



OFFSHORE WIND IN THE NORTHEAST UNITED STATES

Join DI's Market Preparedness and Establishment Program

The offshore wind industry in the Northeast U.S. is developing rapidly. The first large scale wind farm is scheduled to be operational by 2021 and the states have committed to a combined target of close to 16GW of offshore wind power by 2035. A local supply chain must be developed to meet demands of local developers and state authorities. This constitutes an enormous market opportunity for Danish companies in the offshore wind supply chain, but also gives rise to the many questions of taking on a new market.

WHY JOIN THE PROGRAM

With the aim of enabling smarter, faster and informed entry and establishment for Danish companies, DI with support from the Danish Energy Agency has developed a tailored *Market Preparedness and Establishment Program* for companies interested in becoming part of the Northeast U.S. offshore wind supply chain. The intensive management program takes place in both Denmark and the U.S. Throughout the program, participating decision makers will firstly develop the full toolbox and knowledgebase needed to make informed decisions about market entry/expansion. Secondly, the program will equip participants to navigate their sector specific challenges and efficiently manage U.S. operations during a three day visit to the U.S.



PROGRAM CONTENT

- **Establishment Decisions and Contract Requests**
Understand risks, resources and data needs throughout your U.S. establishment/expansion process to quickly and accurately respond to contract requests from U.S. offshore developers and partners.
- **Strategic Market Selection and Cost Drivers**
Identify what drives competitiveness for your company in a new market based on a flexible data driven tool to map and analyze the differences and attractiveness of states such as NJ, MA and NY.
- **Legal Considerations, U.S. Subsidiary Establishment and Visa Issues**
Provides indepth information on U.S. legal subsidiary setup, corporate tax considerations, import tariffs and how to relocate Danish staff to the U.S.
- **Customer Needs, Partners and Recruitment**
All you need to know about specific offshore wind market issues, including partner selection, unionization and local developers' contract practices and requirements.
- **Local Content and Investment Climate**
Provides actionable insights into states' investment incentive schemes and local content regulations.

CONTACT

If you have any questions or want to join the program, please do not hesitate to contact us.

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PARTICIPATION FEE

With support from the Danish Energy Agency, DI is pleased to offer this comprehensive management program for only USD 800 per company excl. travel costs. The program consists of 5+ companies.



DI's Establishment and Market Preparedness Program

October 2 in Copenhagen

Visualizing executive decision making - contract requests and market entry

Toolkit workshop: Competitiveness and market attractiveness

- DI internationalization expert will introduce and guide each company through the strategic market selection tools
- Individualized training in selecting the parameters driving your competitiveness and their influence on location choice

Toolkit workshop: Local partner selection

- Interactive workshop on DI's international partner selection framework with experienced specialist
- Create the foundation for a successful partner selection in a new market

Next steps and homework before U.S. trip

October 24-26 in New York City

Thursday

Welcome seminar: Fast, faster, offshore wind

- Industry insiders on the newest developments, market dynamics and key stakeholders

Expert session: Entering a new legislative reality

- U.S. legal specialists will provide in-depth orientation on the ins and outs of energy, environmental and marine regulation as relevant
- Enables your company to navigate a new and different legal system and evaluate influence on your business development

Pitch session: Make the most of local incentives

- Recognized representatives from NY, NJ and MA will present energy programs and incentives schemes to attract foreign businesses
- Discover your investment options in direct dialogue with local authorities

One-to-one meetings with state representatives and local developers

- Local developers and solution of takers share valuable insights on what they need and how you can be best positioned to win a contract

Friday

Breakfast briefing: Establishing your U.S. presence

- Experienced U.S. lawyer will explain the process of legal corporate establishment in the U.S. including tax, contracts and IP rights
- Gain the executive know how enabling you to make decisions on subsidiary setup/operation, while protecting your mother company

Peer-to-peer learning session: Common market entry challenges

- Meet a Danish company executive established in the U.S. and get a first-hand experience on conducting business in the wind industry
- Get an honest behind the scene look into what you must be aware off to avoid unnecessary and expensive missteps

Q&A: Becoming an American employer

- Meet labor market representatives to get acquainted with the U.S take on unionization, prevailing wages and recruitment
- Finding the right employees are crucial to your U.S. setup and success – this is your chance to ask all the question you can think of

Interactive workshop: Innovation and product adaptation

- Innovation specialist presenting the possibilities to conduct U.S. based innovation and relevance to Northeast supply chain development
- Enables you to start the process of evaluating if and how your solution can benefit from local adaptation

Saturday

Breakfast toolkit workshop: Now that we know much more

- DI internationalization expert will follow up with each company on the use of the toolkits provided in Copenhagen
- Get the most out of the information and tools provided throughout the management program and how to make it actionable once home

Knowledge exchange: Experiences and key learnings