



Transeo AISBL

Report of the
Constitutive Assembly

Brussels, 9th December 2010

TABLE OF CONTENTS

- Introduction** 5
- SME transfer now has its own European professional association** 6
- Approximately 3 million jobs** 8
- Following on from the forum organised in Spa** 10
- The stakes in transparency and communication** 12
- The importance of the «Small Business Act»** 14
- Transeo, the heart of the European strategy** 16
- Ethics, best practices and quality in the agenda of the European Café** 18
 - European Café**
 - Topic 1: Expectations towards Transeo association** 20
 - European Café**
 - Topic 2: Setting up of Transeo association working groups** 24
- SOWACCESS, MKBase and CRA: the same key vision** 26
- Working together is success** 28
- 15 good reasons to become a member of Transeo AISBL** 30
- Transeo in a nutshell** 34

INTRODUCTION

About one hundred participants from across Europe dedicated December 9th, 2010 in La Hulpe (Brussels), to attend the constitutive assembly of Transeo association. At the conclusion of this extensive and vital day of work, in addition to satisfaction with steps already taken, was the firm conviction that Transeo already stood out as an indispensable resource to serve not only its own members but also, and especially SMEs and furthermore, the economy in Europe. This is a report of the key events of the day, totally and exclusively dedicated to the transfer of SMEs.



SME TRANSFER NOW HAS ITS OWN
EUROPEAN **PROFESSIONAL ASSOCIATION**



«We are all convinced of the major role of SMEs in the European economy and cannot accept the concept of their failure due to absence of a buyer or preparation of succession planning. On the contrary, we think that this transfer needs not be a problem any longer but a real source of added value», the opening words of the constitutive assembly of Transeo on December 9th 2010, in the leafy suburbs of Brussels, by Jean-Pierre Di Bartolomeo, Chairman of the Board of Directors of Transeo, Chairman of the Executive Committee of SOWALFIN and Chairman of the Board of Directors of SOWACCESS, addressing a convinced audience.

About a hundred participants, from across Europe, made the commitment to attend this major event, organised in the context of the Belgian Presidency of the European Union: the creation of the first European association dedicated to the transfer of small and medium-sized firms. And, together with a disastrous weather report, snow invited itself to the festivities...

A large, stylized outline of the letter 'S' in a light teal color. The letter is composed of several overlapping, curved lines that create a sense of depth and movement. The top and bottom curves are more pronounced, while the middle curve is slightly less defined. The overall effect is a modern, graphic representation of the letter.

APPROXIMATELY **3 MILLION** JOBS



The stakes are indeed enormous. **«Our latest estimates indicate that over the next decade, up to 690,000 businesses providing 2.8 million jobs will have to be transferred each year. This represents approximately 3,000 businesses per working day and about 3 % of European SMEs»,** emphasised Massimo Baldinato, Member of the cabinet of European Commissioner Antonio Tajani, Vice-President of the European Commission, DG Enterprise and Industry. **«More importantly, it has been estimated that about one third of business failures occur in the context of a business transfer. Europe cannot afford the losses of jobs and other productive resources resulting from such failures, particularly in these difficult times.»**

To support and to promote the collaboration and the exchange of good practices and information in the field of SME transfer, between European professionals from the private, public or semi-public and academic sectors, with the aim of stimulating the transfer market and the buyout of companies at the local and international level - the mission of Transeo - thus linking with the heart of the European project. This brings to mind Rosalie van Rijk, founder with Martijn Westerlaken of MKBase (Netherlands), one of the three founding parties of Transeo together with the CRA (Cédants et Repreneurs d'Affaires, France) and SOWACCESS (Société Wallonne d'Acquisitions et de Cessions d'Entreprises, Belgium).



