

Lead Generation and Pre-Mission Preparation for a Delegation to WindEnergy Hamburg



marine
renewables
canada

RFP Release Date: June 26, 2026
Proposal Due Date: July 17, 2026

Background

econext and Marine Renewables Canada are tentatively planning to lead a delegation of businesses to WindEnergy Hamburg, taking place September 22 to 25, 2026 at the Hamburg Messe in Germany (***pending funding approval***).

About *econext*

econext is a not-for-profit industry association with a mission to accelerate clean growth in Newfoundland and Labrador by: (1) stimulating research, development, and innovation; (2) preparing its workforce for a greening economy; and (3) acting as a catalyst for climate change action within its industries, businesses, and communities. *econext* has been working for over 30 years on behalf of its members across many sectors to support environmentally sustainable economic development. *econext* has been supporting businesses from across Atlantic Canada pursue export and international business opportunities since 2013.

About MRC

Marine Renewables Canada is the national association for tidal, offshore wind, wave and river current energy, representing a membership of 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.

About WindEnergy Hamburg

WindEnergy Hamburg is a premier global trade fair dedicated to the wind energy sector. It is one of the world's biggest wind energy events; the biennial event attracts a substantial number of participants, with over 1,600 exhibitors showcasing the latest advancements and innovations in the wind energy industry. It draws a diverse and international audience, with more than 43,000 attendees from around 100 countries. Spanning across a vast exhibition space of approximately 65,000 square meters, WindEnergy Hamburg serves as a critical platform for networking, knowledge exchange, and business development in the renewable energy sector.

Scope of Work

The primary objectives of this consultancy are to 1) provide pre-mission preparation including high-level market/event intelligence; 2) to work with companies to pre-qualify leads and contacts; 3) program development for trade mission participants.

It is anticipated that 10-15 firms from Atlantic Canada shall take part in the delegation. Consultants are not responsible for delegate recruitment.

Informed directly by iterative consultation with mission participants, selected consultants shall:

- Schedule and complete introductory meetings (virtual or in-person) with all delegate firms/organizations to identify primary objectives of mission participation.
- Develop one-page profiles of participant firms to use as a means of introduction to prospective contacts;
- Provide a precursory list of a minimum of ten (10) potential and tailored matches/meeting targets to delegates for feedback at least four (4) weeks prior to mission travel.
- Produce qualified leads, facilitate virtual introductions, and produce a meeting program for delegates at least two (2) weeks prior to mission travel.
- Create an in-market meeting program for each delegate firm and regularly communicate new leads and schedule changes to delegates up to and during the mission week.
- Provide pre-mission preparation services including a pre-mission webinar/virtual information session for all delegates;
- Support participating firms in-person at the WindEnergy Hamburg event by ensuring meetings occur as planned and by exploring additional opportunities on the exhibition floor;
- Conduct regular check-ins with the project Steering Committee to update on progress, identify concerns, and ensure alignment with project goals; and
- Produce a final report following the event, including quantitative and qualitative analysis of mission success, within three weeks of the mission's conclusion.

The consultant is expected to be onsite at WindEnergy Hamburg 2026 for the duration of the mission and is responsible for all participation and travel costs associated with this contract.

Budget & Schedules

As the number of participating firms is not confirmed, proponents are requested to submit pricing on a per unit basis relative to the number of businesses to be supported (i.e., proponents are expected to provide pricing on a per-firm basis). Proponents can also indicate fixed costs that will be incurred regardless of the size of the delegation.

Proponents are encouraged to provide a budget based on their previous work and experience, recognizing that price (or 'value of work proposed versus identified costs') is one of the considerations in the evaluation of received RFPs. Proposals should be in Canadian dollars and include any applicable taxes.

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

The 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

Timeline (anticipated):

1. RFP Release Date: June 26, 2026
2. Proposal Due Date: July 17, 2026
3. Project Kickoff: July 24, 2026
4. Pre-Mission Webinar: Between September 14-18, 2026
5. Final Report: October 16, 2026

Evaluation Criteria

Submissions will be evaluated according to the following criteria:

- Knowledge and experience in relation to the work: demonstrated ability to meet expectations based on completion of similar projects and/or quality of previous works, including primary team member details.
 - Previous experience at WindEnergy Hamburg considered an asset.
 - Demonstrated experience/established networks within Germany and European markets considered an asset.
- Understanding of the scope and objectives of the project: demonstrated comprehension of/adherence to the RFP.
- Proposed approach/workplan: including detailed timeline and project milestones.
- Identification of potential risks to achieving the project's objectives and mitigations/contingencies to address them.
- Knowledge of and experience working with or within Atlantic Canada's green economy and/or energy industries.
- Price: value of work proposed versus identified costs.

Proposal Submissions

The contracting organization for this RFP is *econext*. A single electronic document is sufficient. The proposal should be no longer than four (4) pages, and be concisely worded with clearly described objectives, methods, timelines, and outcomes. The proposal must acknowledge and fully accept the terms and conditions as laid out in this RFP.

Supporting documentation may be appended. Suggested appendices include (1) brief descriptions of the respondent's company/relevant experience with similar projects, (2) a description of the relevant work experience of the staff assigned to this project.

The electronic copy of submissions should be in DOC and/or PDF format, and sent to Kieran Hanley via email at kieran@econext.ca no later than 4:00 PM NST **July 17, 2026**. Questions from interested applicants can be directed to the same address. Any additional clarification or information will be shared with all proponents on the RFP webpage at <https://econext.ca/rfp-windenergyhamburg-2026/>. Questions must be received by 4:00 PM NST July 14, 2026 to be answered to ensure fair processes.

Terms and Conditions

- Note that the award for work associated with the RFP is **conditional on the approval of funding**.
- All proposals received will be considered strictly confidential;
- The lowest cost, or any proposal, will not necessarily be accepted;
- Proposed costs must be represented in Canadian dollars;
- No payment will be made for the preparation and submission of proposals for this project;
- No fee will be made on the cost of work incurred to remedy errors or omissions for which the consultant is responsible; and
- *econext* reserves the right to meet with all, or any, of the applicants during the proposal evaluation stage to clarify information in the submissions and seek additional detail which may be used in the evaluation.