



REQUEST FOR PROPOSALS (RFP)

Consulting Services for Canadian Companies attending WindEurope 2026 Conference & Exhibition in Madrid, Spain

Mission Dates: April 20-24, 2026

Marine Renewables Canada (MRC) invites your firm to submit a proposal for consulting services to provide market intelligence, support, and matchmaking services for Canadian marine renewable energy companies (technology developers, project developers, utilities, consulting firms, and suppliers) who will be participating in the upcoming MRC mission to WindEurope 2026, taking place in Madrid, Spain from April 21-23, 2026.

1.0 Background

1.1 About Marine Renewables Canada (MRC)

MRC is the national association for offshore wind (OSW), tidal, wave and river current energy, representing a membership of over 215 technology and project developers, suppliers, utilities, Indigenous organizations, researchers, and communities.

Since 2004, the association has worked to build the sector by advocating for supportive policies, identifying domestic and international business development opportunities for its members, facilitating collaboration amongst its membership and broader ecosystem, providing education and outreach, and disseminating market intelligence. As part of its focus on developing the sector, MRC is active in catalyzing opportunities for how marine renewable energy can contribute to achieving decarbonization goals through the production of green fuels such as hydrogen, as well as displacement of diesel in remote communities and marine industries.

Our Vision: Marine renewables are accelerating Canada's clean energy transformation.

Our Mission: To champion Canada's growing marine renewable energy sector through advocacy, engagement, and education and expand market opportunities across the country and globally.

For information and background on Marine Renewables Canada, please visit our [website](#).

1.2 Marine Renewable Energy Global Context and Opportunity

Marine renewable energy is experiencing increased interest and support around the world. Beyond its contribution to clean energy targets, marine renewable energy resources are also being pursued by many countries for the long-term sustainable economic benefits. Most notably, the OSW sector has become one of the fastest growing energy markets in the world, estimated to reach 340 GW valued at \$1 trillion by 2030. As the global marine renewable energy industry grows, services, supplies, new innovations, and technologies are needed.

Given the expertise and experience of Canadian suppliers, industry, and researchers in marine renewable energy and related industries, Canada is well positioned to pursue and capture global market opportunities. Canadian industry brings capabilities developed from decades of engagement in related sectors such as offshore oil and gas, defense, marine operations, and the overarching ocean technology sector. To date, member companies have engaged in international OSW, tidal, wave, and river current energy and MRC aims to continue fostering and facilitating these opportunities for trade and export. In parallel, marine renewable energy is largely untapped in Canada and presents opportunities for inward international investment and development.

1.3 Past MRC IBD Activities Focused on OSW

When MRC launched its 2023-2025 International Business (IBD) Plan - which was designed to promote and support Canadian companies' entry into international markets and profile opportunities for marine renewable energy development in Canada - the US was a top target market for OSW opportunities due to its developing and thriving industry. With the change in the US administration and reduced focus on OSW, MRC has shifted its IBD focus and activities to Europe and the UK. MRC has a track record of active involvement in both the US and European/UK OSW markets and has successfully supported members' involvement since 2019. MRC-led activities between 2019-2025 have included:

2019

- (2019-2022): Hosted a US OSW webinar series that featured presentations on topics such as: US *Jones Act*, market entry strategies, update on Maine's pathway to US OSW market, tier 1 & 2 supplier presentations.
- Led a mission to the 2019 US Offshore Wind Conference in Boston.
- Commissioned a study to assess supply chain opportunities for Canadian companies to get involved in US and European OSW energy projects.

2020

- Participation in the virtual 2020 International Partnering Forum (IPF) on Offshore Wind with 15 participating companies.

2021

- Launch of the MRC "US Navigator Bulletin", a new monthly market intelligence bulletin focused on providing members and industry with information about the US OSW market, with the intent of curating and sharing information that can help Canadian suppliers engage in new market opportunities.