FOLLOWING ON FROM THE **FORUM**
ORGANISED IN SPA

«In 2009, we organized in Spa the first European Conference on SME Transfer», recalled Rosalie van Rijk. **«More than 200 professionals, from 18 countries, had gathered and expressed not only their interest to exchange good practices and their experience but also to broaden their network of contacts to a European level. Indeed, we are here today to make the good intentions expressed last year actually happen. The time has come to make this beautiful project come alive!»**

The co-founder of MKBase showed the assembly that among the things needed for Transeo to have the scale needed, which it must have on the European economic stage, it is certainly the membership! A simple step, and moreover not an expensive one, which Julie Lebègue, in charge of the daily management of Transeo, was pleased to remind everyone and also the 15 good reasons for membership. Among them, Julie Lebègue emphasised, even above the exchange of best practices, is access to a professionals' international network and to useful information, including the inherent will of Transeo to contribute to the economic development in its own country and in the other EU countries and to help its members to improve their own results.

«Being a member of a European association also enables you to boost your results and to improve your skills and knowledge of SME transfer», emphasised Julie Lebègue. **«One of the goals of Transeo is to create more business for you. The Transeo members get real benefits from their membership: access to research, skills improvement, expansion of network at local, national and European level, etc. In this way, Transeo members become more professional and they can show their clients that they are part of a qualified European association.»**





THE STAKES IN **TRANSPARENCY** AND **COMMUNICATION**



Among the objectives of Transeo, there is also the need to make the voices of its members heard by European institutions, and to keep members informed, amongst other things, on possible changes in legislation. How, in practice, does one manage this European ambition? How does one structure this with the internal functions of an international association such as Transeo? It is on these aspects relating to the management, lobbying, rights and also duties of the members, amongst other topics that two real specialists in these subjects brought their expertise: Georges Noël, Director of the Venture Capital Platform and Secretary of the Investor Relations Committee of the European Private Equity and Venture Capital Association; and André Douette, Member of the Board of the Federation of European and International Associations established in Belgium and Former General Secretary of the European Mutual Guarantee Association.

Participating in the debate and dialogue with the participants, who did not hesitate to raise questions, André Douette and Georges Noël showed ways that allowed them to consolidate their respective federations while taking into account the interests, sometimes very different, of their members. **«It is very important to act with complete transparency»**, replied Georges Noël. **«This implies not only the existence of a policy**

for effective and proactive communication (Web sites, newsletters, even regular training) but also and especially the constant drive to raise awareness on information of the members with the authorities leaders. In this it is essential to be proactive, and to organize regular events at which people can meet, have a dialogue, and give us feedback. That takes time and energy, but it is one of the «glues» that assures the solidity of our organization.»

This point was shared by André Douette who, for his part, underlined the importance of the constant search for consensus even if, he said, **«the same objective is not of course easy to achieve»**. Returning to the question on the rights and the duties of the parties, André Douette did not hesitate to approach the question of ethics. **«An absolutely central notion, not only towards the members of the association but also towards external partners. It is only normal that the association is equipped in this respect, with the means to verify, for the benefit of all, respect for the rules and principles which govern its functioning.»** For George Noël, an association is also a brand, a seal of quality, which must be protected by means of ad hoc procedures. **«We sometimes exclude members, or conduct due diligence vis-à-vis certain candidates. We are, for the good of all, quite strict with the principles which we intend to enforce.»**



THE IMPORTANCE OF THE «SMALL BUSINESS ACT»

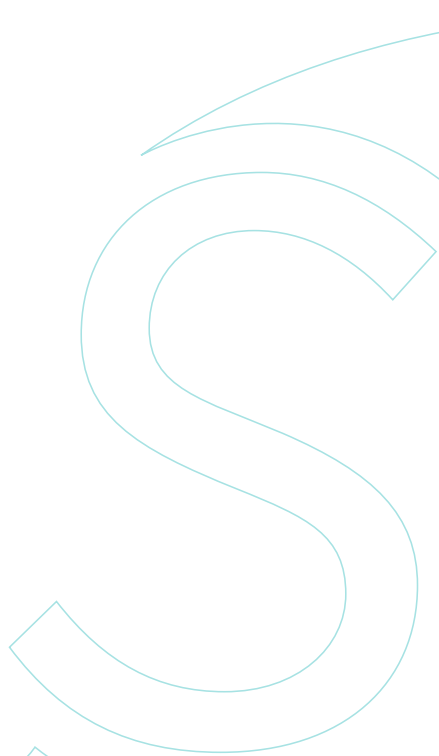


After a short buffet dinner, during which attendees were able to hear, for example, participants from Sweden discussing with Italian counterparts, their respective systems of guarantee within the framework of a buyout, Massimo Baldinato, Member of the cabinet of European Commissioner Antonio Tajani, stressed the crucial importance of the issue of SME transfer for the European Commission.

