

NETWORK

Good opportunities for networking and finding customers at OWIB meetings.



Susanne Bruun Hansen of Maersk Training found that the 10-minute customer meetings at a Business2Business event were very effective.

New customers in 15 x 10 minutes

Susanne Bruun Hansen from Maersk Training Esbjerg attended a B2B event in the offshore wind industry. She attended 15 ten-minute meetings, which gave the company good contacts – and direct orders.

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PHOTO: ROBERT ATTERMANN

A wide range of providers of goods, services and other offerings in the offshore wind industry are seeking customers and partners – and vice versa. What could be more compelling than to systematically bring the two parts together to see if there is a match? That is the simple thought behind 'Offshore Wind International Business2Business Event' (OWIB), which Offshore Center Danmark holds once a year for companies in the offshore industry. It was held for the first time in 2007.

"At a trade fair or conference it can be difficult to find the right people to talk to – it's a forum that is more suited to knowledge than networking. So we saw the opportunity to organise a more effective event," says Morten Holmager, Renewables Manager at Offshore Center Danmark.

"At our event, attending companies get the list of participants and write down the 10-20 companies

they would like to meet with. We then put together a meeting plan, where 10 minutes are scheduled for each meeting. Last time there were 60 participants from six different countries, and 200 meetings in total."

One of the companies that participated last year was Svitzer Safety Services (now Maersk Training Esbjerg), which offers a broad array of services in safety training to the offshore wind industry. They got a lot out of their participation.

"We had 15 ten-minute meetings with companies, and I think we made good use of the short time available. They were brief, effective meetings, unlike other meetings where on occasions time is wasted," says Susanne Bruun Hansen, Sales and Marketing Executive at Maersk Training Esbjerg.

"It was a really good way of making contact with potential customers. For us it has meant direct orders, and we still have contact with around 35% of the companies we met in November last year," she says.

Maersk Training Esbjerg has already enrolled for the next event to be held in November 2010. //

Read more about the event and enrol your company at www.owib.dk. This year the meetings will be scheduled to run for 10-20 minutes, rather than the 10 minutes allowed last year.



Morten Holmager of Offshore Center Danmark organises the annual event which promotes networking between players in the offshore wind sector.