

## Newsletter no. 7 from DAMRC

*This DAMRC newsletter can be forwarded to everyone interested in the DAMRC, but you are only allowed to quote from the newsletter in agreement with Chairman Ole Mørk Lauridsen [oml@damrc.com](mailto:oml@damrc.com) or Project Manager Klaus Bonde Ørskov [kbo@damrc.com](mailto:kbo@damrc.com)*

*In this DAMRC newsletter you can read about two new and exciting DAMRC members and about a new colleague on the DAMRC team.*

### **New member strengthens connections within the “green offshore industry”**

Lindoe Offshore Renewables Centre (LORC) is a center focusing on research, innovation, test and demonstration of technology within green offshore energy. The main areas of interest are wind, wave, algae, thermal and solar energy. Future offshore wind farms need to be larger, more efficient and further away from shore. This places increasing demand on the reliability of the turbine as maintenance costs are increasing as turbines are placed even further offshore. With DAMRC's focus on advanced manufacturing technology and new materials, LORC's membership of DAMRC paves the way for R&D targeting e.g. corrosion-resistant materials that will perform under the harsh conditions offshore.

LORC has a number of strong partners on the list of members both within the industry and the R&D-environments. LORC has received more than DKK 100.000.000 in government funding from The Danish National Advanced Technology Foundation and the Business Innovation Fund. Read more about LORC at <http://www.lorc.dk/Home>

### **The City of Aarhus sees the opportunity to strengthen the competitiveness of Danish industry**

With around 10,000 jobs related to the metal industry in The City of Aarhus the city sees a great potential in joining the DAMRC. The City of Aarhus has therefore signed up as a DAMRC member for the years 2011, 2012 and 2013. Besides the more than 1,000 jobs already represented by the DAMRC via Terma and Vestas in The City of Aarhus, the collaboration between DAMRC and DAMRC members IHA and ASE will be of great importance to The City of Aarhus as well as Central Denmark Region (Region Midtjylland).

The support from The City of Aarhus will contribute to the purpose of the DAMRC, which is to focus R&D on the needs of the industry to enhance the competitiveness of Danish industrial companies.

### **New competencies added to the DAMRC team**

Early December 2010 Mariann Gade Espensen starts as an intern at DAMRC.

Mariann Gade Espensen is a journalist and has amongst others competencies within corporate communications. Her main task will be developing a communication and marketing strategy for DAMRC. In addition, Mariann will write various articles for relevant media.

We are pleased to have Mariann on board and are looking forward to a good and productive collaboration.

## **'Always' aluminum' is an exciting new exhibition and conference in Odense Congress Center**

The event takes place May the 11th and 12th 2011 and is organized by DAMRC member "AluCluster" in cooperation with Odense Congress Center. DAMRC will participate with both sales pitch at the fair and a presentation at the conference.

'Always' aluminum' is an initiative which aims to raise awareness of aluminum's countless applications in order to strengthen sales of the solutions which the industry offers. AluCluster behind this event is a resource center where businesses can seek advice on the practical application of aluminum. The consortium consists of a number of different companies and educational institutions.

The two days offer fair in the traditional sense, a conference section, a Speaker's Corner and a section with a presentation of innovative products made of aluminum.

More information will follow in later newsletters, but mark your calendar. For more information see: [www.alucluster.com](http://www.alucluster.com)

## **DAMRC's 2011 strategy is ready**

The next newsletter is a Christmas edition which will be send out already the 16th December, we will reveal the extracts of DAMRC's 2011 strategy.

As part of the 2011 DAMRC communications strategy, the newsletter will be published every second month onwards.

## **Registration and deregistration of newsletter**

If you receive this newsletter from a colleague and wish to register for future updates from DAMRC, simply send an email to [kbo@damrc.com](mailto:kbo@damrc.com) with the text "Sign up to DAMRC newsletter". If you receive the newsletter from us by mistake, you may also unsubscribe at the same mail with the text "Unsubscribe from DAMRC newsletter".

**Med venlig hilsen**

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