Massimo Baldinato explained that the Commission has already been working on this subject for a long time as its first recommendations on this matter go back to 1994. **«The Small Business Act of 2008 stressed in particular that this subject should be seen as key as it gives support for new business start-ups»**, said Massimo Baldinato, who also detailed the commitment of the European Parliament as well as the preliminary conclusions of the study «Business Dynamics» launched by the European Commission in 2009. A study that reveals that the specific mechanisms already implemented by

member states are not well enough known to beneficiaries - which reflects a lack of communication -, but also that two million jobs were lost over the past few years due to the failure of the transfer of about a half-million businesses...

«The Commission is considering renewing its call to Members States to develop adequate marketplaces and databases for transferable businesses and provide training and support for business transfers. Simultaneously, the Commission is analysing the possibility of launching a new own project to support the transfer of businesses. This project, still under analysis, would involve collecting fresh data, identifying a selected number of best practices to support transfers and efficiently promoting the uptake of these practises among stakeholders», stated Massimo Baldinato. **«In this regard we would welcome any concrete ideas that you may have as they would be valuable input for the preparation of these future actions.»**



TRANSEO,
THE HEART OF THE EUROPEAN STRATEGY



Taking up this point, Jean-Marie Catabelle, Chairman of CRA (Cédants et Repreneurs d'Affaires), the French association for SME transfer, and member of the Board of Directors of Transeo association, explained point by point how Transeo, due to its network and its field knowledge, can become a key actor in the context of the European strategy of business transfer.

«Transeo can certainly develop specific tools and recommendations, through its working groups, to differentiate better the needs of micro-companies and SMEs», commented Jean-Marie Catabelle who welcomed the aim of the Small Business Act to help reduce the difficulties in the administrative, legal, fiscal and regulatory framework – an area in which Transeo will have to exercise its lobby. **«We must also get involved in the problem of mentoring “post-transfer”, singled out by the European Commission, and by promoting best practices and we should also have a role to play in the coordination of transnational databases. Finally, it is worth remembering that we are at the heart of the issue of transparency and market efficiency, and that these are discussed in terms of the ethics, the intermediary committees or indeed with information from the various parties concerned; we shall obviously have to develop proposals.»**



ETHICS, BEST PRACTICES AND QUALITY
IN THE AGENDA OF THE EUROPEAN CAFÉ

Subsequently invited to meet in roundtable discussions within the framework of the «European Café» - a combined session of networking and brainstorming - the participants worked on two subjects: the expectations of potential and confirmed members regarding the association, and the launch of working groups within it. **«We have already collected no fewer than 40 proposals»**, enthused Rosalie van Rijk, who detailed the conclusions of this European Café. **«All members want to get involved in a very concrete way, in the operations of Transeo and to collaborate actively in the working groups that are to be formed.»**

From the topics discussed, and singled out by Rosalie van Rijk, were, among others, the work to be done to formalize the methods of sharing «best practices» to allow members to access the right information and to ask questions relevant for the exercise of their professional practice (Web site, blog), etc. **«The work must be done in two dimensions»** emphasised the co-founder of MKBase: **«Simultaneously using what is already available but also by looking to the future via research, as to what might happen. Knowing that it is very important, in this respect, so as not to be solely limited to only written or electronic communication; members of Transeo want to meet regularly in practical terms, to exchange experiences, ideas, good practices.»**

Clearly, ethics is also an area where participants of the «European Café» showed a particular interest, unequivocally confirming high expectations of Transeo; the drafting of not only good practices but also and especially principles and guidelines, which could be of use as a reference point at the European level. **«The demand for quality was also expressed at every table»** stressed Rosalie van Rijk. **«The requirement was expressed not only by the members regarding Transeo, but especially towards their own connections and with clients. This is why many proposals have focussed, very pragmatically, on the creation of effective working groups; finding the right information, to reflect the specific problems of the family businesses, establish closer ties with the active players in private equity, work on the mentoring of sales staff, and also buyers, amongst others. The work is, therefore, not going to fail in the coming months...»**



During the European Café, tables were chaired by moderators who took note of the main threads of the discussions so that opinions, ideas and expectations of participants could be recorded below, and serve as a basis for the association's future actions.

