

POWER cluster

Turning Contacts into Contracts

During the POWER cluster project a number of activities have been undertaken to help businesses make new contacts.

The overall aim was to help businesses win new contracts particularly those not currently involved in the industry. This is based on the recognition that there needs to be more competition to drive down costs and bringing new companies into the industry is an important part of this.

Business Networking Events

There were a number of different events organised during the project. These included more traditional events and one to one networking events.

One to one networking events enable participants to pre book meetings which maximises efficiency. For example OWIB (Offshore Wind Business2Business) 2010.



The event was organised by Offshore Center Danmark and led to more than 500 meetings being organised. Meetings lasted between 10 and 20 minutes and 93% of attendees stated they preferred this type of network-

ing compared to online or traditional networking.

POWER cluster Mapergy

POWER cluster Mapergy is an interactive web based database to show companies involved or with the capability to be involved in the offshore wind industry. It is free to join and enables you to search for companies that offer a particular service or product.



Main Outputs and Results

Some key achievements include:

- 6 B2B events organised,
- More than 2300 new contacts,
- Business contracts awarded as a result of attending POWER cluster events,
- More than 700 companies from 7 EU countries on POWER cluster Mapergy.

Legacy

Partners have agreed to continue POWER cluster Mapergy and there will be further cooperation on future business events to ensure that collaboration between different regions continues.



Partners involved

- Suffolk County Council, UK
- East of England Energy Group, UK
- Offshore Centre Danmark, DK
- South Denmark European Office, DK
- Greater Stavanger Economic Development, NO
- Chalmers University, SE
- Ministry of Science, Economic Affairs and Transport of the land Schleswig-Holstein, DE
- BIS Bremerhavener Gesellschaft für Investitionsförderung und Stadtentwicklung mbH, DE

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North Sea Region
Programme

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