



*Export of Bio Energy –
A possibility or a threat ?*



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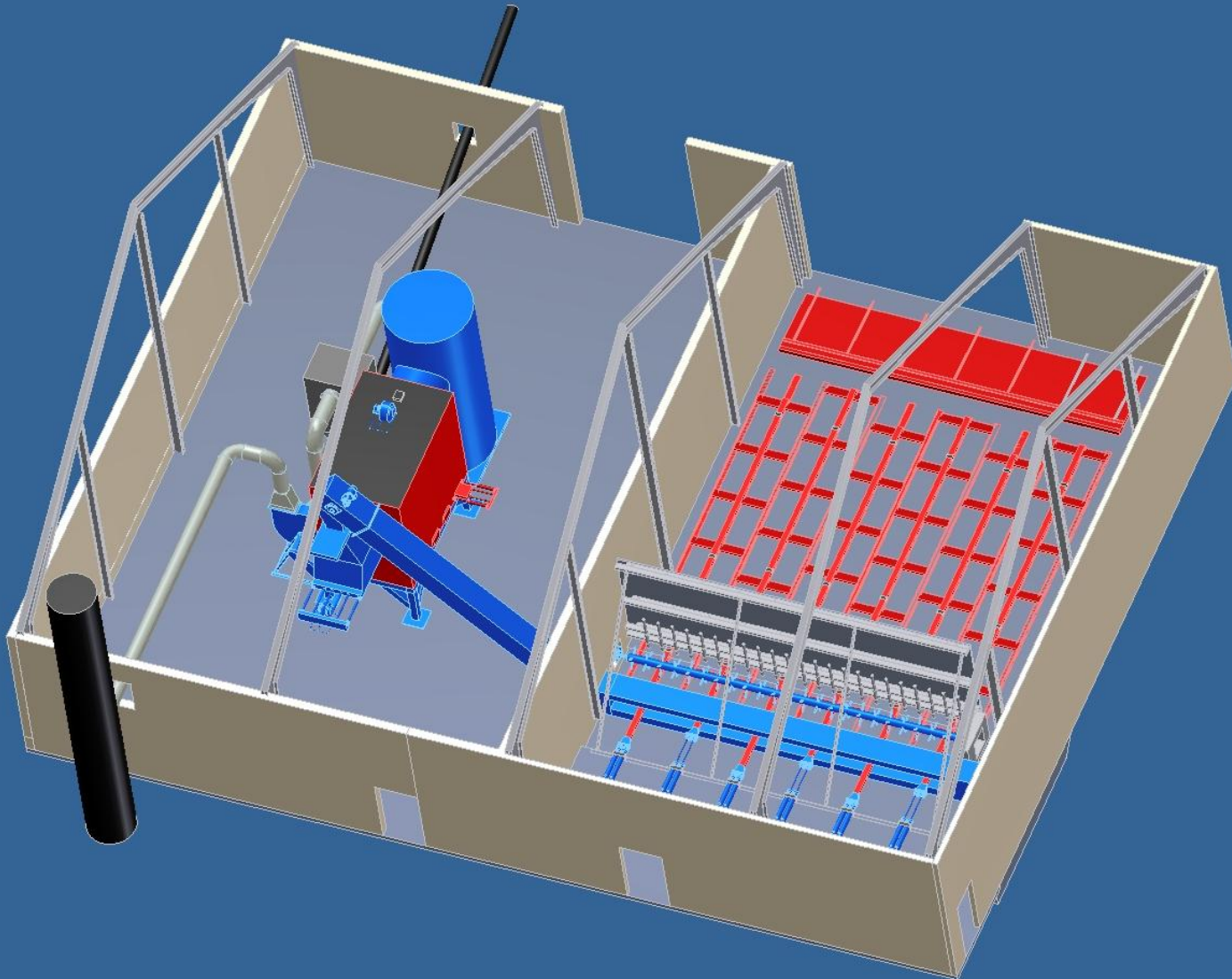
- HOTAB Group - Conditions
 - Structure
 - Family own 100 %
 - Founded 1979
 - 45 employees
 - Market Offer
 - Turn-key bio energy plants for production of district heating or steam
 - Main Markets
 - Sweden and Norway



Example of Turn Key plant



1500 kW wood chips





- HOTAB Group

- Export Business – Status May 2010

- Adhoc sales

- Very few direct orders

- A lot of interest and questions

- » A lot of quotations

- Example

- » Present in Poland for over 10 years – 6 direct local orders

- » Spent a lot of time and money.



HOTAB Group

- Export strategy
 - Hire Export Manager
 - Select Key Markets
 - Poland, Czech and Slovakia Republic, Holland, Ireland
 - The "best" partner on each market
 - Educate the partner
 - Simple sales tools
 - Locally produced market material
 - Local value added
 - » Focus on HOTAB core competence
 - Choose key projects



HOTAB Group

- How did we select our export markets ?
 - Exportrådet's market survey 2007- Potential Bio Energy Markets
 - In house Experiences
 - Active local partners / representative
 - "managable" market



HOTAB Group – Export Business

– Conclusion

- Make your "home" work
- Make a business plan with realistic goals
- Appoint resources
- Select 2-3 markets
- Be patience– respect the time
- Be not afraid to re evaluate – Change the Path
- Find the "best" local partner
- Pick the lowest hanging fruits
- Get a local reference installation
- Use your net work and busines platt forms