

Lecture

Mirco Groth

Challenges of the wind industry and how those influence product strategy of OEM's

The global demand of onshore wind energy is increasing constantly. At the same time, the cost of energy (LCOE) is decreasing significantly year by year due to very competitive power auctions. Therefore, it is important to optimize the entire value chain from an OEM point of view to keep pace with those developments – this includes introduction of new turbine models as well.

During the session we will discuss how Nordex managed to remain a sustainable company, but also the challenges facing the whole industry.

The speaker

Mirco Groth, Nordex SE

Mirco Groth studied Energy and Environmental Management (B. Eng. / M. Eng.) in Flensburg from 2010 to 2016. In 2015 he joined Nordex SE as working student including the possibility to finish the Master Thesis relating to windfarm optimization. Following this, he was working as Strategic Product Manager and now heading the global Product Management team of Nordex SE.

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