

OFFSHORECENTER
BORNHOLM



FLAG – Fit for the future 2021.05.25
Lone Reppien Thomsen

Dilemmas:

SME's clustering

- How to benefit from the cluster initiative – on the paper it was logical and easily done 😊 *but*
- A long term strategic perspective, does not fit with SMEs. They normally have a shorter strategic timeline
- From competitors to cluster members and collaborators
- Need to expand the market or a new market, new products
- How to tell the story and show a long track record, as it had never been done before?

Expanding the Port of Roenne – today a perfect designed port for offshore activity

NEW market

And new way of working

- when to say yes or no?
- A new business case

Communication

– internal and external

From servicing the fishing industry to another maritime sector

How to get more knowledge about the Offshore wind Industry – learn the language

How to convince the project planners, that Bornholm is much more the holiday, lovely nature and good food



What to do?

- contact the local FLAG representative



1

In London 2017

– Why are you here – this is not a tourist exhibition 😊

FLAG made it possible to tell a new story and to show that a small island can act professional



The maritime Bornholm at hand - Local Bornholm maritime service on worldwide app

05
Sep

2

Innovation

A well-known organization, though active communication in the local media and personally up-front communication

In the past it was necessary to have a map to find your way or the yellow pages in order to get help with a task. Nowadays it is easy to find a solution with a smartphone and the internet. And to make it even easier for boats arriving at Rønne harbour, the company network Offshore Center Bornholm (OCB) has developed the service app OCBORNHOLM. The app provides an easy and quick overview of services offered to maritime and offshore needs and you can download it to your mobile phone.

OCB's coordinator Lone Reppien Thomsen explains that the maritime visitors and clients are the ones who has o...

A long journey for Offshore Center Bornholm members, but today, we see Bornholm as a Energy Island in the binoculars!

**New market
More local jobs
Innovation
- and more to come**

FLAG and local commitment is an important piece in the puzzle