



Way better than back to normal

Wind Energy Asia's 5th edition

In-person, no more virtual, no temperature control at the entrance and with visitors and exhibitors shaking hands and no restrictions. All of these contributed to an unbelievable energy that rocked the exhibition hall and stages in the Kaohsiung Exhibition Center during an action-packed three days for Wind Energy Asia.



Taiwan's floating pavilion was busy

There is talk of problems in the Taiwan market, for a number of reasons: feed-in-tariffs have gone to zero, localization requirements are too high, the cost of Taiwanese components are too high, and quality is not high enough, and so on. Certainly, this is a young, developing industry and there are teething problems. And yes, they need to be addressed and corrected, but the interest in the market could be felt pulsating in the hall throughout the event.

To heighten the chance of Deputy Minister Tseng and other relevant government authorities attending the opening ceremony, it was moved to the afternoon. The morning of day one started with the Bright Outlook sessions on green hydrogen, application of ROVs in offshore wind and the successful experience of a Japanese offshore project. It was already apparent that the stage events were going to be very well attended, as it was standing room only.

The opening ceremony counted on a keynote message from Director Cheng of the Bureau

of Energy, four messages from foreign representatives who had pavilions at the show and a ribbon cutting ceremony.

The floorplan of the exhibition had significant changes to former years. Both entrances to the hall were open, creating a more fluid visitor engagement. And the main aisle broadened out in the center to form The NIRAS Square. Here, attendees could rest comfortably. The back rows of the hall were open to bring a different dynamic and openness, and even people without a booth managed to squeeze into sofa areas to meet. Next year they will have their own space.

The forum held on the second day, March 9th, consisted of 27 sessions by key industry professionals from both Taiwan and abroad. The morning focused on policy from government agencies and the afternoon sessions covered floating wind, operations and maintenance, onshore wind, education and training, among others. This year, no sessions were streamed in from speakers abroad, all were in-person. Companies continue to quickly take up the speaking slots given the prestige and coverage that speaking at WEA brings with it.

The morning of the third day was dominated by the site tour to NKUST's new training center, as well as technical seminars from the main stage, while NORWEP conducted a series of introductions for their pavilion participants on the conference room stage. Typically, the number of visitors on day three was lower than the other days, but this time, even well into the afternoon there was a steady flow. Many young professionals and university students attended to learn more about possible job opportunities in this emerging industry, which was a welcome sign due to the talent drought that exists.

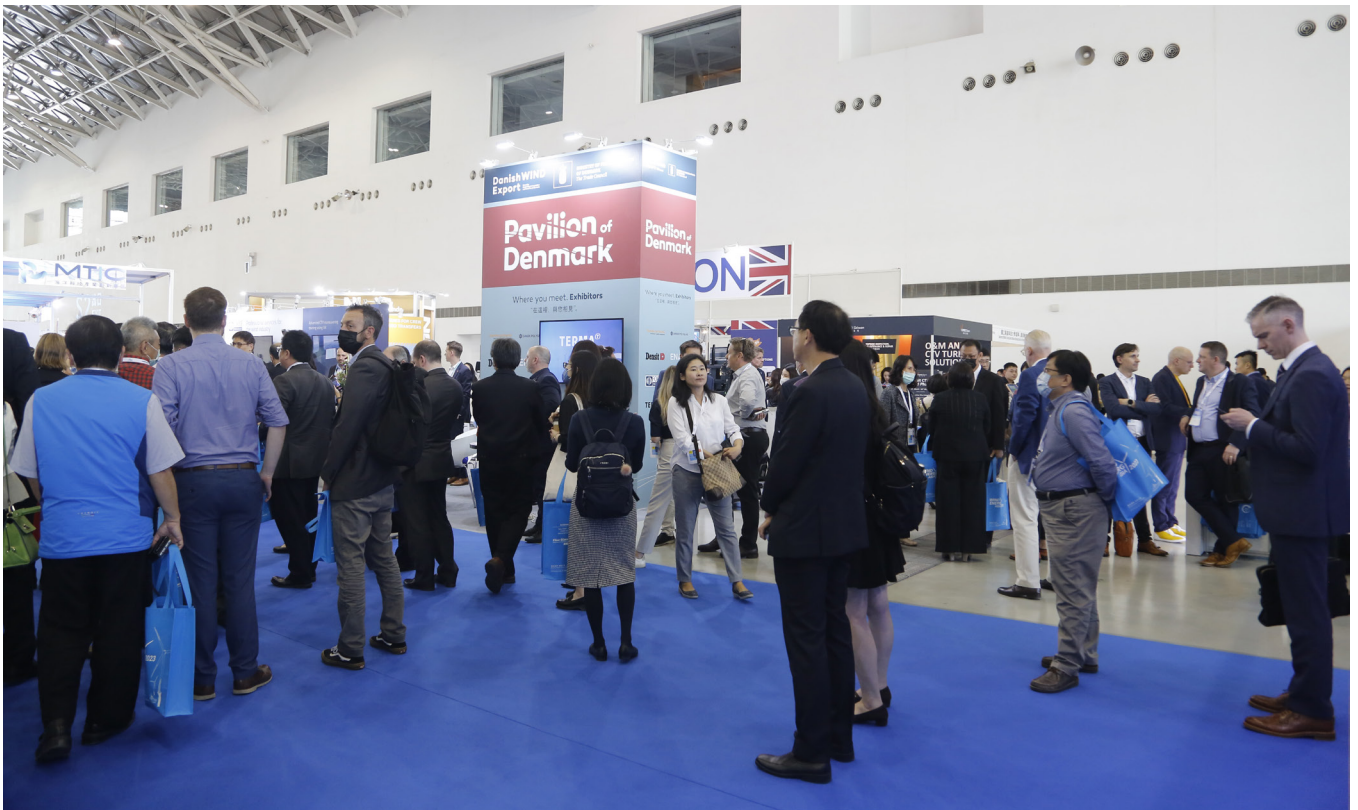
WEA again had two vessels in the water next

