

**Inward Investment Strand – Report on Hull & Humber Chamber of Commerce Activity**  
**Report No 2**  
**February, 2014**

To further enhance the GPH's visibility in international markets and following on from engagement with the British Chamber of Commerce (BDCC), Copenhagen, back in September, the Hull & Humber Chamber (HHCC) was invited to participate in a high profile renewable energy event in Aarhus, Denmark, organised by BDCC. The event marked the opening of BDCC's latest Chapter in Aarhus.

The format of the event was a high profile private lunch with key decision makers from the Danish Renewable Energy Sector, followed by a seminar and networking evening. After discussion with Hull City Council, the lead organisation for the Inward Investment Strand, it was considered appropriate to appoint three ambassadors to represent and promote GPH at the event. The ambassadors on this occasion were:

James Doyle, Rix Shipping Ltd  
Simon Brett, Associated British Ports  
Paul Litten, Humberside Airport

The Chamber was asked to identify a keynote speaker who could present the GPH story at the seminar. James Doyle was invited to speak and accepted. Other speakers were Michael Hannibal, CEO Siemens Wind Power and Jens Tommerup, President, Vestas Offshore, Jacob Jensen, Member of Parliament for Aarhus. Chairperson for the panel of speakers was H. E. Vivien Life, British Ambassador to Denmark and Patron of the BDCC. Approximately 70 businesses representing the renewable energy supply chain attended the seminar and networking evening.

Renewable Energy Seminar Aarhus January 2014

Left to Right; Michael Hannibal, H E Vivien Life, Jame Doyle, Jens Tommerup, Jacob Jensen MP



Prior to the seminar, a private lunch was hosted by the President of the Aarhus Chapter of the BDCC. Mr Henrik Kleis, who is also the Hon British Consul in Aarhus and Senior Partners in Delacour, an international law firm.

Guests at the lunch were:

Michael Hannibal, CEO, Siemens Wind Power

Jens Tommerup, President, Vestas Offshore

James Doyle, Rix Shipping Ltd

H. E. British Ambassador Vivien Life

Jacob Ellemann-Jensen MP

Paul Litten, Humberside Airport

Simon Brett, ABP Humber

Henrik Kleis, Senior Partner Delancour and President of the BDCC Aarhus Chapter/Hon British Consul

Marian A Davie, President and CEO of the BDCC Denmark

Allan Eimert, CEO New Venture

Gareth Garvey, CFO BDCC Denmark

Pauline Wade, HHCC

Post lunch an excellent round table discussion took place with dialogue flowing freely and frankly. Much information was exchanged and the GPH ambassadors appreciate the opportunity to meet key players in private and informally.

Following on from lunch, the Seminar took place followed by a networking event. The GPH ambassadors circulated at the networking event, meeting a cross section of industry players. General consensus of opinion amongst the ambassadors was that the quality of attendees was excellent.

Left to Right: Camilla Carlbom, Carlbom Shipping with the Green Port Hull ambassadors and Michael Hannibal, CEO Siemens Wind at the Aarhus networking event. Jan 2014.



Post visit, the GPH ambassadors were consulted to measure the value of the visit and to recommend a way forward. Quoting from responses:

Simon Brett: “The visit to Denmark offered an ideal opportunity to raise the profile of the Humber Estuary, and in particular the North Bank. The quality of the guests at the private lunch and the evening networking reception was amongst the best that I have met at such an event, and provided access to both existing and potential customers in Denmark. The renewable sector is an extremely important opportunity for the Humber, and with the key European players being Danish, to showcase the region in such a manner is vital in providing support for the fledgling industry in the area.

I would recommend that further events of such quality, both inward and outward will further enhance the reputation of the region”

Paul Litten: “Unique opportunity to meet with those who have real input into investment decisions to our region. Excellent engagement with key players at the private lunch and the networking event. Some short term business opportunities are being discussed. Single point of message rather than mixing up a number of competing organisations. The use of the Chamber and its international networks is key to engagement at senior level in any country. The support of HE The British Ambassador and the Hon British Consul in Aarhus enhanced the visit. Regular events such as this are highly desirable, particularly involving key people from the region who can perform the role of ambassadors for GPH.”

Following on from the visit the Chamber has been invited to partner British Chambers in Denmark and Germany on a joint renewable energy event similar to that held in Aarhus, but to be held in Germany. Tentative dates for this event are being identified but likely to be September, 2014.

Recommendations to GPH:

- The Chamber to organise similar events both inwards and outward to further enhance the reputation of GPH. It is recommended that such events should be very focussed on senior key players from the industry, quality of participants rather than quantity.
- That GPH consider authorising the HHCC to plan and participate in a joint Danish/German/GPH Renewable Energy Event in Germany in September.
- That consideration be given to inviting H E British Ambassador to Denmark, Ms Vivien Life, who is patron of the BDCC to lead a Danish delegation of key players to Hull working in partnership with both the BDCC and HHCC.
- Consideration be given in due course and when the time is right to further explore the potential of setting up a GPH Desk at the Aarhus Chapter of the BDCC. The desk activity could cover both Aarhus and Esbjerg and there is excellent support in Aarhus through the Hon British Consul who through his profession is well connected and knows most of the key players in the renewable energy sector in Denmark.

Pauline Wade

Director of International Trade Hull & Humber Chamber of Commerce