European Café Conclusions

Topic 1: Expectations towards Transeo association

- **Become a quality association**

Building a quality association is not easy and requires time. That is why ideas and input of the members to make Transeo association even more professional and efficient, are so important. The priority actions mentioned during discussions regarding the importance of a quality organization were on the one hand, the certification of the association for it to be recognized as trustworthy and on the other hand, the need to write a code of ethics and have it signed by all Transeo members.

- > **Certification**

- Be recognized as a reliable organization thanks to certification: for instance, get an ISO label
- Once quality label obtained, members can use it as a marketing tool

- > **Ethics:**

- Define principles
- Write a charter of ethics or code of conduct
- Have the charter/code signed by all members
- Set up an Ethics Committee

- > **Organize trainings to get more professional**

- **Get visibility, get funds, get new members**

Many participants pointed out the need to promote the association and to disseminate information about it following a communication strategy at large scale in order to attract new members from the 27 EU countries and get funds at national and European level following a fund-raising strategy.

- > **Establish a communication strategy**

- Define the communication strategy
- Communicate on Transeo results
- Send letters to EU authorities (European Social Fund, European Commission, DG Enterprise and Industry...) to announce the constitution of Transeo association
- Register in the European Transparency Initiative
- Once the library is ready, launch communication to promote it

- > **Funding:**

- Define a fund-raising strategy
- Get funds through EU authorities/programmes

- > **Get new members**

- Through SME professional federations for instance
- Cover minimum 18 EU countries

- **Stimulate contacts between members for them to expand their network**

One key expectation of participants was the opportunity to expand their network, to meet professionals from other EU countries in order to exchange best practices and get business opportunities abroad.

- > **Enable members to meet professionals from other EU countries, to exchange information and get business opportunities**
- > **Favour personal contacts between members (European Café is a nice way to network)**
- > **Present each member's activity so that other members are able to know what others are doing**
- > **Implement several useful tools to share contacts: website, blog, seminars, conferences...**

- **Stimulate business**

One of the missions of the association is to stimulate the business transfer market at both local and international level. And as the old saying goes, «business is business»: joining a European association such as Transeo is good for business: new business contacts, the opportunity to get more professional, to have access to key information and best practices...

- > **Transeo must be a vector of business - members must have return on investment**
- > **Communication on Transeo results is needed**
- > **Make sure interests of the different kinds of members are represented (private advisors, public advisors, academics, financiers...) because each kind of professional has specific expectations**
- > **Stimulate business**
 - By sharing opportunities between Transeo members
 - By facilitating cross-border deals



- **Gather relevant information and statistics on SME transfer in the EU countries and create a reliable and up-to-date library**

One thing is for sure: transfer is crucial for the survival of businesses in the EU countries and for their competitiveness. But one thing is even more certain: no clear overview presently appears to exist of SME transfer stakeholders, authorities and statistics in the EU countries. That is why gathering relevant information and create an up-to-date “library” is a priority challenge for Transeo association.

- > **Define how to collect data at national level and European level**

- Prepare a mapping
- Gather information about:
 - The different kinds of transfers: MBO, family transfer, transfer to third parties...
 - Authorities in charge of SME transfer in each EU country
 - Main players in SME transfer in each EU country
 - Existing subsidies and financial tools in each EU country
- Definition of «SME» in each EU country

- > **Make sure that gathered information is reliable (what are reliable sources of information, how to get a certification, how to ensure reliability...)**

European Café Conclusions

Topic 1: Expectations towards Transeo association

- **Share knowledge, research results, experiences and best practices, including tools**

What is helpful about being part of an association gathering experts from the EU countries is that its members can learn from each other's experience, use methods and tools that have been fully tried and tested and avoid doing things that did not work out so well. Another key objective of Transeo association is not only to take stock of existing research likely to be interesting for members and to give them access to such research, but also to launch research projects in fields that are highly relevant and critical for the sector.

