Approach
Market attractiveness indices for EU markets will be published as GIS on the project website, making it easy to identify promising markets at first glance. Links into relevant data needed for a sound market evaluation will enable companies to adapt the project methodology to their own needs.

In addition, a B2B-database will enable companies to find business partners throughout Europe, to publish offers and requests as well as to participate in public procurement initiatives.

Your benefits at a glance
Join the Cross Border Bioenergy network and benefit from exclusive information on European markets. There are absolutely no costs associated with the use of the network, but it can help you save significant investment otherwise needed to assess opportunities on your own.

Be visible on European markets by presenting your company’s portfolio on the unique B2B-platform. Post your requests, receive information on the latest offers and approach potential business partners in the country of your choice.

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**Goals**

This project is designed to help SMEs to evaluate markets in Europe and support their decision-making process to invest in them.

Evaluating the attractiveness of foreign bioenergy markets is a complex task. Many criteria must be factored in such as macro-economic data, detailed figures on available potential, a clear picture of forest and agricultural structure as well as energy markets. For many small and medium bioenergy companies a sound strategic assessment of international markets is not feasible due to capital and human resources constraints. Yet going international is vital for them to diversify their markets and to avoid strong dependence on their domestic markets with often changing framework conditions.

This is where the Cross Border Bioenergy project comes in. A consortium of bioenergy associations, consultants and scientists gathered to provide a platform for European bioenergy businesses aiming at supporting their international activities.

**Market handbook**

In addition to the comprehensive online platform, results of the European market assessment will be published for each examined sector giving stakeholders an excellent overview on the latest status and market conditions in their field of business.

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### Project overview

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<th>Design</th>
<th>What’s in it for my company?</th>
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<tr>
<td>Selection of criteria to define market attractiveness summarised in 5 sector handbooks. (By June 2011)</td>
<td>Participate in the Working Groups and select the right criteria yourself. Participate in one of the 5 workshops on: biogas, small scale heat, DH, CHP and biofuels.</td>
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<tr>
<th>Data collection</th>
<th>Gain valuable insight into market attractiveness through the market handbooks.</th>
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<tr>
<td>Data collection in each EU27 country and preparation of 5 market handbooks. (By end of 2011)</td>
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<tr>
<th>Outcomes</th>
<th>Participate in one of the 5 workshops on: biogas, small scale heat, DH, CHP and biofuels.</th>
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<tr>
<td>Website - Online GIS</td>
<td>Visit the interactive website that highlights market attractiveness</td>
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<td>B2B platform</td>
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<td>Market handbooks</td>
<td>Post your offers and requests online</td>
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<td>Conference</td>
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<td>Brokerage events</td>
<td>Participate in the conference</td>
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<td>(During 2012 and 2013)</td>
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**EU Navigator**

Bioenergy associations will apply the project methodology to assess the attractiveness of countries or regions for five market sectors: biogas, small-scale heat, DH, CHP and biofuels. Results will be displayed individually for each technology as a colour-coded GIS map displaying different levels of attractiveness. Users are also able to adjust the underlying criteria to show customised results.

For each country a report will be available summarising the data used and listing core stakeholders as well as relevant institutions helpful to enter the market.

**B2B-Database**

Knowing promising markets is one thing – networking with and contacting international market players are other crucial aspects to succeed with internationalisation plans. A bioenergy B2B-platform will work as European market guide facilitating sound matchmaking and will assist companies in their marketing activities.

A pinboard will be implemented on which companies can post offers and requests. By publishing public tenders transparency across the European procurement market will be enhanced to better enable bioenergy SMEs to respond.

Enriched by information on international events, job announcements and relevant news, the Cross Border Bioenergy website will become a spring-board for your exports and international activities.

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**www.CrossBorderBioenergy.eu**