



# Room for growing success

On one of his many busy days, PES caught up with Morten Diederich, Senior Business Development Manager at Odense Port, as he prepared for WindEurope's annual event in Copenhagen. With palpable anticipation, Morten shared his excitement about the upcoming conference and discussed the Port's strategic vision for the future of offshore wind and the industry as a whole.





Morten describes WindEnergy 2024 in Hamburg as somewhat of an overwhelming surprise. 'What we saw last year at the exhibition was an explosion in interest, and, for the first time, the interest in storage of components and parts was greater than anything else. This happened quite suddenly after the primary market had been asking for installation facilities for years.'

'In Hamburg, 75 pre-booked exhibition meetings were topped with many spontaneous ones at the Odense Port stand, each with up to 10 participants, directors, engineers, and decision makers from each company.'

'They came to learn more about the development opportunities we offer. Many are beginning to realize just how limited storage space is,' Morten recalls. 'That's why having 3 million available square meters in a dynamic, highly successful business hub with over 120 companies is unique to us. You won't find anything like it anywhere else in Northern Europe.'

'What also makes Odense Port stand out is our commitment to delivering not just the best physical solutions for our clients, but also ensuring that every collaboration strikes the right balance between investment, expectations, and value creation.'

'At our Port, you'll receive the support and solutions you require, tailored to your specific needs, without the rigid constraints you might find elsewhere, such as a 'dockworker regime' or unnecessary systems that don't serve your interests. We operate with a high degree of flexibility and efficiency, focusing on what matters: making sure that everything we do adds genuine value to your business. We understand that each company is different, and we work to accommodate those differences while ensuring smooth, effective operations throughout.'

'After years of proving our ability to meet the increasing demands and growing component

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sizes in offshore wind, we've also gained recognition for the effort we put into understanding our clients' businesses and potential,' explains Morten. 'My role is to assist companies in preparing for expansion. We aim to support our clients' growth while creating new opportunities for their development within the Port.'

Morten's working day has just begun. Lined up for him are several meetings, extensive research for upcoming proposals, crafting solution specifications with his skilled colleagues, and a guided tour of the Port. He's looking forward to all of it, but he finds particular pleasure in introducing newcomers to the Port.

### The feeling of future possibilities

'The best thing for me is bringing people out here to experience the Port in person. There's something truly special about seeing it first-hand. It always gives them a real boost of excitement. They're consistently impressed by the sheer size, the variety of activities, and the endless possibilities.

'Everything here feels vast; the buildings are massive, the space between them feels endless, and the areas are so expansive that it's hard to grasp the scale until you're standing right in the middle of it. I love seeing the reactions it evokes in people. It's like a 'wow' moment every time, as they realize just how much potential there is here. It reassures them that this place isn't just about the present; it's about creating room for the future, with plenty of space to grow, innovate, and thrive. It's that feeling of limitless opportunity that sticks with them long after the visit.

'We are investing significantly in port expansions, facilities, services, and buildings. I see us as a driving force in offshore development, production, and the overall realization of the ambitious goals the world has set.

'That's why we begin any potential collaboration by understanding your business, product, plans, and growth. This approach allows us to create a comprehensive strategy for what it can all lead to. For us, business development is a collaborative effort, but it's our job to pave the way. When quoting for project areas as large as 400,000 m<sup>2</sup>, the devil is in the details.'

### Exceeding expectations through preparation

Apart from the extensive space available to provide clients with what they need and

beyond, Morten is particularly keen to list the most current developments at Odense Port.

### 3 million m<sup>2</sup> of storage potential is taking shape

'We're seeing a lot of great and growing interest in our open spaces, which are naturally integrated into the Port. Here, we can create solutions for every need, whether it's production, storage, or assembly. Companies have recognized that having ample storage space for a project is just as crucial as having an installation vessel.'

### Deeper navigable depth

'Production is getting bigger and heavier, and of course, we must be at the forefront of this development. To make sure as many vessels as possible can dock with us, we have concrete plans to deepen our navigation channel from 11 to 12.3 meters by 2028.'

### Innovation is moving in

'The University of Southern Denmark is constructing its new Large Structure Production (LSP) facility as we speak. A collaborative space, opening in 2026, it will be the world's first robotics center dedicated to optimizing the production of large structures. It's an addition to our innovation cluster that will really benefit current and future companies on site.

### Tests that push the boundaries of technological advancement

'The world's most powerful wind turbine test site is about to strengthen its testing capabilities even further with a new hall for testing main bearings. Combined with the LSP robotics center mentioned above, the investment in this new site accumulates to approximately 100 million Euros.'

### Completing new halls for production and storage

'We are building 10,000 m<sup>2</sup> of new halls, some of which have already been leased, but it is still possible to lease additional square meters here. If you need more specifically tailored halls, of course, you can also build halls yourself in collaboration with us in the Port area.'

All these existing and upcoming advantages of Odense Port are part of Morten's showcase tour, which includes several board members and employees from a potential client who joined on the day of our visit. As soon as they step off the bus, Morten is already on his way



Morten Diederich

to the final meeting of the day, with a big smile on his face.

'People are often surprised by our approach, especially when they realize how thoroughly we prepare and invest ourselves,' he comments. 'For instance, we prefer to present a potential offer of a certain scale in person, through a one-on-one meeting, because that's when you truly sense that we view our product as a collaboration, not just a transaction.

'People recognize our expertise in wind energy, which we've built over the years as the industry has evolved. That's why we understand it from the inside and have a wealth of knowledge that supports our solutions. This creates a sense of security, benefiting both parties; the client and us.

'We feel that the demand for what we deliver is increasing every day. As markets evolve, we're seeing new trends, such as components from Asia that need a place to be unloaded and stored in Europe. This is an interesting development and we love meeting people and discovering new opportunities.

'We are a people's Port,' Morten concludes. 'Everything we're investing in and preparing for is geared towards collaborating on our shared goals and understanding. However, even though we have the space, we still operate on a first-come, first-served basis. That's why we prefer to be involved in plans and demands as early as possible.'

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