

Nano Asphalt Solution Alliance (NASA)

Barcelona, 22 January 2020



BEE NET – EBN TEAM PRESENTATION



ULA technologies - R&D solution provider for transport and infrastructure

The main coordinator of the workshops and takes the facilitator role

Inzenierbuve - designing, testing, expertising and monitoring of all types of bridges, tunnels, buildings, culverts, retaining walls as well as roads and streets

Main provider of technical details and specifications

Daimanta - transport, logistic and truck repairing

Developer of the value proposal, aiming for full commercialization and foreign market penetration

Atrade Impex - transport and R&D solutions for transport

Developing the value proposal, aiming for full commercialization and foreign market penetration



BEE NET – EBN OBJECTIVES



- The consortium is in one value chain and complement each other in action
- Main goals - provide transport and infrastructure solutions for customers

- We have developed Nano-asphalt technology suitable for countries with extreme weather conditions and high temperature fluctuations
- We have experience in Middle East countries such as Jordan, UAE
- We made connection with potential customers in Saudi Arabia
- We found the local person in Saudi Arabia who will represent us
- We will visit exhibition in Riyadh and will have ~10 B2B meetings with selected potential customers
- We will conduct a thorough market research

BEE NET – SWOT



- Strengths: Joint cluster like partnership that enables each partner, Vast expertise of each partner within its field, Clear roles and responsibilities, Innovative solution, Financial Stability, Increasing spending on urban development, Easy access to funds, Government participation and investment
- Weaknesses: High costs to enter the Saudi Arabia market, High costs of external services that include consultations and product marketing localization, Language barriers, Relatively slow decision making
- Opportunities: Large market that is facing constant demand for road construction work, Increasing local urbanization, Vast amount of construction trade fairs, Support from local government, Proposal of cheaper asphalt solution, Rapid financial and market development, Easy access to resources and raw materials, Willingness to collaborate with European entities, Openness to new technology application
- Threats: Additional costs for certification or compliance documents, Factors that might decrease demand for road construction, Falling oil prices, Military interventions, Economic slowdown



BEE NET – EBN BUDGET



- Professional and consultancy services - 7'100 EUR
- Participation in international events - 12'102 EUR
- Brandbook - 1'500 EUR
- Promotional material - 2'900 EUR
- Travel and accomodation - 2'800 EUR

BEE NET – EBN ACHIEVEMENTS AND FUTURE



- What we aim to achieve?
 - Short term - market research and first contacts
 - Medium term - selection the real potential partners and first negotiations
 - Long term - Saudi Arabia roads are asphalted by Nano-Asphalt
- How do we envisage your EBN's future? - we expect it live forever and let us promote another innovation in a third countries market

Thank You

