



## Japanese Conglomerate

### Company looking to exploit new business opportunities in environmental technology

There is no doubt that the environmental market offers significant benefits to businesses willing to invest in it. However, it is a diverse market covering renewable energy, energy conservation, recycling, materials recovery, water treatment and many other disparate areas.

For corporations interested in innovative technologies, this creates both varying levels of opportunity and risk. If there was a way of ensuring corporates could find the sub sectors providing key strategic fit and strong returns on investments, while mitigating risks by having high quality market analysis provide insights into key technologies, then they would take it.

The best starting point for this is a clear view of the environmental technologies that play to the key business areas of the corporate, which is where a Japanese multi-national trading company began when looking for new investment opportunities in Europe.

The company already had experience in the region with its supply of highly efficient photovoltaic modules to a solar power project and it saw the Euro zone countries as a healthy area to develop environmental and renewable energy-related projects. Building on this, the company had also indentified the Solid Waste and Water industries as strategic growth areas with potential synergies across its group activities of energy trading and marketing, equipment manufacturing and sales. As a way of fast-tracking the company's market presence, its interests focus on companies that have proven technologies and offering the synergistic opportunities it is looking for.

Ensuring it had a full understanding of sub sectors and the geographical considerations however required an extensive review of the market. An organisation capable of delivering a review such as this - highlighting specific areas of growth for European countries and detailing technologies likely to positively affect the sector - requires a multi-disciplinary team of people capable of understanding the client's exact needs as well as having expertise in the market sector. The company's choice of analyst was EnviroBusiness.

EnviroBusiness delivered a comprehensive report detailing the waste and water sectors, providing insight into the technologies most likely to offer the best investment returns and fit with the company. Its team of experts in the

environmental market, with in-depth understanding of technologies and markets, was augmented by access to EnviroBusiness' membership network - a group of companies operating in environmental technology and services allowing EnviroBusiness to remain abreast of innovative technology developments in a unique way, as compared to other consultants and analysts in the environmental area. It also ensures EnviroBusiness' corporate clients benefit from leading edge knowledge likely to affect the market.

Within a few weeks of the brief, EnviroBusiness delivered the "European Waste Management Industry Overview" report; a 90 page study of the markets complete with diagrams, tables and heat map charts allowing for swift understanding of the material. Additionally, EnviroBusiness provided a workshop for the company's executives, discussing findings and exploring the most significant opportunities. The report provided the company with insights into the most attractive areas for making investments.