The Market Exposure Program presents Danish onshore wind energy services and solutions to U.S. stakeholders and prepares Danish companies to discover their export potential at a cost-effective price. The Trade Council’s Wind Energy Advisory supports Danish companies within the new development, aftersales and service markets in the U.S.
THE MARKET EXPOSURE PROGRAM

The Market Exposure Program identifies and tests the growth and export potential for Danish onshore wind energy companies within the new development, aftersales and service markets in the U.S.

Through the program, the Wind Energy Advisory systematically presents Danish products and services to a large number of U.S. stakeholders and potential customers. This enables direct feedback on Danish solutions and competences from the market.


COMPETENCE DIRECTORY

The Competence Directory is a compilation of Danish solutions and expertise within onshore wind energy. Through a business case, each company is introduced to U.S. stakeholders at the three major wind conferences (AWEA Wind Project O&M and Safety Conference, Wind Operations Dallas and AWEA Cleanpower Conference & Exhibition), and at least four site visits in 2020.

The Directory forms the basis of direct feedback on the U.S. market demand, which will be presented at the Knowledge-Exchange Workshop in Denmark.

KNOWLEDGE EXCHANGE

The Knowledge Exchange Workshop hosted by the Wind Energy Advisory for the Danish companies takes place in Denmark in the fall of 2020.

The workshop provides the Danish companies with key information and findings from the U.S. market on:

- Potential and forecasting on the onshore aftersales market
- U.S. wind market 2020 (new installations, O&M)
- Trends, tech improvements, challenges and service strategies
- Various purchasing methods by asset owners
- How to compete with local suppliers

CONTACT

Anna Thalund Daugaard
Commercial Advisor
anndau@um.dk
+1 (312) 659-8877

PRICE

The annual price for participating in the Market Exposure Program is 9,950 DKK.

Danish small and medium-sized companies can participate in the program free-of-charge if they qualify for Export Sparring provided by the Business Development Centers.

If you want to learn more about Export Sparring, please contact Commercial Advisor Anna Thalund Daugaard on the contact information below.