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International Conference & Exhibition
26 - 28 October 2005

The Independent COW

Conference News – 28th October 2005



Gusty winds over COW

A live helihoist gave COW delegates a touch of real offshore life.

Like a huge red insect, the UNI-FLY helicopter hovers in the clouds over Copenhagen Offshore Wind. For a second, it was almost like experiencing the gusty winds and the salty waters of the North Sea when a helicopter from UNI-FLY entered the air space over the Bella Center.

The blades cut the silence in the parking lot in front of the Bella Center. In a frozen instant, the helicopter hung motionless over a platform.

A man in a thick, red coated outdoor suit appeared in the side opening of the chopper. He grabbed a line and rappelled down and hit the platform spot on.

For a minute, the UNI-FLY crowd brought the true offshore spirit right into the parking space in front of the Bella Center.



Rare species



Students' Day: In a crowd of male engineering students, two Hindi-speaking women entered the world of winds.

“I am a rare species... I study Indian Philology.” “Indono..what?”

The conversation kick-starts the encounter between student Gitte Grønning Simonsen and Gitte Secher from ENERGY E2's HR department.

The two meet for the 7 ½ minutes that 108 students are offered to find out if they match the wind industry's wishes during Students' Day at COW.

Gitte Grønning Simonsen and Line Mark Rugholt differ greatly from the casual crowd of tieless, male engineering students attending Students' Day, a half-day seminar.

As the rest of the students, the two young women who master Hindi are on a job mission, but they also have another goal. They want to enhance the communication between Western companies and Indian employees.

Bridge the gap

Gitte Secher from ENERGY E2 is not convinced that E2 needs the Indologists.

“It is very interesting. But I don't think you'll be able to use all your

qualifications. Perhaps our development department might need someone ...,” she hesitates.

But this doesn't throw Line and Gitte off course. They are convinced that they are needed.

“We know how to bridge the gaps between cultures. Almost all Western companies that have been in India have experienced that Indians say yes, also when they mean no. This costs the Danish or Western companies a lot of frustration. We can help them avoid the frustrations and save a lot of time and money,” says Line, who is currently giving Suzlon Energy's Danish employees lessons in Indian culture.

At Siemens Wind Power, HR manager Malene Højlund is more positive when the two students arrive and she asks them to send an unsolicited application.

Cockroaches and kWh

The wind systems attract the two Indian philologists. As Line says with a smile: “well, it's not nuclear energy”.

Line hopes to speak right into the hearts of companies like Vestas, she says after

she and the others have been given a crash course in all the facets of wind industry. She now knows what kWh is and she knows why cockroach droppings can destroy the whole control system of a wind turbine.

“Vestas are reluctantly positive,” she explains after the meeting. And she and Gitte are ready to spread out their CVs. The two end the day by criss-crossing the exhibition and chat about India with wind power people.

Students' Day facts

Students' Day was a half-day seminar where four companies, Vestas, ENERGY E2, Elsam and Siemens Wind Power presented themselves to 108 international students.

50 students were expected, and the big crowd thus labelled the day a success.

After the company presentations, the students and HR managers got together for brief face-to-face meetings.

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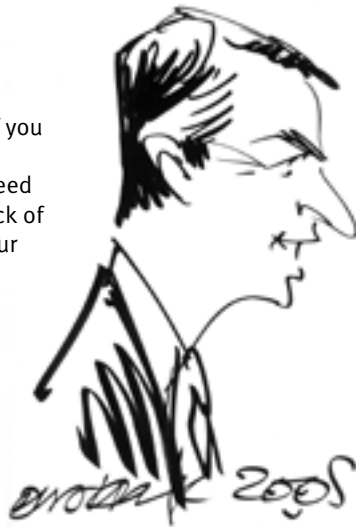
QUIZ: DO YOU KNOW WHO THIS IS?

There is a nice prize in it for you if you can guess who this is. If you know who it is, you just need to write down the answer on the back of your business card that contains your mobile number.

Go to Kongsberg's stand in Hall E, stand E 11, and hand in your answer before 11.30.



We will award the winner at 12.30 p.m. at Kongsberg's stand.



HOT ACCESSORIES AT COW

The Independent COW went gadget hunting. And judging from the gadgets and accessories available at the COW exhibition, there is no reason to believe the wind industry's river of ideas will ever run dry. Check out a few samples from the lucrative hunt:



The BWEA pin has turned into a true classic.



Out of the rather modest yellow bag, lucky visitors can retrieve a cool and fancy black rain coat from Bachmann AG.



One of the rarest items comes from Holland. Who wouldn't like to have one of these turbines in a glass cabinet at home?



No wonder they look happy at the Vestas exhibition stand. In front of a counter full of company gadgets, two employees pose with both tie and scarf in blade design.



If there is no wind for the turbines offshore, this gadget from SGS provides a comfortable breeze.

VOX POP

Was it worth exhibiting at COW05?



"We've had a very good exhibition today. The combination of congress and fair elements has secured a lot of visitors to the stand. Also the

audience is good, as we prefer to talk to people who are already involved in the offshore industry. We've gotten some good contacts at the conference, and I definitely think we'll participate again in 2007. There are a lot of conferences on wind energy, so we have to look for the ones that specialise in offshore."

Jutta Wacker, Assistant, Germanischer Lloyd



"The outcome of this conference has been a lot better than expected. It has really been a positive surprise. The participants have been the perfect audience for us with their specialised

interest in the industry, as the broad public isn't that relevant to our company. We'll definitely come back for the conference in 2007."

Niels Rosted, Key Account Manager Wind at Bachmann Electronic Denmark



"The conference part has gone really well, but I had hoped to see a few more international wind turbine manufacturers. The exhibition has been a little quiet at times, but on the other

hand the audience has been very relevant and the B-t-B discussions we've conducted have been of a high quality. Generally speaking, we've achieved what we came here to do, and will most likely be back in 2007."

Dr Jan Behrendt Ibsø, Market Director Europe, SGS



See you at COW 07

In two years' time, we will give take up the lead from COWo5. By then, we will be discussing the themes at the agenda and zoom in on the newest trends.

Mark your calendar for 5-7 December 2007.

WHAT'S ON



Friday, 28 October

SPEAKERS' CORNER HALL E

11:00 - 11:20 Energy E2 Nysted Offshore
Wind Farm movie

11:30 - 11:50 Densit A/S Experience

12:00 - 12:20 Elsam Horns Reef movie

Social Events

12:30 – Closing reception
Get a chance to say goodbye
to your new partners and com-
petitors



Competent safety training for Wind Energy programmes

For further information please contact Survival

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