


# Key lessons learned from the 1st Finnish Business Transfer Week

Dr. Juha Tall & Dr. Elina Varamäki

Seinäjoki University of Applied Sciences, Finland



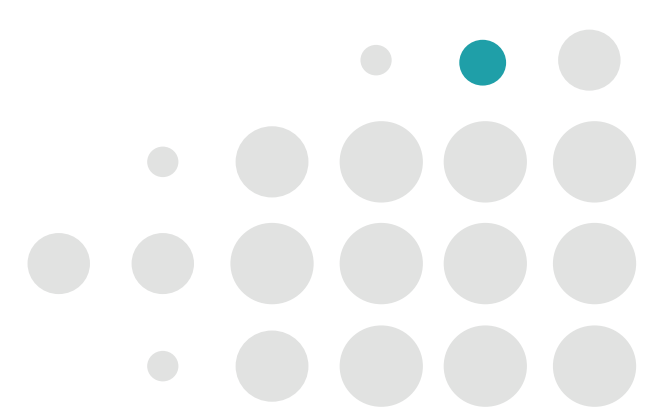


Business transfer promotion in Finland has been evidence-based already for two decades. National Advisory Board (Business Transfer Forum) has coordinated business transfer promotion activities since 2017. Annual business transfer conference has been organized for more than ten times.

Seinäjoki University of Applied Sciences implemented international survey on business transfer promotion in EU countries last year. The survey ended up presenting 15 best prac-

tices on business transfer promotion. Transseo members involved in many of them. One of these best practices was Business Transfer Week in Belgium.

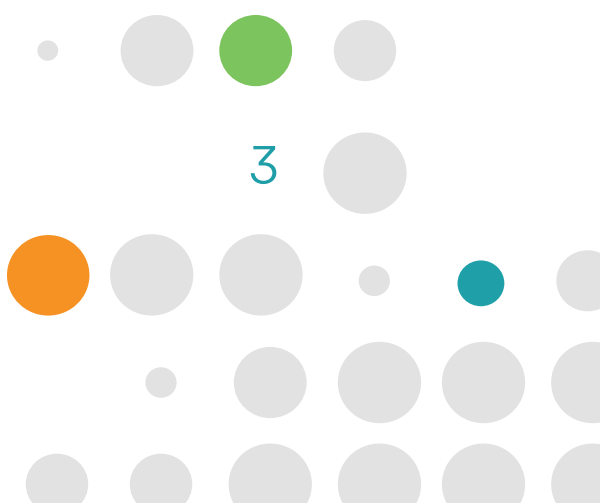
In Finland time was right to take next step in developing business transfer ecosystem with annual business transfer week by exploiting the great example in Belgium. Planning phase included online meeting with national business transfer experts in Belgium and Finland.



# PROGRAMME OF THE BUSINESS TRANSFER WEEK

Business transfer week took place on the first week of November. Program was aimed at buyers, sellers, successors, predecessors, experts, policy makers, schools and media. Each day had its own theme.

<b>MONDAY</b>	<b>International Day - Webinar</b>	Business transfers for microbusinesses
<b>TUESDAY</b>	<b>Business Transfer Promotion at Regional Level</b>	Event for buyers and sellers, examples of business transfer promotion at schools
<b>WEDNESDAY</b>	<b>National Business Transfer Conference</b>	Event for experts and promoters
<b>THURSDAY</b>	<b>Business Transfers by the Industries</b>	Wood industry as an example
<b>FRIDAY</b>	<b>Successions</b>	Business transfer for successors and predecessors, ABC of succession seminar & webinar
	<b>Local Events</b>	Business transfer breakfasts for entrepreneurs
	<b>Summary of the week</b>	Summary and conclusions from the studio







The Business Transfer Week was organized online except Wednesday National Seminar and Business Transfer Breakfasts at regions. Meeting people was for many the most valuable element of the event. Online events were coordinated from the studio and from therehand different events were visited, guests were interviewed on site and online and videos were showed.



# TEAM & RESOURCES

Business Transfer Week was organized by Business Transfer Forum with a number of stakeholders at national, regional and local level. The leading organization was Federation of Finnish Enterprises with its personnel and broadcast studio. However, the core team had seven key persons from six different organizations, which all are members of the Business Transfer Forum. Cooperation between regional business transfer forums, development projects and a few educational institutions was a prerequisite for implementing the program. Total budget for the week was 55.000 € (consisting mainly of technology for implementing program and broadcasting). Participating organizations used their own funding to organize their events. The costs of the core team members were paid by their employer organizations.





# ACHIEVEMENTS

- **Publicity:** 1 national and 1 regional TV news, 2 national, 4 regional and 10 local newspapers.
- **Participation:** 1 200 participants, and a month later more than 1 200 views of recordings.
- **Cooperation:** 15 national organizations, 19 regional actors and development projects, 5 educational institutes and 4 international partners.
- **Conference:** over 100 participants (mainly experts) and according to the feedback, it was a very successful conference.
- **Success:** members of the forum and the core team consider the implementation a success.





A teal-tinted background image showing a person's hands interacting with a laptop. One hand is pointing at the screen, while the other is on the keyboard. A smartphone is visible on the desk next to the laptop. The overall aesthetic is modern and professional.

# LESSONS LEARNED

- **Team:** successful implementation requires a committed and competent core team.
- **Decision:** final decision to implement a national business transfer week should be made a year before implementation.
- **Funding:** the earlier the funding of the week is in order, the better
- **Awareness raising:** the week is the most significant action to raise awareness about business transfers all over the country.
- **Renewal:** the concept must be adapted to the business transfer ecosystem's situation and renewed to be compatible with current challenges.

[LINK TO THE PROGRAMME](#)



# What is Transeo?

Transeo is an international community of experts in transfers and acquisitions of small and medium-sized businesses from Europe & beyond.



# What we do

Transeo encourages transfers and acquisitions of SMEs in Europe and beyond.

Transeo...

- serves as a platform for exchanging **good practices** on a variety of operational issues ;
- develops academic and professional **knowledge** on transfers and acquisitions of SMEs ;
- provides its Members, who are experts from all over the world, with a range of activities, alongside **networking** and **dealmaking opportunities**, to help them become stronger in their local ecosystem;
- is involved in **advocacy** on business transfer issues to keep them at the top of political agendas by raising awareness among policymakers, and acting as a reference expert in the field.





Contact us :

[www.transeo-association.eu/](http://www.transeo-association.eu/)

+32 (0)4 220 01 80 / [info@transeo-association.eu](mailto:info@transeo-association.eu)



**Marie Depelssemaker**  
Secretary General



**Hugo Bovesse**  
Transeo Deal Club Manager