- > **Share best practices**

- On awareness-raising of sellers and buyers
- On the strengths and weaknesses of a deal
- On valuation
- On mentoring
- On preparation before the transfer
- On solutions to help very small companies find reliable advisers
- ...

- > **Coordinate research projects and launch cooperation with academics**

- > **Write and send a newsletter to members**

- > **Gather concrete cases to be shared**

- **Get involved in projects led by European authorities**

As Massimo Baldinato, member of the cabinet of EU Commissioner Antonio Tajani, said in his speech on 9th December, projects have been carried out by the European Commission in the field of SME transfer and the Commission is now thinking about what ought to be done in the future. Besides, there is a clear lack of statistics and information about SME transfer at European level and Transeo could certainly play a role in providing relevant information. In this respect, many participants underlined the importance for Transeo to be closely involved in the EC projects.

- > **Participate in surveys, studies, initiatives carried out by the European Commission**

- **Lobby to authorities**

What is also very important for an association such as Transeo is to drive actions of lobbying to authorities, at national and certainly at European level, notably to make the regulatory environment more supportive of business transfer.

- > **Be in permanent contact with the EU authorities, but also with the national and local authorities**

- > **Gather statistics about the amount of deals that were made possible thanks to Transeo association**



European Café Conclusions

Topic 2: Setting up of Transeo association working groups

Possible topics of the working groups:

Many topics were mentioned, but the most urgent appears to be the need to have a clear idea of what is going on in other countries regarding SME transfer: who are the authorities in charge of business transfer, what kinds of professionals are active in the field, how many SMEs have been transferred in the past and how many are likely to be in the future, what are the critical issues in each country, and so on. The need to raise awareness of potential sellers and buyers and to establish a code of conduct were also often cited as priority issues to tackle in working groups.

> In priority: mapping of the SME transfer markets in the EU: gather, compare and update data from EU countries regarding:

- Legal aspects
- Fiscal aspects
- Statistics on SMEs
- Statistics on SME transfer
- Stakeholders

> Awareness-raising of sellers and buyers:

- Ask Transeo members about actions they have carried out to raise awareness and that proved to be useful
- Select the best actions regarding awareness-raising, define best practices in the field

- A possible action could be to write a booklet for SME sellers, in cooperation with the European Commission, in order to raise awareness (outlining the steps of a transfer process for example)
- Work on an awareness-raising strategy to buy a company abroad
- ...

> Work on a code of ethics to be signed by all Transeo members, code of conduct – code of good practices...

> Marketing and communication strategy

- Once the “library” is ready, launch a communication/marketing campaign to promote it
- Have quality and attractive communication media to make the members satisfied and enthusiastic: good website, interesting and well-organized seminars and conferences, a blog...
- ...

> Certification

- Find how to become a quality label and take steps to obtain it
- Define the procedure for members to obtain it
- Write a standard contract covering the terms of use of the Transeo label
- Communicate about this label
- ...

> **Reference documents/definitions: write a glossary of technical terms**

> **Settle specific working groups focussed on:**

- The different kinds of transfers:
 - Family business transfer: update of data, specific critical aspects...
 - Mergers and Acquisitions: update of data, specific critical aspects such as the solution to avoid social disasters in case of M&A, etc.
 - MBO: update of data, specific critical aspects...
 - Transfer to third parties: update of data, specific critical aspects...

- The steps of a transfer process:

Define priority aspects, common to the 27 EU countries, to take into consideration regarding each step of the transfer process (raising awareness, professional support...)

Organization of the working groups:

Regarding the organization of working groups, many good ideas were raised, including the possibility to have «physical» meetings combined with on-line discussions. What appeared as very important too was the need to set goals, deadlines and action plans for the working groups, as well as to communicate the results of their work on the website and during events.

