

Impressive ingenuity in offshore wind sector

The offshore wind sector has brought about plenty of new suppliers, products and initiatives, and Danish companies go on making their mark above and below the surface of the sea

New products and initiatives. Danish suppliers to the growing offshore wind sector are at the centre of things even though the sector is developing rapidly in still more countries. The advantage of being first mover in the market means that Danish companies go on securing orders, and a range of companies are attracting attention to themselves in ways that matter.

Development Manager Morten Holmager from Offshore Center Danmark says: "In order to make sure new offshore wind farms are profitable, there's a strong focus on efficiency, innovation and punctuality, and Danish suppliers have proven a number of times that they're capable of meeting these 3 parameters. Many Danish companies have been part of the sector for 10 or more years and possess the required expertise. Furthermore, the Danish offshore sector includes a lot of small companies with unique knowledge in each their special fields and, when assignments are bigger than individual companies are capable of handling on their own, they do well when they enter into joint ventures."

Apart from a few large players in the Danish offshore sector, there are many small sub-suppliers, and the following companies are some of those that did particularly well in 2011:

Did away with impurities

Ocean Team Scandinavia saves their customers millions otherwise needed for maintenance

A casual remark from a customer inspired Managing Director Jens Peter Thomsen's idea of starting up the company Ocean Team Scandinavia:



"You aren't very loyal to your company when you tell us how to avoid errors, are you?" the customer said. At the time, Jens Peter Thomsen was employed with a company that repaired hydraulic systems.

The errors that Jens Peter Thomsen repaired often had to do with impurities that had entered liquid-leading systems. Instead of repairing things, it would be better

to develop a product to help companies avoid impurities. In this way, Ocean Team Scandinavia saves its customers millions in maintenance. The company's main field is cleaning of all types of liquid-leading systems such as hydraulic systems, lubrication oil systems and process systems, and Ocean Team Scandinavia's customers are primarily offshore companies, power plants and the wind sector. And this is an industry where



it is critical that continuous operation is maintained without interruptions, and where 80 % of all operational errors are caused by impurities in liquid-leading systems.

Jens Peter Thomsen says:

“We’re definitely a niche business; that is, we don’t cover that many things. Instead we concentrate strongly on individual customers’ needs, and we get wiser every time.”

The profound expertise has become an export item, and the company is currently growing through technology transfers where Ocean Team Scandinavia establishes joint ventures with local companies throughout the world.

“Local companies know local customers and conditions, and we know our specialties. When we combine forces, we get to

know even more about how customers’ requirements should be met,” says Jens Peter Thomsen.

Trust is built over time

Ocean Team Scandinavia has 34 employees in Denmark and 23 in Qatar and will, according to the company’s 5-year plan, establish 3 new companies by creating joint ventures – for instance in Kazakhstan and Mexico.

Jens Peter Thomsen explains:

“We’re expanding our business slowly because we don’t want our existing customers to suffer. They must be given the same service as they’ve always been given. It takes a long time to build trust, and we don’t want to jeopardise that trust. So we intend to expand our market, but we won’t do it fast.”

Ocean Team Scandinavia follows a deliberate strategy about knowing the needs of its customers not only today, but also tomorrow:

“It’s important that we strive to be one step ahead of others – for instance when it comes to being environment-friendly, having better work environment safety, ensuring greater stability in terms of deliveries, etc. By getting wiser all the time about our products and our customers, we maintain our high level of service,” says Jens Peter Thomsen. Ocean Team Scandinavia A/S was awarded the Confederation of Danish Industry’s initiative award 2010 for its green profile as an offshore company. When the award was presented to the company, it was stated that Ocean Team is an example of new thinking being the path to sustained growth.