

SECTORAL CONTEXT

Spain is one of the major producing countries of bioenergy in the European Union.

The primary energy consumption from renewable sources in Spain in 2010 increased to 11.1%, representing a relevant increase compared to 9.4% in 2009.

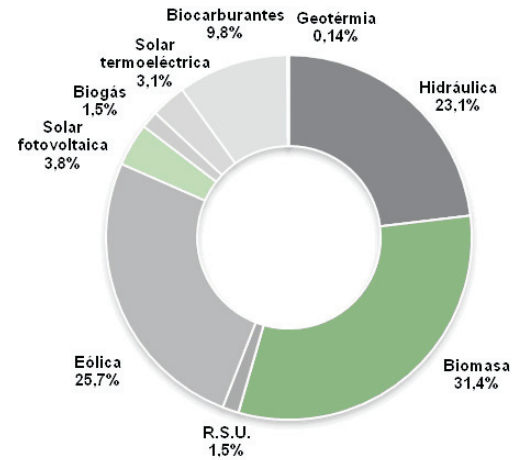
By technologies and in terms of potency, eolic (19,649 MW) is the most extended, the rest of the power is divided between solar photovoltaic and thermoelectric (3,847 MW and 532 MW respectively), hydro (2,004 MW), and biomass (714 MW).

By region, Andalucia, Castilla la Mancha, Castilla y León and Galicia are the geographic areas where the renewable energy power installed is greater.

The biomass, MSW, biogas and biofuels represent a coverage of 44% of the total contribution of renewable energies.

In 2010, consumption of biofuels in Spain represented 4.79% of motor fuels, with a market share of 5.00% of biodiesel on diesel fuel and bioethanol 3.88% over gasolines (compared to 3.67% and 2.49% in previous year, respectively)

PRODUCCIÓN DE ENERGÍA PRIMARIA POR FUENTES RENOVABLES, ESPAÑA, (%)



SWOT

THREATS	OPPORTUNITIES
<p>Slow bioenergy development in Spain</p> <p>Biomass energy is seen as outdated</p> <p>No legislation on renewables energies conditioning</p>	<p>Compliance with Kyoto Protocol</p> <p>Renewable Energy Plan 2010-2020</p> <p>European policies and national policies and subsidies and grants for bring new facilities</p> <p>New business opportunities for Spanish industry</p> <p>Large number of potential customers</p>
STRENGTHS	WEAKNESSES
<p>High possibilities for furthering energy crops in Spain</p> <p>Technical staff with sufficient academic background</p>	<p>High transport costs and export of raw materials</p> <p>Overdependence on subsidies</p> <p>High entrance barriers</p> <p>Lack of business training and partnership to enhance</p>

COMPETITION ANALYSIS

MARKET SIZE

The predominant type of companies for this activity are newly established and small size.

Market with great growth potential, so the forecasts point to an increase of demand.

CUSTOMERS

Depending on bioenergy project, is possible to establish a classification of different customers.

WHAT PRODUCTS CAN I OFFER TO MY CLIENT?

The basic offer of services generator of the most revenue of any bioenergy company, regardless of size, is composed of the following products:

BASIC PRODUCTS AND SERVICES	COMPLEMENTARY SERVICES
<ul style="list-style-type: none"> Engineering services in bioenergy projects Distribution, sale and maintenance of machines Biomass Manufacture and commercialization of pellets Biomass thermoelectric plants Biofuels production plant Biogas production plant 	<ul style="list-style-type: none"> Products R&D developed by technology based companies Investigate the best use of energy crops Experimentation with new crops Development of management systems for biodegradable waste Technical improvements of processes New possibilities for obtaining biofuels

BASIC CHARACTERISTICS OF THIS KIND OF COMPANIES

CNAE	35.19
IAE	15.14
Legal status	Limited liability company
Turnover	1.070.000 euros
Location	In business parks, in rural areas but with good communications
Personnel and organizational structure	Two entrepreneurs and six employees
Installations	Area of 1,200 m ² for a pellet manufacturing plant with a storage area for raw materials
Customers	Companies are the main segment
Promotional tools	Fundamentally, corporate web or postings on business directories (QDQ, Yellow Pages, etc.)
Value of assets/Investment	2.138.100 euros
Amount of expenses	979.971,90 euros
Gross profit (%)	8,41%

RECOMMENDATIONS

Due to the high investment the business requires, carefully study the options and financial time.

Training and qualification of your employees will be essential.

Learn about the technology factor, the appearance of new machines and processes.

To be in touch of developments arising in the market, go to fairs and keep contact with suppliers and customers.

Present your company in Internet.

RELATED LINKS

www.appa.es · www.aven.es · www.idae.es · www.energias-renovables.com · www.biodiesel.com