



## Denmark to Play Active Role in South Africa's Wind Energy Industry

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Ambassador René Dinesen of the Danish Embassy in South Africa has reconfirmed **Denmark's commitment to the South African renewable energy sector** at the annual **WINDaba Conference**, held at the Cape Town International Convention Centre (CTICC) from 25-27 September 2013.



Left to right: Steve Sawyer, Secretary General, Global Wind Energy Council together with Ambassador Dinesen at the Danish Pavilion of the Windaba 2013 conference in Cape Town, South Africa.

Ambassador Dinesen said Denmark's strong presence at the conference – a total of 14 Danish companies which exhibited at the Danish Pavilion– emphasised the country's goal to foster strong partnerships with South African companies and to grow the wind energy industry in the coming years.

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“The framework for the South African renewable energy sector is transparent and fair and through exhibitions such as WINDaba and the three-year partnership renewable energy agreement, signed earlier the year between the Denmark and South Africa, we are sending a clear signal that we are committed and believe it is a very promising marketplace,” **said Ambassador Dinesen.**



The Danish Pavilion, the largest WINDaba exhibition, which showcased 14 Danish companies.

Denmark is also represented at WINDaba by The Danish Wind Industry Association, State of Green – a global Danish renewable energy awareness campaign – as well as the Danish Energy Agency. Commenting on the South African wind energy industry, Jan Serup Hylleberg, CEO of the Danish Wind Industry Association says Denmark's differentiator is that it offers a competitive and globalised approach to the respective wind energy sectors it plays in and South Africa is no different.

“We are early movers and South Africa is an exciting market entering an exciting time. By partnering with local companies we are bringing almost 30 years of expertise, technology and market experience to the local wind industry,” said Jan Serup Hylleberg.

The Danish wind industry also recently announced its intention to create 1000 sustainable jobs in South Africa through local wind turbine component manufacturing. “As a country we are aware and embrace the local content requirement and will continue to align our efforts with it,” says Dinesen.

“In a time where energy costs are high, establishing local partnerships to offer an alternative in the form of renewable energy is a main priority and provide fantastic opportunities for years to come,” he concludes.