MASTERCLASS OFFSHORE 2022

ENTERING THE GERMAN WIND ENERGY MARKET

DRAFT
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 2nd of June (tbc) and the second workshop on the 14th of June (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 the 9th of May
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:** 2nd of June 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*

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**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:** 14th of June 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.

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<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>10.00 – 10.15</td>
<td>ARRIVAL, WELCOME AND INTRODUCTION TO WORKSHOP II w/Jakob Andersen</td>
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<td>10.15 – 10.40</td>
<td>INTRODUCTION TO THE ADVISORY BOARD</td>
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<td>10.40 – 10.50</td>
<td>INTRODUCTION TO THE PROCESS OF PRESENTATIONS AND FEEDBACK</td>
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<td>10.50 – 11.00</td>
<td>COFFEE BREAK</td>
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<td>11.00 – 11.30</td>
<td>FINANCIAL ADVISORY – FUNDING &amp; FINANCING w/Jesper Drøscher</td>
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<td>11.30 – 12.15</td>
<td>COMPANY 1 PRESENTING BMC &amp; FEEDBACK FROM ADVISORY BOARD</td>
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<td>12.15 – 13.15</td>
<td>LUNCH</td>
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<td>13.15 – 14.45</td>
<td>COMPANY 3 &amp; 4 PRESENTING BMCS &amp; FEEDBACK FROM ADVISORY BOARD</td>
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<td>14.45 – 14.55</td>
<td>COFFEE BREAK</td>
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<tr>
<td>14.55 – 16.25</td>
<td>COMPANY 5 &amp; 6 PRESENTING BMC &amp; FEEDBACK FROM ADVISORY BOARD</td>
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<td>16.25 – 16.45</td>
<td>SUMMING UP AND THANK YOU FOR TODAY</td>
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<tr>
<td>16.45</td>
<td>POSSIBILITY OF NETWORKING AND FURTHER DIALOGUE IN THE CONSULATE</td>
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**THE ADVISORY BOARD**

To be defined
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.
THE MASTERCLASS ORGANISERS

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