> **Logistics & practical aspects:**

- Launch the working group by a physical meeting
- Then, possible to work together with a web platform or Skype. Use a repository to share files
- Important to use a good ICT solution
- Choose a moderator to lead discussions
- Choose a secretary to take notes and write reports

> **Goals:**

- Define objectives, deadlines and an action plan for each working group

> **Results:**

- Communicate the working groups conclusions on the occasion of a yearly seminar (interesting content, likely to attract people)



SOWACCESS,
MKBASE AND CRA: THE SAME **KEY VISION**



«We can certainly be proud of the progress achieved so far by the founders of Transeo. Nevertheless, this initiative will only be able to continue if actual and future members of the association keep on working together» confirmed Julien Compère, the Chief of Staff to Vice-Minister-President, Minister of Economy, SMEs, Foreign Trade and New Technologies of the Walloon Government and Chairman of the Council of European Industry Ministers, Jean-Claude Marcourt, who is in charge of business transfer in Wallonia. Julien Compère felt that **«joining Transeo association will enable you to improve your support to entrepreneurs, and also to engage in larger projects with other members.»**

Reflecting on the creation of Transeo, the Chief of Staff to Minister Marcourt reminded attendees that the will of the Walloon Government to come to grips with the issue of SME transfer, had been expressed in 2006 by the creation of SOWACCESS, (The Walloon Company for SME transfer and takeover). **«An analysis of market needs at the time identified the two main assignments of the newly created company: to provide information and to raise awareness about the sale and purchase of businesses; to facilitate meetings between SME sellers and buyers.»** The government immediately realised that the pursuit of these two objectives would be facilitated by referring to

the experience of neighbouring countries. **«Thus SOWACCESS signed, from the beginning, a partnership with the Dutch private company MKBase, which benefited from know-how of nearly 10 years in the field. This common vision led the two partners to join again in 2008 a major and recognised actor in this sector: the CRA, in France. It is through this international collaboration that the three actors fuelled the project of exchanging good practices on the European level.»**

Having confirmed its interest at Spa in 2009, the result of this triple approach is indeed on track. **«Transeo is the first association dedicated to the transfer and buyout of SMEs in Europe. It is also an opportunity to share experiences and projects. It is the possibility of extending a network of expertise. Finally, it is the opportunity to develop and share national and international expertise in transfer of SMEs»**, summarised Julien Compère, and placed this constitutive assembly, as per the example of Massimo Baldinato, in the context of the European “Small Business Act”. **«Transeo, through the pursuit of its objectives by all its members, will not only seek to understand in a better way the challenges faced by entrepreneurs in the transfer process, but especially attempt to contribute to help them overcome various obstacles, through the exchange of tools and collaboration among actors of the field in Europe.»**



WORKING **TOGETHER** IS SUCCESS



It only remained for Jean-Pierre Di Bartolomeo to conclude discussions and the constitutive assembly by warmly thanking all the participants, all new and future members of Transeo, as well as those involved every day so that this association could finally see the light of day. **«When I remember all the good reasons and the hopes which had presided over at Spa, the**

idea of creating Transeo, I can only rejoice in the progress». concluded Jean-Pierre Di Bartolomeo and quoting Henry Ford: **«Coming together is a beginning; keeping together is progress; working together is success.» «We are now all convinced that the road that lies ahead is equally exciting. In reality it is so much more!»**



15 GOOD REASONS
TO BECOME A MEMBER OF TRANSEO AISBL

1 Join the first association of SME transfer experts in Europe

Transeo is the first initiative of such kind in Europe: the association gathers experts in SME transfers, from the EU countries. All members are approved by the Transeo Board of Directors, which enables you to enter a reliable network of professionals across the EU.

2 Contribute to boost economic development in your country and in the EU

One of the goals of Transeo is to stimulate the economy at local, national and European level. Transeo will meet this objective by gathering knowledge, launching research, sharing best practices and maintaining contact with and between the Transeo members.

3 Improve your own results

Being a member of a European association enables you to boost your results and to improve your skills and knowledge about SME transfer. One of the goals of Transeo is to create more business for you. The Transeo members get real benefits from their membership: access to research, skills improvement, expansion of network at local, national and European level, etc. In this way, Transeo members get more professional and they can show their clients that they are part of a qualified European association.

