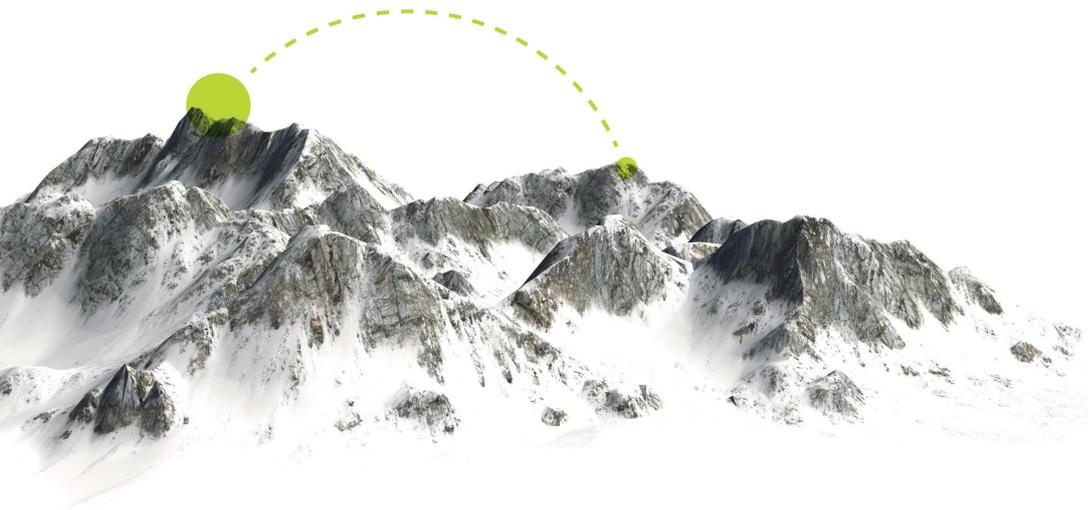


C-TEMAIp

Continuity of Traditional Enterprises in
Mountain Alpine Space areas

newsletter n°1



Website:

<http://www.alpine-space.eu/projects/c-temalp/>

Network of business support organizations:

www.business-transfer.eu

SUMMARY

- ▶ The Project p.2
- ▶ What is Business Transfer p.2
- ▶ The added value of an Alpine Space network p.3
- ▶ Interview with the Lawyer p.4
- ▶ Marketplace corner p.5
- ▶ EU corner p.7

The project

C-TEMAIp - **Continuity of Traditional Enterprises in Mountain Alpine Space areas**, is a project funded by the European Cooperation Program Alpine Space 2014-2020. It aims to improve Business Transfer opportunities and services in particular in the Alpine Space regions.

In this frame C-TEMAIp brings together partners, both private and public institutions, that provide and offer with standardized processes specific services both for entrepreneurs interested in sell totally or partially their companies (sellers) as well as for potential investors (buyers).

Partners put at companies disposal internal or external business transfer experts who offer informative and dedicated services free of charge. The goal of each support path is to serve companies toward, if possible, the transnational matching among sellers and interested buyers.

What is Business Transfer?

The term “business transfer” could be differently translated and has special law and fiscal implications accordingly to the national regulations of each country.

In the frame of C-TEMAIp, *business transfer* is intended whatever change in the company ownership and in particular we could face both the cases :

1. the transfer (total or partial) of ownership of the legal entity that owns the business (and thus the transfer of the share) or through the sale of the shares or by transferring them to another company;
2. the transfer of a business from one legal entity to another through the sale of the company or its contribution to another company.

The added value of an Alpine Space network

C-TEMAIp offers:

- Mentoring services - **dedicated service for sellers** willing to disinvest all or part of the shares, finding a possible business partner abroad (Alpine Space area) and supporting **services to clients** that would like to **buy/invest** in new markets.
- The services package consists of technical and specialist support that would be activated on the basis of the clients' need all along the project life by the C-TEMAIp partners and through their local stakeholders network.
- A business transfer platform that helps Partners and advisors in exchanging information about their clients that could directly be used by companies to contact their local support organization: www.business-transfer.eu
- Information offered to have an overview of the regions, the investment opportunities and the core sectors of each region and have a quick of the main before investing

The Business Platform

Companies can also directly access the services and publish their company profile (sellers/buyers) going to:

www.business-transfer.eu

In the section marketplace are visible and searchable by sector the profiles of some of the companies that already joined the project and that are served by C-TEMAIp. In addition, the C-TEMAIp Support Points are presented and can be contacted to be assisted.



Interview with the Lawyer Giacomo Sartori

Dear Mr Sartor, you are a partner of the law firm Gianni, Origoni, Grippo, Cappelli & Partners; in your experience how important today is for companies to have access to information on international business transfer opportunities and brokerage services?

