



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

MASTERCLASS MANUFACTURING 2022

ENTERING THE GERMAN WIND ENERGY MARKET



DRAFT

STATUS: 28.02.2022



MASTERCLASS MANUFACTURING 2022

The Trade Council of Denmark in Germany is intensifying the focus on commercial opportunities for Danish companies within wind energy in Germany.

The Masterclass programme will give you a strategic approach to your company's market opportunities in Germany through an assessment of your business model. Additionally you will meet local advisors within the wind energy sector, broaden your commercial approach to the German market, and obtain valuable insights in developing a strong go-to-market strategy.

YOUR ENGAGEMENT

The programme consists of two workshops. In the first workshops we will be mapping your existing business model using the "Business Model Canvas" method.

In the second workshop you will get the chance to present your business model to a board of highly qualified experts on the market. In the assessment we focus on examining potential opportunities and challenges for your business model, we propose market fit adjustments and best

first entry steps. With the assessment your company receives an examined and informed strategic foundation for market-entry decision-making.

The Masterclass programme will take place in both Denmark and Germany, commencing with the first workshop in Herning on the 29th of March (tbc) and the second workshop on the 21st of April (tbc) in Hamburg.

PARTICIPATION FEE

Due to subsidy programs by the Ministry of Foreign Affairs of Denmark, there is a 100 % subsidy for SMEs on TC hours, yet participants cover cost related to the advisory board and travel expenses. The cost for non SMEs is DKK 15,000.

If, on the basis of these workshops, you decide for further steps in the German market, the price for TC support will depend on the strategy, the scope, the duration and the prices valid at that time.

Deadline for registration is 11 March

WORKSHOP OVERLOOK

1.



WORKSHOP I

- General introduction to the German market
- Canvas Business Model mapping

2.



WORKSHOP II

- Direct commercial dialogue with an advisory board consisting of key stakeholders on the German market
- Market fly over, pitch and feedback

3.



SUMMARY & FEEDBACK

- Individual summary & feedback will be given to each participating company, either via an online meeting between the participating companies and The Trade Council or during a company visit by TC in Denmark.



1. MASTERCLASS / WORKSHOP I

Location: Erhvervshus Midtjylland, Birk Centerpark 40, Herning

Date: 29th of March 2022 (tbc)

In Workshop I, the Business Model Canvas (BMC) method is used as well as the associated BMC question guide for mapping, discussion and understanding of the current business model.

The Business Model Canvas is subsequently sent to the Advisory Board.

10.00 – 10.30 WELCOME AND INTRODUCTION TO THE MASTERCLASS PROGRAMME

10.30 – 10.55 PROGNOSES FOR WIND ENERGY, AND THE ROLE OF DWEA *w/Søren Rasmussen*

10.55 – 11.00 COFFEE BREAK

11.00 – 11.45 THE GERMAN WIND MARKET *w/Markus Adrian*

11.45 – 12.15 INTRODUCTION TO THE WORKSHOPS *w/Peter Wilhelm Jørgensen*

12.15 – 13:00 LUNCH

13:00 – 15.30 INDIVIDUAL COMPANY BUSINESS MODEL CANVAS MAPPING
w/ Peter Wilhelm Jørgensen

15.30 THANK YOU FOR TODAY

WHAT IS BUSINESS MODEL CANVAS?

Business Model Canvas is a strategic management template for developing new or documenting existing business models. It is a visual chart consisting of nine elements describing a firm's or product's value proposition, infrastructure, customers, and finances. It assists firms in aligning their activities by illustrating potential tradeoffs.



2. MASTERCLASS / WORKSHOP II

Location: Consulate General of Denmark, Glockengießerwall 2, 20095 Hamburg

Date: 21st of April 2022 (tbc)

The purpose of Workshop II is for you to meet the German market, and obtain as much knowledge and information about it as possible to develop a sustainable market strategy.

The Advisory Board is your opportunity to get in direct dialogue with key stakeholders on the German wind market. Pitch your product, get feedback on your Business Model Canvas, and ask questions.

10.00 – 10.15 ARRIVAL, WELCOME AND INTRODUCTION TO WORKSHOP II *w/Jakob Andersen*

10.15 – 10.40 INTRODUCTION TO THE ADVISORY BOARD

10.40 – 10.50 INTRODUCTION TO THE PROCESS OF PRESENTATIONS AND FEEDBACK

10:50 – 11.00 COFFEE BREAK

11.00 – 12.30 COMPANY 1 & 2 PRESENTING BMCS & FEEDBACK FROM ADVISORY BOARD

12.30 – 13.30 LUNCH

13.30 – 15.00 COMPANY 3 & 4 PRESENTING BMCS & FEEDBACK FROM ADVISORY BOARD

15.00 – 15.10 COFFEE BREAK

15.10 – 15.55 COMPANY 5 PRESENTING BMC & FEEDBACK FROM ADVISORY BOARD

15.55 – 16.15 SUMMING UP AND THANK YOU FOR TODAY

16.15 POSSIBILITY OF NETWORKING AND FURTHER DIALOGUE IN THE CONSULATE

THE ADVISORY BOARD



3. SUMMARY & FEEDBACK

Location: *tbd*

Date: *Individual dates per company will be scheduled for an online meeting or a visit by the Wind Energy Advisors of The Trade Council to Denmark*

In order to meet each company's individual needs, the summary & feedback session will be tailor made based on workshop I & II for each participating company.



Feedback



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