4 Launch research projects

Transeo also aims to make the SME transfer sector more professional and skilled. An efficient means to do so is to enable the Transeo members to launch research projects and partnerships with other members of the association on issues they consider as being important.

5 Share best practices

The objective of Transeo is to stimulate research related to SME transfer, but also to stimulate the exchange of best practices between the members. Transeo combines research with market examples.

6 Address the topics that really matter to you and your business

Transeo organizes working groups between the members in order to share experiences on critical areas of SME transfer that need to be discussed and improved. As a member, you can join an existing working group and/or set up a new one. Results of the working groups discussions will be compiled and published on the Transeo website.

7 Get more professional

Transeo offers the members the opportunity to take part in trainings in order to get more professional and stand out.

8 Expand your network and meet other professionals

Transeo organizes events on the occasion of which members can attend keynote conferences, take part in working groups and network. Transeo gathers three kinds of experts: public, private and academic. Therefore, there will be specific activities for those three kinds of experts as well as mixed activities.

9 Find the information you need

On the Transeo website, members have access to reliable and relevant information related to SME transfer (for instance, changes in law and tax issues). The website also features a chat room where members can discuss specific issues, exchange information, ask questions, etc.

10 Count on an efficient, multilingual and experienced staff

As a member of Transeo, you can count on its staff to listen to your ideas, your suggestions and answer your questions.

11 Make your voice heard in Europe

Transeo keeps its members informed of changes in European regulations, but it also aims at making their voices heard to European institutions.

12 Help to make the SME transfer market more transparent

Experts in the field of SME transfer often underline that the market is not transparent enough in their own country, but also in other European countries. By becoming a member of Transeo, you have the possibility to make the market more transparent, which is good for you but also for you clients.

13 Raise awareness among potential buyers and sellers

Transeo also contributes to raising awareness among potential buyers and sellers of SMEs across Europe because they all too often do not consider selling their business or buying an existing one, as an option.

14 Attend high-quality events

Transeo organized the first European Conference dedicated to SME Transfer in May 2009 in Spa (Belgium). With 200 professionals from 18 countries, it was a large success. As a member of Transeo, you will have the opportunity to attend such high-quality events.

15 Share your success stories and make yourself visible

On the Transeo website, members have the possibility to introduce themselves, their company, their activities. They can also share the success stories and learn from each other's experiences. Transeo makes it possible for you to make yourself visible on the SME transfer market.

TRANSEO IN A NUTSHELL

Transeo association encourages, sustains and promotes collaboration and exchange of good practices and information in the field of SME transfer amongst professionals from Europe from the private, (semi-)public and academic sectors, in order to stimulate the business transfer market at both local and international level. The association represents and promotes the long-term interests of the SME transfer market in Europe. It also seeks to create an environment which is more favourable to SME transfer.

Transeo was founded by three organizations specialized in SME transfer:



SOWACCESS, «Société wallonne d'Acquisitions et de Cessions d'Entreprises», is a limited company owned by the Walloon Government, dedicated to business transfer and takeover. Its main assignments are to inform and raise awareness about business transfer in Wallonia and to facilitate matching between buyers and sellers through a business transfer platform.



The French National Association for Company Sales and Acquisitions «**CRA**» promotes SME transfer, and ensures SMEs development through mergers or partnerships. CRA facilitates contacts between owners, buyers and experts on regional, national and European levels. Since its creation, CRA has acquired a solid reputation as a competent mediator in this field.



MKBase is the biggest platform for business transfer in the Netherlands. MKBase combines a website, personal service and active matching. MKBase is not linked to an advisor, bank or any other professional party, active in the M&A market. Because MKBase concentrates on brokering businesses, information and services, its clients are company buyers and sellers as well as advisors of aforementioned parties.

Organised by:



With the support of:



Avenue Maurice Destenay 13
4000 Liège
Belgium

info@transeo-association.eu
+32 (0)4.220.01.81

www.transeo-association.eu