to the venue. The beautiful Kaohsiung Exhibition Center is unique with its position next to Kaohsiung Harbor, and can therefore offer exhibitors this alternative, allowing attendees to get a true feel for the industry. Both Cwind Taiwan and U-Ming Marine Offshore took the opportunity and displayed their state-of-the-art CTVs. A great initiative.

'We are finally here at WEA, and we are very excited!' stated Natalia Bawolska, Senior Project and Events Manager, UK-EIC, Energy Industries Council. 'This is definitely a good start at the show for the EIC pavilion, and I'm sure that next year we will have a much bigger group coming. Our exhibitors are very happy with the show, with the forums and with all the networking opportunities provided, which have been great, and everyone is very appreciative.'

Bart Linsen, Managing Director of Enercon Taiwan was happy too. 'Great to be at WEA, it's a very professionally organized event and thanks for the opportunity to present onshore wind in Taiwan. Onshore wind also has a big role to play in the market, we see this changing already, the projects are coming and I'm very excited to be able to present this in the forum today,' he said. 'We have RE100 and trends like this are bringing smaller customers to look for solutions and onshore wind fits exactly in this. And we see this happening in the market, the first customers, Asia Cement, Formosa Heavy Industries and a lot of new customers for us.'

'Yes, it's a younger market, but the potential you have here in Taiwan, is, to be honest, very impressive,' remarked Roberto Bouzas, General Director of the Spanish Nervion Offshore Services. 'The two important shortcomings in this market are, in my opinion, that you need big, big spaces for



Bustling exhibition hall

the construction of jackets or floating solutions and resources, human resources because you need welders, fitters, technicians, dimensional control technicians. They are the same issues in Europe as in Taiwan.'

More words of thanks came from Kevin Wu, Regional Director APAC with OEG Offshore Taiwan. 'I really want to say thanks for this show. I got really, really good feedback from guests and visitors and also good feedback

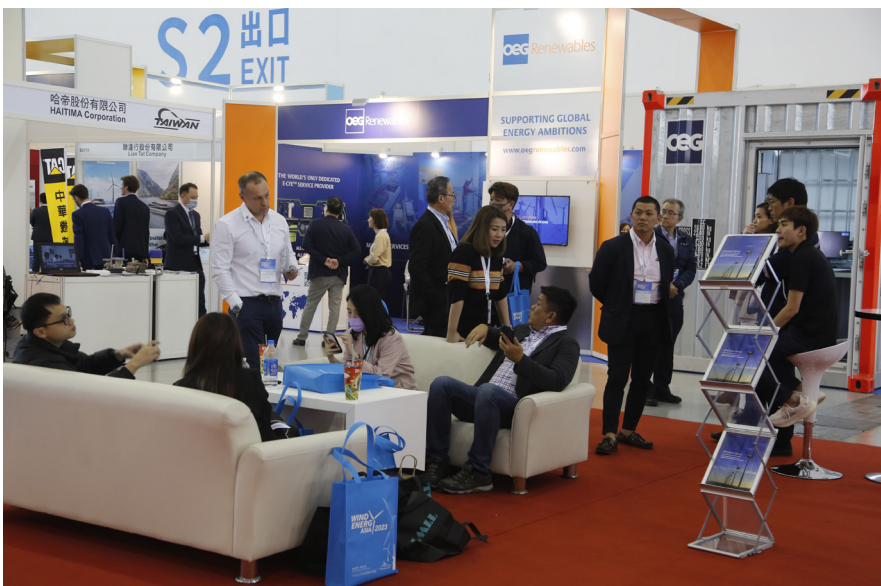
from our partners who see many new clients coming over to see them,' he smiled. 'We have seen a lot of clients, visitors, and decision makers coming as well.'

This year's Wind Energy Asia brought us back to 2019, where the bustle in the hall and the excitement was there. People talking wind to each other and doing business. Young professionals speaking to potential employers, trying to learn about the opportunities in the industry. Forums packed

with standing room only. Vessels in the marina with booked out schedules. Exhibitors rebooking in order to heighten their chances to get a good location on the floor plan. It was like 2019, only much bigger and better. 2024 is sure to show significant growth of a show that is a cornerstone for the largest Asian market.

www.windenergy-asia.com

www.intercon.com.tw



The NIRAS Square was a super addition to the floorplan

3,729 in-person or physical attendees visited over the 3 days. A massive 40% increase over 2022. Not only were there a lot more international attendees, which was logical now that there is no quarantine or travel restrictions, but the Taiwanese also came in droves.

121 companies from 15 countries actively took part either exhibiting or speaking at the stage events.

Exhibition space extended over a space of 273 booths with five country pavilions, namely Norway, the Netherlands, the United Kingdom, Denmark and France.

A total of 21 journalists attended. TV and radio interviews before the show, a massive increase in newsletters and social media posts, all contributed to a big increase in awareness. Particularly, our dedicated Wind Energy Asia page on LinkedIn just before the show broke the 5K-follower mark, which pushed WEA to be top of mind in the industry.