

Wind Center of Excellence



Reference Group - Global Wind Energy Shipping & Logistics Phd. Research project March 2016 / Morten B Jensen

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Background – Morten Basse Jensen



- MSc. In Mech. Engineering
- Master in Management of Technology (e-MBA)
- 33 years in industry and management consulting
- Aircraft, automotive, consulting, manufacturing and engineering
- Sales and business development
- Offshore wind for the past 5 years
- Network and cluster development and management



WCOE - NEWCO



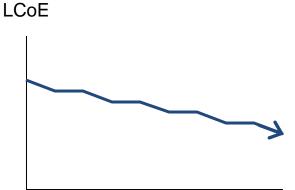
Vision

Become the leading, global cost of energy reduction partner in wind services



Mission

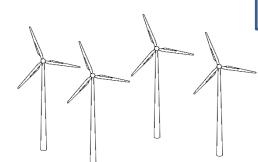
Contribute to reduction of wind power cost of energy by providing value adding services through knowhow, internal synergies and solution offerings



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- European top-3 by 2020 within planning, service and installation in Offshore Wind
- Revenue of >DKK1bn by 2020
- EBIT margin of 15% by 2020



Value proposition driven by synergies



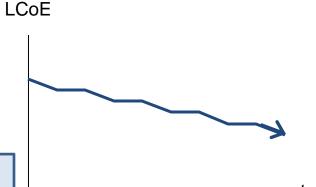
Vision

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Mission

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Value Proposition

Positions

 Our competences & services cover offshore wind planning, installation and O&M phases

Customers

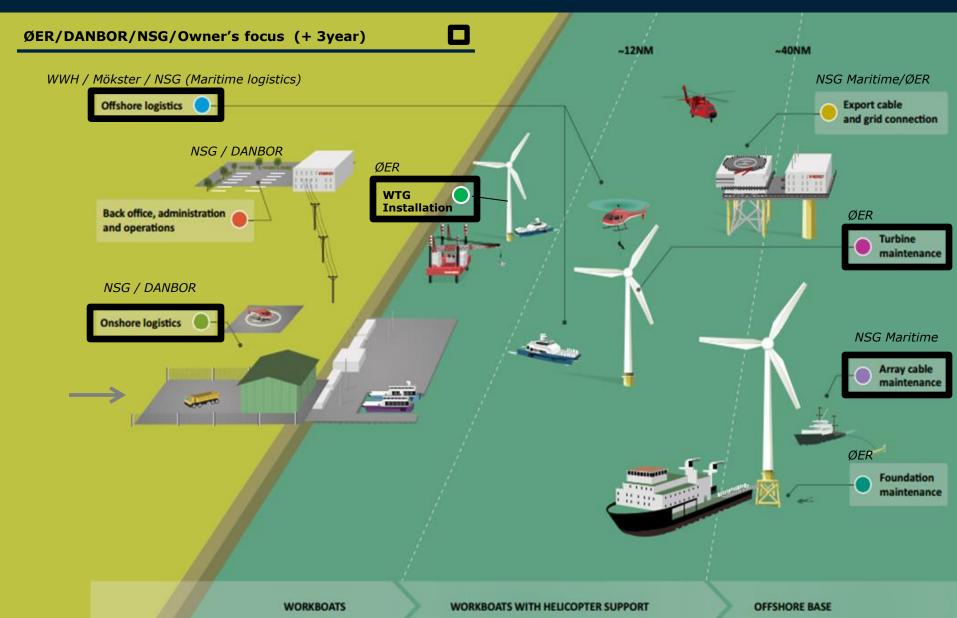
We service wind farm owners/operators, OEM's and contractors

Business model

- Our services can be executed as turn-key contract, lump-sum subcontract or single service delivery
- We work as contract responsible or under customer supervision

Service coverage - Offshore Wind





Expectations/Areas of Interest/Links



- Access to the latest developments and overview within wind energy shipping/logistics/transport
- Inspiration (giving/taking) in relation to driving change towards reduction in LCoE
- Shipping/logistics/transport synergies and business development across the supply chain
- Linked to Offshoreenergy.dk Cost Reduction Forum

