



Were you there?

In an overview of EWEA OFFSHORE 2011, find out what happened and who said what...

EWEA OFFSHORE 2011 attracts international interest

At the close of EWEA OFFSHORE 2011 - the world's largest offshore wind energy event - exhibitors, participants and organisers were united in their praise of the event:

"This event was a success in every respect and has received praise from conference delegates, visitors and exhibitors alike. EWEA OFFSHORE 2011 has further expanded its reputation as the leading event for the European offshore wind energy industry," said Christian Kjaer, CEO of EWEA.

The event opened with a panel debate to discuss whether offshore wind can repeat the success of onshore wind and how the choices we make as an industry affect the future of the sector. In a video presentation, Günther Oettinger, the EU's Energy Commissioner, set the mood for the event and noted that the offshore wind industry has become a major industrial player.

"Offshore wind represents a powerful domestic answer to



Europe's energy supply and climate challenge," Oettinger said.

The industry's positive mood was visible in the exhibition halls, where more than 70% of visitors reported that they had generated successful new leads and over 80% of visitors reported that they were able to maximise their visit by acquiring extensive business intelligence.

"We have seen many new customers coming from new countries in Europe which we haven't witnessed before. Companies, from eastern Europe, for example, looking to invest in offshore wind," said Norbert Giese, Vice President of

offshore development, Repower.

The three-day event, held from 30 November to 2 December in Amsterdam featured the latest technology, solutions and services for every conceivable aspect of the wind energy industry - a genuine achievement with over 8,200 participants and 480 exhibitors all coming from 62 different countries.

"The strong international appeal makes EWEA OFFSHORE events unique throughout the industry, and is a key factor in their success," said Malgosia Bartosik, Membership and Events Director of EWEA.

EWEA OFFSHORE 2011 in numbers

8,263 participants

480 exhibitors

8,000m² exhibition space

62 countries represented

75 financial institutions were present

23 conference sessions

11 different industrial sectors were present

79 journalists were present

120 newspaper articles mentioning the event

70% of visitors reported having generated successful new leads*

Over 80% of visitors reported that they were able to maximise their visit by acquiring extensive business intelligence*

*Source: EWEA OFFSHORE 2011 survey

OFFSHORE 2013: Will you be here?

EWEA OFFSHORE 2013 will take place in Frankfurt from 19 to 21 November 2013. The event provides a comprehensive conference programme and exhibition housing more than 450 exhibitors from across Europe and beyond.

In an industry where massive growth is foreseen, where better to host this event

than Frankfurt -the financial capital of Europe and a truly international business location. As the industry grows, so too does the event, EWEA OFFSHORE 2013 will be 40% bigger than 2011 with approximately 11,000m² of exhibition space.

To book a stand, contact the EWEA Sales Team [sales\(at\)ewea.org](mailto:sales(at)ewea.org)



Getting interactive: Sharing ideas over 23 sessions



The 3-day conference was designed to provide a common platform for experts and delegates to share their experiences and research ideas as well as discuss and debate related issues and challenges. Audience participation was at its highest with new interactive formats where participants could vote and send their questions via SMS to the experts.

The second day opened with 'New Big Turbine Concepts' where five of offshore wind energy's leading manufacturers – Alstom, Nordex, Gamesa, Siemens and Vestas – outlined the benefits of their future turbines to an expert panel of developers, scientists and designers. The audience was asked to choose the most promising turbine solution.

In a new 'quick fire' session, participants were given the chance to vote to see the presentations of their choice. 15 speakers had one minute to impress the audience by presenting a key finding linked to offshore wind energy.

Another highlight included a special film preview of 'Cape Spin: An American Power Struggle' followed by a discussion with the filmmakers, Jim Gordon (President of Cape Wind Associates) and several other experts to explore the lessons of Cape Wind and what it takes to develop large-scale offshore wind along America's densely populated coastlines.

The comprehensive programme comprised 23 informative sessions covering topics ranging from the cutting-edge turbine technology of the future to the nitty-gritty of offshore electricity grid planning.

To view video footage of the conference, visit www.offshorewind2011.info/videos

Ending on an upbeat note

Sea-based wind turbines, enhanced grids and project financing shared centre stage at the EWEA OFFSHORE 2011 event in Amsterdam as it became clear the industry has the potential of becoming a driving economic force for many European coastal areas.

The biennial conference was told more than 141 gigawatts (GW) of offshore wind energy capacity that is built, under construction, consented, or planned in Europe is enough to power 130 million average EU households and provide 13.1% of Europe's total electricity production.

The exciting growth of such a young industry was a common theme running throughout the

conference sessions as experts voiced ways to tackle the future challenges and meet the requirements needed across the supply chain.

The EWEA report launched at the event, 'Wind in our Sails', reiterated this point, highlighting areas for growth. It predicts a 35-fold increase in offshore wind capacity by 2030 and 300,000 new jobs in Europe, as well as shedding light on what is required to develop an entirely new and prosperous industry for Europe.



Download here the EWEA 'Wind in our Sails' report.

What was said...

"Governments need to be ambitious with clear targets for 2030, financing and planning."

Poul Nyrup Rasmussen,
President, Lindoe Offshore
Renewable Centre, Denmark

"We here at Blackstone remain committed to the offshore wind industry in Europe."

Sean Klimczak,
Managing Director in the Private
Equity Group of Blackstone
whose firm raised
€1.2 billion in financing
for the 288-MW Meerwind
project off Germany's coast.

"The offshore wind energy sector can replicate the success of the onshore wind technology development, which is now a mainstream source of power competitive with new coal and gas plants, and a major European industry."

Arthouros Zervos,
EWEA President

"It's fantastic that EWEA is using the revenues from this event to support the industry through its policy advocacy work."

Matthew Delany,
Director, Government Relations,
Vestas

"The right players are here and we would like to say that we support the next one"

Michael Hannibal,
Vice-President Offshore Sales,
Siemens

"What you can see here is the state-of-the-art innovations around the turbines, the foundations, the vessels, everything. To get a big picture of the industry, you have to be here! It's a must!"

Felix Losada,
Deputy Head of Corporate
Communication, Nordex

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Revenues from EWEA events and membership go right back into the industry, making EWEA's policy and lobbying activities possible. By attending this event you are directly strengthening the voice of the industry.
Your money goes further than you think!



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THE EUROPEAN WIND ENERGY ASSOCIATION