- Hosted joint webinar with the Business Network for Offshore Wind (leading OSW industry association in the US) designed to provide information on the current state of OSW in the US, including the status of projects, recent policy and regulatory activities, and supply chain opportunities.

2022

- Led a mission to the 2022 International Partnering Forum on Offshore Wind in Atlantic City, New Jersey.
- Led a mission to the 2022 International Conference on Ocean Energy (ICOE) in San Sebastian, Spain.
- Led a mission to the 2022 Pan American Marine Energy Conference in Ensenada, Mexico.
- Hosted the Marine Renewable Energy Business and Supply Chain Forum that provided attendees with insights on the prospects for marine renewable energy development, as well as opportunities for businesses and suppliers internationally.

2023

- Led a mission to the 2023 International Partnering Forum (IPF) on Offshore Wind in Baltimore, Maryland.
- Led a mission to the 2023 US Offshore Wind Conference in Boston.

2024

- Led a mission to the 2024 International Partnering Forum (IPF) on Offshore Wind in New Orleans, Louisiana.
- Partnered with Econext to lead a mission to the 2024 Wind Energy Hamburg Conference & Exhibition in Hamburg, Germany.
- Commissioned a study on Opportunities for Atlantic Canada Industrial Supply Chain in Brazilian & LATAM Offshore Wind Developments

2025

- Led a mission to the 2025 RenewableUK Global Offshore Wind Conference & Exhibition in London, England.
- Attracted and hosted international delegates from 16 countries to the MRC 2025 Annual Conference in Halifax, Nova Scotia

2.0 The Project

[WindEurope](#) is the voice of the wind energy industry in Europe, representing the entire value chain with over 600 members, including manufacturers, developers, and research institutes. Its mission is to advocate for policies that support the growth of wind energy, and its vision is for wind power to become the #1 source of electricity in Europe. WindEurope also provides data, intelligence, and hosts large-scale conferences and exhibitions on wind energy topics.

[WindEurope 2026](#) is the annual conference and exhibition for the wind energy industry, taking place in Madrid, Spain, from April 21–23, 2026, at the IFEMA exhibition center. The event will bring together professionals to discuss the latest in onshore and offshore wind technology, grid integration, and the energy transition. It is expected to attract over 15,000 participants and feature more than 500 exhibitors. The event covers all aspects of wind energy, from turbine design and farm planning to operations, decommissioning, and circularity. It emphasizes cutting-edge technology, research, and solutions driving Europe’s renewable energy future.

MRC’s mission to WindEurope 2026 is a natural next step to build on previous activities and momentum gathered from missions and other IBD activities over the past few years. Mission activities will include a

pre-mission prep session and information webinars, market consultant/matchmaker, in-country briefing session (with regional Trade Commissioners), Canadian booth in the exhibition, B2B meetings, Canada event (reception), possible speaking opportunity and multiple networking opportunities. MRC will work with trade commissioners and other contacts to identify and establish additional opportunities and activities for mission participants.

Mission objectives include:

- Build on existing international relationships.
- Showcase Canada and specifically, Atlantic Canada's marine renewable energy industry (OSW specifically) strengths, expertise, accomplishments, and opportunities.
- Identify potential leads that could be followed-up by Canada and Atlantic Canadian firms not participating in this mission.

The participant profile will include:

- 15-20 Canadian companies to be included as part of the mission.
- 90% of the participants expected to be Atlantic Canadian.
- Participant profiles are expected to include service sector companies (majority), technology and project developers, researchers/academia and government reps.
- Anticipating that some federal and provincial government staff and Canadian trade commissioners will participate in the mission.
- This activity will be promoted and distributed to groups and organizations that represent underrepresented groups (indigenous, women, visible minorities etc.)

