

RenewableUK 2010

From 2 to 4 November 2010 the RenewableUK Annual Conference and Exhibition took place in Glasgow, UK. Since Hann-Ocean has recently become active in the renewable energy sector, we took the opportunity to be one of the more than 4,200 people and 300 exhibitors, which retrospectively was the exact right move. Not only did we get valuable insights about other participants' developments, but could also interest many others in our products. The feedback we received during the exhibition was overwhelming and reassured us that we are on the right track. We had many interesting talks in which we shared experiences and impressions, and we are still in contact with many of the companies' representatives we met in Glasgow. This event has given us the opportunity to get in touch with some of the key players in the European Renewable Energy Market. Furthermore, we took the opportunity to also increase awareness of our pontoons which we presented side-by-side with our green energy products.

More specifically, we have found partners to conduct further tests on our wave energy converter DRAKOO in the UK; we have established connections to potential suppliers, distributors and customers; and we have increased the overall awareness of Hann-Ocean, which is backed up by a dramatic increase in hits on the website after the event. Concluding, Hann-Ocean's presence at the RenewableUK has opened many new opportunities, and we are already looking forward to the next year's event.

