European markets in a biogas perspective: Italy, Germany, Poland, Russia and Sweden

Innovation Norway offices abroad
We give local ideas global opportunities
Project goal:

Do European markets present Norwegian companies with market opportunities?
How did we work?

Stage 1: Workshop
What are companies looking for when considering market entry?

Stage 2: Report and presentations
### Summary: Market Conditions for the Biogas Sector

<table>
<thead>
<tr>
<th>COUNTRY/CONDITIONS</th>
<th>Italy</th>
<th>Poland</th>
<th>Russia</th>
<th>Sweden</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Macroeconomic conditions</strong></td>
<td><img src="image1.png" alt="Cloud" /></td>
<td><img src="image2.png" alt="Cloud" /></td>
<td><img src="image3.png" alt="Cloud" /></td>
<td><img src="image4.png" alt="Sun" /></td>
<td><img src="image5.png" alt="Cloud" /></td>
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<tr>
<td><strong>Industry forces</strong></td>
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<td><img src="image7.png" alt="Cloud" /></td>
<td><img src="image8.png" alt="Cloud" /></td>
<td><img src="image9.png" alt="Sun" /></td>
<td><img src="image10.png" alt="Sun" /></td>
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<td><strong>Key trends</strong></td>
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<td><img src="image12.png" alt="Sun" /></td>
<td><img src="image13.png" alt="Cloud" /></td>
<td><img src="image14.png" alt="Sun" /></td>
<td><img src="image15.png" alt="Sun" /></td>
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<tr>
<td><strong>Market forces</strong></td>
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<td><img src="image17.png" alt="Sun" /></td>
<td><img src="image18.png" alt="Cloud" /></td>
<td><img src="image19.png" alt="Cloud" /></td>
<td><img src="image20.png" alt="Rain" /></td>
</tr>
</tbody>
</table>
Conclusion N1: Mature and emerging markets

**Mature markets:** technology well-used and accepted by the market
increase profitability
increase efficiency

**Emerging markets:** technology is not widely known or used
need for the whole solution
Conclusion N2: Usage of biogas

Germany, Poland

Italy, Sweden

Germany, Poland

Germany, Poland
The way forward:

“The whole is greater than the sum of its parts”

Aristotle
What did we learn today?

Project goal

Do European markets present Norwegian companies with market opportunities?