This is a growing phenomenon, we receive many requests from our customers to get in touch with other business realities at international level, but there is often a lack of institutional exchange channels such as Chambers of Commerce or Business Associations.

Do you therefore believe that the services offered by C-TEMAIp could be useful for companies?

Absolutely yes, as a law firm we do business consultancy and support, especially in the contractual phase. Often companies face this transition already at a critical stage, where the alternative is to close the company. A European network of brokers, able to facilitate the exchange of information between buyers and sellers, would be useful also to raise the awareness of companies toward the benefits of a clear planning of the transfer process: business transfer is a concrete opportunity not only for the business continuity but also to foster the company's innovation and competitiveness.

Could you make us an example?

My firm has followed the sale of two important Italian companies to the Austrian-German Voestalpine industrial group.

Voestalpine is an Austrian-German industrial group; one of the most relevant in the world, active in the steel sector and in particular the processing of steel. It has 48,500 employees and operates more than 500 companies in fifty countries spread across five continents. In 2014 and 2015, despite the availability of units and personnel for research and development it was considered more convenient, instead to develop autonomously specific products and technologies, acquiring two Venetian companies that already had developed them:



Trafilerie Spa Cittadella (In the province of Padua) and Trafilerie Industrial S.p.A. (In the province of Treviso). These companies had in fact reached, with their products, highly advanced technological levels.

Which key factors moved Voestalpine group to invest in Italy?

Voestalpine already knew the value of the two Italian companies (both controlled by a family shareholding) because they were competitors or suppliers, very specialized in niche markets. Moreover this business decision was motivated also by the awareness that the country where the companies are located would have the most favorable conditions to sustain and increase the productive activities that the such technology applied.

From the Italian companies which were the advantages?

From the point of view of the Italian companies, the investment by Voestalpine has assured them, in a crisis time, the financial power to keep investing in research and development and to proper exploit on the markets the new innovative already developed.

In both cases, the production has been doubled in less than three years, and in one of the company, the local shareholders remained fully operational in the company retaining a minority share, with mutual satisfaction of the parties.

Marketplace corner – Our profiles:

Each issue is dedicated to present two business profiles but it is possible to have a look to all accessing:

www.business-transfer.eu

Investments opportunities

Pulko ventili Ruše



SLOVENIA: Maribor

Pulko ventili Ruše, LLC is a niche producer of high pressure valves for aggressive gases since early 1930's. All high-pressure gas equipment is engineered and manufactured in the company. Main company production facilities and headquarters are located in Ruše (Slovenia) employing 20 people.

The company is a holder of ISO 9001:2008 certificate and provides the product quality control according to TPED.

The whole production is highly flexible and the R&D process is supported with CAD software solutions.

A cutting-edge product was launched for automotive industry air-condition filling systems, which was successfully developed in-house.

85% of production is exported to 21 markets, mainly to EU and Balkan countries. Most products (26%) are sold to customers in Germany.

At the moment the Company is 100% owned and managed by Aleš Pulko (the "Seller").

The owner of PVR kicked-off a new growth cycle based on an innovative new product and expects great potential for the whole product portfolio if the productions assets and sales force would be upgraded.

The objective of present owner is to share the Company's potential in exchange for equity investment and market access capabilities.

Contacts:

**REGIONAL CHAMBER OF CRAFT AND SMALL BUSINESS
MARIBOR**

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Innovative solutions : ecological clearing in Provence



FRANCE: Provence-Alpes-Côte d'Azur

The seller wants to develop a partnership for technical and innovative solutions.

Created in 2009 in Marseille Provence and specialized in professional and industrial ecological cleaning, the company is well known in the regional, national and international markets. It is also an exclusive and authorized distributor for leading brands.

Contacts:

[Regional Chamber of Commerce of Marseille Camera di Commercio di Marseille](#)

E-mail: franck.araujo@ccimp.com

European Policies for Business transfer

What Europe says?

Actions and support measures to facilitate the transfer of businesses at EU level include:

- **access to finance** - the COSME programme (worth EUR 2.3 billion for the period 2014-2020) offers funds for those who want to acquire a business;
- **actions to make the business environment more transfer-friendly** - call for proposals to develop models and quality standards relating to advisory services, awareness raising programmes, and online platforms for business transfers.

At national level, EU national and regional governments use EU Structural Funds to support actions that improve awareness raising programmes, online platforms, and advisory services related to transfers.

Resources and studies available on:

https://ec.europa.eu/growth/smes/promoting-entrepreneurship/advice-opportunities/transfer-business_en



To know more about the project:

<http://www.alpine-space.eu/projects/c-temalp/en/home>