ecosystem	One-Stop-Shop	Belgium - Wallonia	<ul style="list-style-type: none">• Systematic approach
Borzaposla.si - National Business Transfer Marketplace	Online platform	Slovenia	<ul style="list-style-type: none">• Cross border acquisitions

Cases – Family Business Succession & Guidebooks

Title	Theme	Country	Key Takeaways
Initiative on Business Transfer	Family business succession	Estonia	<ul style="list-style-type: none">• Leading organization
Family Firm Succession and Sale Support Program	Promotion program	Netherland - Utrecht	<ul style="list-style-type: none">• Government and University cooperation
Family Business Act & Family Business Office	Family business succession	Malta	<ul style="list-style-type: none">• Government involvement
Awareness Raising Actions – Short Kit	Guide books	Italy	<ul style="list-style-type: none">• Systematic awareness raising
Business Transfer Handbooks	Guide books	Slovenia	<ul style="list-style-type: none">• Highlighting the basics

Conclusions

- Need to continue and strengthen the international dialogue between experts on SME business transfers
- Business transfer promotion gets attention in EU countries, but variation in
 - current overall functionality of the business transfer ecosystem
 - extent of business transfer promotion measures
- Ongoing need for research-based policy development
- Need for country level systematic cooperation between the key stakeholders
- Many countries could benefit from launching national advisory boards on business transfers

Thank You

Juha.tall@seamk.fi

urn.fi/URN:NBN:fi-fe2021062339725

Juha Tall, Elina Varamäki & Anmari Viljamaa

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