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Panel Discussion: Developing Your
Wind Energy Market Penetration Plan

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Nordex USA



Questions?

How can we become a supplier for a Wind Turbine OEM?

- Technical Capabilities
- Open Mindset for Change/Improvement
- Vision towards the future

Technical Capabilities

- Right-Sized Equipment and know-how
 - Knowledge of internal core competencies
 - Focus on Quality and traceability
 - ▶ ERP systems
 - ▶ Continuously improving quality system
- Know your suppliers and sub-contractors

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Open Mindset for Change / Improvement

- Continuously improving pricing and terms. Willing to discuss openly its structure.
 - Implementation of proven lean manufacturing principles and techniques to show value to OEM.
 - ▶ 5S, Mistake-Proofing, JIT, etc..
- Standardization of processes throughout the organization.
- How is your organization structured? Are your employees empowered to contribute to the process?

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Vision Towards the Future

- Awareness and mindset towards business continuity programs and plans
- Demonstrate ethical, social, and environmental responsibility internally and externally.
- Innovate! Internal and external cycle plan for your operations.
- Follow-up