



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK
The Trade Council

KANDA: PUSHING NEW GROUND WITH VIRTUAL REALITY TRAINING IN COMPLEX INDUSTRIES

DANISH SOFTWARE COMPANY KANDA LEVERAGES VR TRAINING TO TRANSFORM RENEWABLE ENERGY WORKFORCE IN JAPAN.

Kanda excels in creating immersive digital simulators and VR training programs. With a 12-year track record, Kanda significantly influences industrial sectors like renewable energy, maritime, and healthcare by innovating digital training solutions.

The push for green energy globally, a critical response to climate change, is vital for long-term sustainability. This shift is especially pivotal in Japan, an island nation grappling with energy security challenges and a reliance on imported fossil fuels. Adopting renewable sources like wind and solar power is key for Japan to lower its carbon footprint and enhance energy independence.

Kanda contributes significantly to this green transition as their digital training solution and GWO (Global Wind Organisation) courses have a positive environmental impact. Firstly, their VR training reduces the need for traveling to a physical training centre, which leads to a reduction of air travel and in carbon emissions. Additionally, with much of the mandatory training conducted virtually, there's less need to purchase and use physical replicas. Consequently, the associated consumption related to the training industry can be brought down and contribute to reach the stated sustainability targets.

Lene Thirup, Chief Commercial Officer at Kanda, states: "If we are going to meet the 1.5-degree climate goal the renewable sector alone needs to hire an additional 26 million more people by 2030. The question is, who will train all these people and be responsible for installing, operating, and maintaining the offshore wind-farms? How can we transform our traditional training methods, which are currently travel-dependent and a source of significant Co2 emissions?"

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Japan's forward-thinking in renewable energy, coupled with its openness to new technologies, presents a fertile ground for our specialized VR training solutions.

Lene Thirup, Chief Commercial Officer at Kanda



3

TIPS TO ENHANCE YOUR SUSTAINABLE EXPORT STRATEGY IN JAPAN

Capitalize on SDG Gaps: Focus on SDGs where Japan has gaps, such as gender equality, leveraging your Danish company's strengths to create commercial opportunities and meaningful societal impact.

Prioritize Engagement with Larger Companies on SDGs: Focus on larger companies, as they have most notably embraced the SDGs in their strategy and operations.

Contextualize Your Offerings within the SDGs Framework: Integrate your products or services within the context of SDGs and articulate this alignment clearly in your business propositions.



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VR Training Expertise Aligns with Japan's Renewable Energy Drive

The Japanese market emerges as an ideal fit for Kanda's innovative VR training solutions, resonating with the country's strategic shift towards renewable energy. Japan's commitment to lowering carbon emissions and embracing green energy dovetails with Kanda's expertise in sustainable training practices.

Lene Thirup, Chief Commercial Officer at Kanda, articulates this synergy, noting, "Japan's forward-thinking in renewable energy, coupled with its openness to new technologies, presents a fertile ground for our specialized VR training solutions." This observation highlights Japan's strategic importance for Kanda, underlining the nation's progressive approach towards integrating technology in its renewable energy initiatives.

The convergence of Japan's ambitious renewable energy goals and its receptiveness to advanced technologies offers Kanda a valuable opportunity. As Lene Thirup observes, "The alignment of Japan's technological advancements and renewable energy aspirations with Kanda's cutting-edge training programs underscores the strategic relevance of the Japanese market for our global expansion." This perspective positions Japan not just as a market, but as a collaborative partner in advancing Kanda's vision for sustainable energy workforce development.

Japan's Rising Commitment to SDGs Shapes Kanda's Strategic Expansion

Izumi Tanaka, Senior Commercial Officer at the Trade Council in Japan, highlights the increasing importance

of SDGs in Japan's business and governmental policies. "Most Japanese companies take SDGs very seriously," she explains, adding, "Local governments also use them as a tool to communicate the significance of sustainability issues to their citizens." This underscores the rising awareness and importance of the SDGs in Japan.

Kanda has strategically leveraged Denmark's leadership in wind energy to boost its export efforts in Japan. As a leader in the wind industry, Denmark hosts major players like Ørsted and Vestas, who are significant operators in Japan. Lene Thirup elaborates on this strategy: "We have international market leaders in Denmark, and we aim to strengthen these leaders to expand our solutions and products, particularly in relation to Japan."

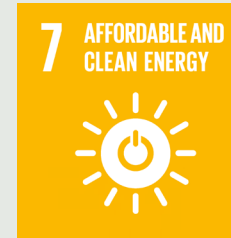
In terms of commercial success, Kanda is still in the initial phases of entering Japan, setting up the groundwork with the local training providers: "We are nearing the onboarding of our first training provider in Japan for our digital program. When the demand for more skilled staff in the offshore industry grows, we expect to fully roll out our GWO training portfolio through local training providers across Japan and help them to scale their business and help them scale their businesses, reduce costs, travel time, and associated CO2 emissions," she says.

Participated in the SDG Business Accelerator, 2022. An initiative driven by the Trade Council with focus on sustainability and export.



**SDG BUSINESS
ACCELERATOR**

KANDA'S CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS



Affordable and Clean Energy

Kanda's VR training reduces travel and emissions, aiding in the development of sustainable energy infrastructure.



Decent Work and Economic Growth

Kanda's VR training enhances access to education and skills, improving job performance and fostering economic growth in the sector.



Partnerships for the Goals

Kanda harnesses Denmark's expertise in wind energy for strategic partnerships, fostering global collaboration towards sustainable development goals.