



CrossBorder Bioenergy.eu

- A spring board to your exports

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Contract number: IEE/09/933/SI2.558306



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Making the market grow



- ▶ Main obstacles for SME expansion?
- ▶ Information or figures?
- ▶ What information is needed for a market evaluation?



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Main obstacles for SME expansion?



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Information or figures?



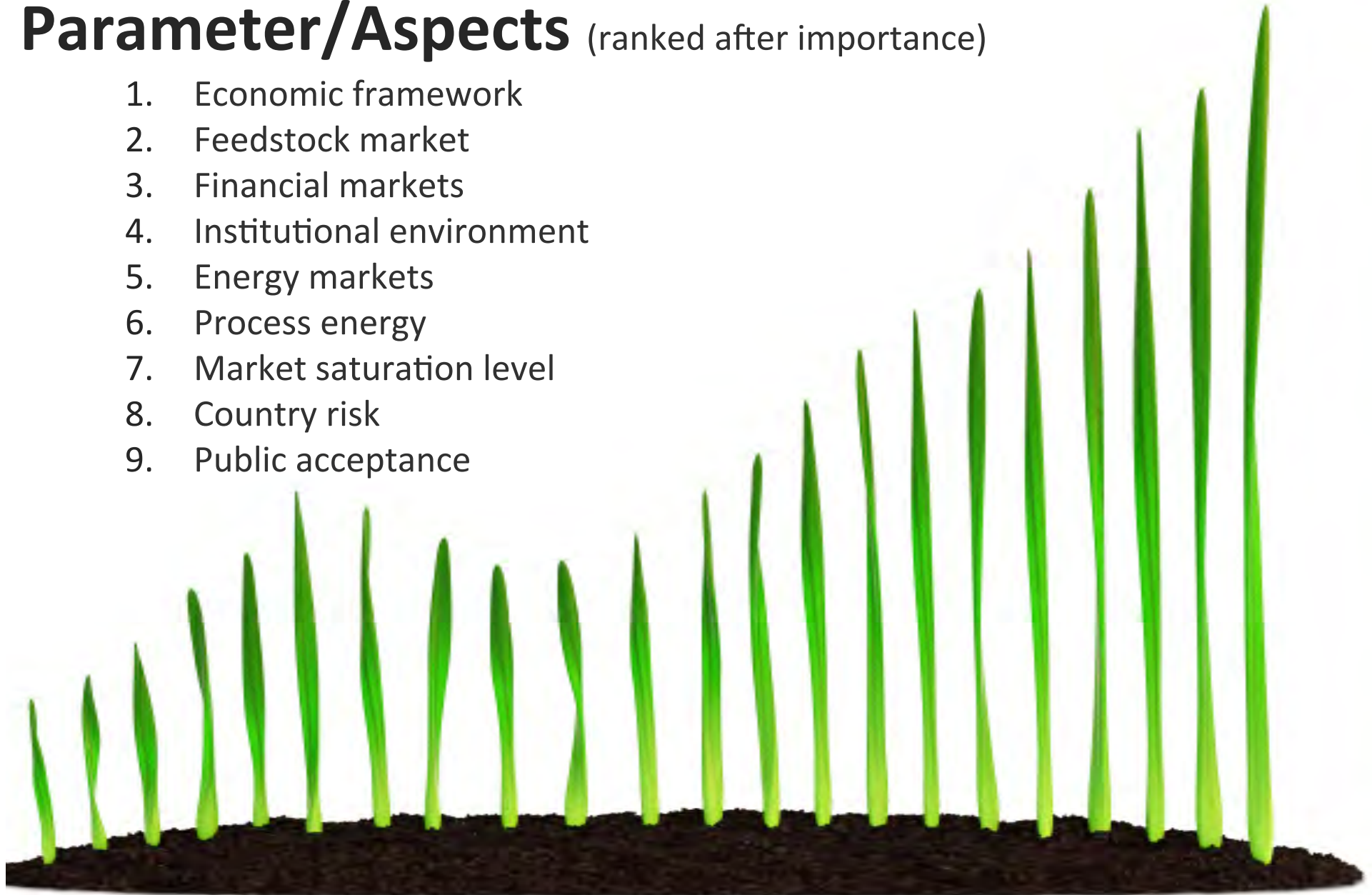
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Parameter/Aspects (ranked after importance)

1. Economic framework
2. Feedstock market
3. Financial markets
4. Institutional environment
5. Energy markets
6. Process energy
7. Market saturation level
8. Country risk
9. Public acceptance



Structure of the Cross border analyses

- Parameter/Aspects

- Specific area of interest
 - *Feed-stock market*

- Criteria

- Question to be answered
 - *Feed stock prices doesn't threaten market development*

- Indicator

- Answer to question
 - *Foreseeable cost development of feed-stock*



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1. Country risk

Is the market governance stable and foreseeable



- ▶ Political framework conditions are reliable
- ▶ Political stability of target country is acceptable
- ▶ Financial margin available for public support schemes



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2. Institutional environment

Are the political and institutional arena positive towards biofuels



- ▶ Policy makers are actively trying to develop the RES-market
- ▶ Approval/permitting procedures in target country are adequate and clear
- ▶ Environmental requirements and thresholds are possible to fulfil with today's bioenergy technology



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3. Feedstock market

Are the raw material available?



- ▶ Feedstock prices are easily monitored
- ▶ Feedstock price trends doesn't threaten market development



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4. Process energy

Are the energy accessible?



- ▶ Price of energy are foreseeable
- ▶ Availability of energy is foreseeable




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5. Overall Economic framework

- Overall Economic General development in the market

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- ▶ There is a transparency in the market place
 - ▶ Higher biofuel production costs are supported by subsidies
 - ▶ Regulative support schemes trigger biofuel projects
 - ▶ Market allow for competitiveness in biofuel production



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6. Production/Operating Environment

- The working environment for an economic operator



- ▶ Biofuel has access to competitive downstream flow
- ▶ The energy market offers good growth perspective
- ▶ Local quality requirements affects Biofuel technology



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7. Market saturation level

– the possible growth of the end market

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- ▶ Possibilities for expansion of market
 - ▶ Sales in relevant quantity are possible



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8. Financial markets

- Possibility to acquire local financing



- ▶ Banks are open to finance bioenergy projects
- ▶ Finance is available for new business development
- ▶ Foreign investments are supported by target country



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9. Public acceptance

- Market interest in changing energy source



- ▶ Bioenergy is well-known and seen as attractive form of energy



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Thank You!

For more information stay in touch

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Nordisk Etanol & Biogas AB

