



Business Readiness Workshop for US Offshore Wind Energy Market

March 11, 2020 • 1:00 – 4:30 PM

Westin Nova Scotian

Halifax, Nova Scotia

Marine Renewables Canada (MRC) is leading the development of an Offshore Wind Energy Strategy which includes both near-term and long-term actions. The near-term work is focused on assisting Canadian and Atlantic Canadian businesses pursue and secure opportunities in international offshore wind (OSW) energy development, particularly in the Northeast United States where there is a window of opportunity to get involved.

As part of this strategy, MRC is leading a mission to the **International Partnering Forum for (IPF) for Offshore Wind** taking place in Providence, Rhode Island April 21-24.

In advance of the IPF mission, MRC, in partnership with ACOA and the Nova Scotia Department of Energy & Mines, will be hosting a workshop to assist mission delegates as well as MRC members and Atlantic Canadian/Canadian companies with interests in pursuing opportunities in the US OSW market. The workshop will be designed to assist mission delegates, but the content will also be beneficial for companies/organizations not attending the mission.

Workshop speakers will provide a deep dive into the US OSW market and then present guidance on strategies and tactics for Canadian companies to build their business case for the market. This workshop is designed to be interactive – we encourage lots of questions and engagement from attendees in order to get the most out of it for your business needs.

The session is open to IPF Mission Delegates, MRC members as well as non-members.

MRC IPF Mission Delegate: Free

MRC Member rate: \$25

Non-member rate: \$45

Space is limited, so please register as early as possible.

Registration: Visit www.marinerenewables.ca to register.

Contact: For any questions about the event, please contact Amanda White at 902-717-0716 or amanda@marinerenewables.ca

AGENDA

1:00 – 1:10 pm

Welcome & Introductions

Elisa Obermann, Executive Director, *Marine Renewables Canada*

1:10 – 2:45 pm

Deep dive into the US OSW market

John Dalton, President, *Power Advisory LLC*

Topics to include:

- *US state targets for OSW and awarded projects*
- *Key projects and industry involved (developers, contractors, etc) by state*
- *Identifying and understanding barriers to entry in the US market*
- *Navigating local content requirements (what are they by state; which are legally binding or suggested) and strategies to address*
- *Overview of key/primary legislation and regulations affecting US OSW development*
- *Understanding gaps in the US OSW market and areas of competitiveness for Canadian/Atlantic Canadian businesses*

2:45 – 3:00 pm

BREAK

3:00 – 4:15 pm

Developing your business case – strategies and tactics to access the US OSW Market

Leroy Lowe, MBA, PhD, *Certified International Trade Professional*

Topics to include:

- *Communications and marketing – developing the pitch and messaging tailored for the US market.*
 - *Gathering market intelligence - before, during and after meetings*
 - *Consultative approach to sales meetings (need based selling)*
 - *Reviewing materials and website options*
 - *Developing tailored messaging (needs focused, vs capabilities)*
- *Tackling opportunities where there is competition – what is the best approach.*
 - *Importance of Meeting Analysis*
 - *Business Relationships*
 - *Mapping the competitive landscape*
 - *Competitive Positioning*

4:15 pm

Workshop wrap-up and final Q&A