

4<sup>th</sup> ETAP Forum:  
„Unlocking global  
market opportunities“



*Bericht:* Erich Ober  
Lebensministerium

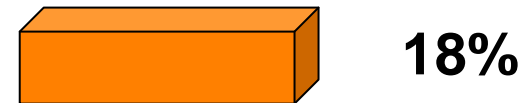
- 1 - Your company's brand and reputation?
- 2 - Your high skills and education as a vendor?
- 3 - Being European?
- 4 - Your analysis of the local market?
- 5 - A pending grant or credit?
- 6 - A facility study or concept of restructuring finished?



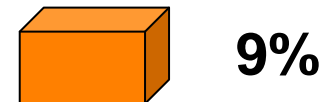
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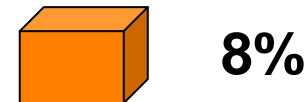
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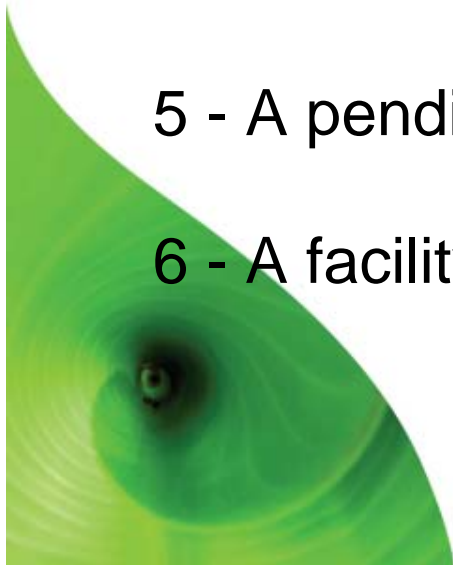
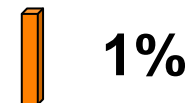
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## **Action Areas identified by delegates**

- 1) Enhance the knowledge support**
- 2) Encourage partnerships and co-operation**
- 3) Stimulate further local and global demand**
- 4) Offer fiscal incentives to encourage env-tech business development**
- 5) A more ambitious EU environmental political goal**
- 6) Improve aspects of EU regulation**
- 7) EU to encourage global environmental policy making/implementation**
- 8) Promote env-tech businesses globally as an 'EU Premium Brand'**

## **Action area 4 :**

### **Offer fiscal incentives to encourage env-tech business development**

- 1 - public - private funding of demonstrations
- 2 - Use communication for funding demonstrations projects
- 3 - stable environmental regulations
- 4 - linking-up transnational and eco-innovative SMEs
- 5 - creating a home market through subsidies
- 6 - simple and easily accessible financial incentives for SMEs



## Action area 4 :

### Offer fiscal incentives to encourage env-tech business development

