



Entrevista Empresa preseleccionada – European Small and Mid-Cap Awards 2024

(MÁXIMO 100 palabras por respuesta – Por favor, devuelva este documento en formato Word)

Name of the company
Greening Group
What are the key qualities your company has?
<p>Our main approach is diversification, both at business and geographic level, and at the same time our vertical integration.</p> <p>We are also a company that is firmly committed to innovation, to which we devote a large part of our resources, actively collaborating with universities, including research projects.</p> <p>Another of our strengths is our team; we have a lot of talent within the company. We closed 2023 with 803 people, 70% of whom have an engineering profile. We incorporate young talent and establish career plans for them.</p>
What prompted your company to go public?
<p>Clearly our need to grow and raise capital to be able to develop generation projects, also at the international level. The renewable energy generation business requires large investments, and we wanted to become an integral energy player for our customers; from generation to commercialization. That is why the IPO has been such an important milestone in Greening, it has allowed us to get to where we are today.</p>
What were the main challenges along the road to becoming public?
<p>Basically, adapting the company from a corporate governance and process point of view. Becoming a listed company puts you in a more demanding and rigorous league, but we see it as a motivation to improve for our customers, shareholders and society in general.</p>
What have been the key benefits (for your company) of going public?
<p>With the IPO we managed to raise 23 million to invest in projects (there was a demand for 40 million), something that has transformed the company with a large injection of capital, visibility and credibility. We must also highlight the change in the company's exposure and awareness. The IPO has marked a before and after in this regard. It is now easier to attract talent. Also, since the IPO we have had a very important evolution in terms of business opportunities, and that has to do with this greater exposure.</p>
After going public, what reactions have you had from investors, customers, employees, etc.?
<p>Overall, very positive. We notice that we are more exposed, but we also have many opportunities because we are better known. On the other hand, being listed on the stock exchange gives us more credibility with our clients and generates more confidence when negotiating any transaction. From an employee point of view, it was very positive and in fact many of our employees bought shares and are now shareholders. It is a sign of pride in belonging to the company that contributes very positively to the teams.</p>



What experience/advice would you want to share with companies that are thinking of going public?

Fundamentally, they should prepare themselves. They should be accompanied by experts who will take them by the hand in the process. And I would also recommend that they involve the whole company in the change that being listed implies. Paying attention to this change of culture is also fundamental for the whole company to be rowing in the same direction.

Where do you see yourselves in 5 years?

We see ourselves as a leader company in renewable energies worldwide. A multi-technology player that combines solar, wind, biomass and battery power generation to provide our customers with 24/7 energy. A fully international company with more than 90% of its projects outside Spain. A company present in the entire energy cycle, from generation to commercialization.

Have you had any assistance from the European Union, e.g. funding projects, etc.

No.

If you had 3 wishes: What should the EU be doing to encourage more SMEs to go public? What should the EU be doing to provide ongoing support for listed companies?

I believe it is important to strike a balance between the security and confidence that must be given to investors who invest in this type of company, and on the other hand, the generally limited resources, in terms of time, money and personnel, available to SMEs starting out on the stock market.

Perhaps a gradual tightening of legal requirements, publication of accounts, etc., could be a good idea.

On the other hand, figures such as the registered advisor in BME Growth, are very useful and allow companies to have someone who always ensures that everything is done correctly and in favor of transparency.