MRC is seeking a consultant that specializes in the marine renewable energy industry (specifically OSW) to provide market intelligence and help prepare mission participants leading up to the mission. The consultant will work with companies to identify opportunities and companies to connect with, both in advance of the mission and onsite at the conference/exhibition and facilitate those connections and B2B meetings onsite. The consultant's initial focus should be providing pertinent OSW industry information (updates, insights on challenges and opportunities etc.), providing advice and tips on market strategy planning for each mission delegate receiving the service, and generally preparing each company to get the most from WindEurope 2026 and its associated activities. The consultant will also be responsible for assisting companies with both identifying and connecting with international delegates and companies during the mission.

To achieve these objectives, MRC is seeking a consultant that has the ability and experience to:

- 1) Assist with the business development objectives prior to and in-territory (detailed below in Tasks and Deliverables) for Canadian companies participating in the MRC mission to WindEurope 2026.
- 2) Report on actions delivered and progress made, or successes achieved throughout the duration of the contract, with the reporting schedule to be determined and agreed upon by MRC and the consultant.
- 3) Provide a final report upon conclusion of the contract.

3.0 Scope of Work

Tasks, Activities, Deliverables and Milestones

The contracted consultant shall carry out, to the satisfaction of MRC, the following tasks/deliverables between January 12 and May 29, 2026:

1. Provide a virtual presentation to all mission participants prior to the mission (mid-late March 2026 – date TBC) that includes an overview of the UK and European OSW markets, summary of genuine prospects for Canadian-based supply chain firms; advice on penetrating the market and market entry, and general advice and tips on how to best prepare for the mission.
2. Provide a written summary document to all mission participants that highlights market opportunities and associated capabilities required, as well as provide insight into regulatory and non-regulatory barriers such companies and/or sectors of the Canadian supply chain would need to be aware of in seeking contract captures and provide insight into the needed pathway to align or overcome these barriers.
3. Providing advice and tips on market strategy planning specific to each mission delegate receiving the service and generally preparing each company to get the most from WindEurope 2026 and its associated activities.
4. One (1) in-person briefing session set to take place in Madrid, Spain on Monday, April 20 (afternoon/evening) or Tuesday, April 21 (morning). MRC will organize all aspects of this briefing session, and the consultant will participate and provide a brief presentation on topics that will help prepare companies for the coming days at WindEurope. Specific topics/content of this presentation to be discussed between MRC and consultant to determine what's most beneficial.
5. Assist delegates with identifying international companies to connect with and facilitate those connections/meetings.
6. Identify and facilitate any relevant group meetings between the Canadian and other international delegations while at WindEurope.
7. Assist with the development (program, invitees) of a Canada event (reception) while at WindEurope 2026. MRC will be responsible for all costs and general event logistics associated with this event.
8. Provide a final report on these activities including any observations that would assist MRC and its members with future strategy development and execution in the respective market(s) upon conclusion of the assignment.

3.1 Additional Details

- The contractor is to be responsible for all local taxes and service charges.
- The contractor is expected to be onsite at WindEurope 2026 for the duration of the mission and is responsible for all travel costs associated with this contract.

4.0 Budgetary Guidelines & Payment Schedule

The total project cost should not exceed \$100,000 CAD (before tax), which is based on a maximum of 20 participating companies at \$5,000 per company. If there are less than 20 companies, the total project cost would decrease accordingly.

Payment will be made upon the proponent submitting invoices with supporting documentation in a form satisfactory to MRC.

Payment schedule is as follows:

- 25% upon signing of contract
- 50% after a joint virtual presentation to all mission delegates
- 25% holdback paid upon satisfactory completion of the project

PROPOSALS are DUE on Friday, December 19, 2025, at 11:59 PM AT. It is anticipated that the contract would be awarded on January 9th and the successful contractor would begin work immediately.

Please email all proposals directly to, Amanda White, Operations Director, Marine Renewables Canada:
amanda@marinerenewables.ca

Please do not hesitate to call me at the below if you have any questions.



Amanda White, Senior Director Operations & Member Services
Marine Renewables Canada
(902) 717-0716 | amanda@marinerenewables.ca
www.marinerenewables.ca