



# OFFSHORE WIND IN THE NORTHEAST UNITED STATES

## Join an Establishment and Market Preparedness Program

The offshore wind industry in the Northeast U.S. is in rapid development the states have committed to buy 40GW of offshore wind power by 2040. A local supply chain must be developed to meet demands of local developers and state authorities. This constitute an enormous market opportunity for Danish companies in the offshore wind supply chain, but it also gives rise to the many questions that follows potentially taking on a new market.



Dansk Industri

### WHY JOIN THE PROGRAM

With the aim of enabling smarter, faster and informed establishment by Danish companies, DI with support from the The Ministry of Foreign Affairs of Denmark, has developed a tailored *Establishment and Market Preparedness Program* for companies who are interested in becoming part of the Northeast U.S. offshore wind supply chain. The intensive management program is taking 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 3 day



Co-financed by



**MINISTRY OF  
FOREIGN AFFAIRS  
OF DENMARK**  
*The Trade Council*

### PROGRAM CONTENT

- **Establishment Decisions and Contract Requests**  
Understand risks, resources and data needs throughout your U.S. establishment/expansion process, as to quickly and accurately respond to contract requests from U.S. offshore developers and partners.
- **Strategic Market Selection and Cost Drivers**  
Identifying 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, US Subsidiary Establishment, and Visa Issues**  
Including in depth information on US 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**  
Providing 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.

#### USA

Louis Funder  
US General Manager  
Email: lfk@di.dk  
Phone: +1 202 813 2276

#### DENMARK

Emil Stub  
Advisor  
Email: emns@di.dk  
Phone: +45 3377 3904

### PARTICIPATION FEE

7000 DKK excluding travel costs.



# Establishment and Market Preparedness Program

## September 27 2021 in Copenhagen

### Toolkit workshop: Competitiveness and market attractiveness

- DI internationalization expert will introduce and guide each company through the use of the strategic market selection tools
- Individualized training in selecting the parameters that drive 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

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## October 7-8 in New York City

### Thursday 7 October 2021

#### Seminar: Fast, Faster, Offshore Wind

- Seminar with industry insider on the newest developments in the rapidly growing Northeast market
- Take in all the information you need to for an in depth understanding of the 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 within a new and different legal system and evaluate influence on your business development

#### 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 questions you can think of

#### Roundtable: Meet your buyers

- Local developers and solution providers share valuable insights on what they need and how you can be best positioned to win a contract
- This briefing will provide you with the insights needed to make a compelling value proposition to your buyer in this new market and context

### Friday 8 October 2021

#### Breakfast briefing: Establishing your U.S. presence

- Experienced U.S. lawyer will explain the process of legal corporate establishment in the US including tax, contracts and IP rights
- Gain the executive know-how that enables 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 their first-hand experience on conducting business in the wind industry
- Get an honest behind-the-scenes look into what you must be aware of to avoid unnecessary and expensive missteps

#### Interactive workshop: Innovation and product adaptation

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

#### 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 this management program and how to make it actionable once home