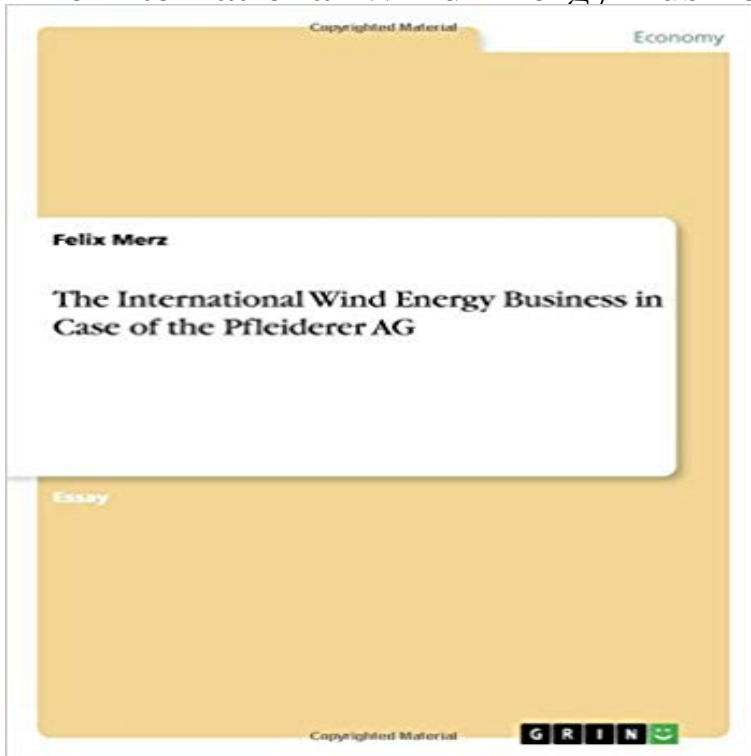


# The International Wind Energy Business in Case of the Pfeleiderer AG



Essay from the year 2008 in the subject Economics - Case Scenarios, University of Applied Sciences Mittweida (Fachbereich Wirtschaftswissenschaften), course: Betriebswirtschaftliche Fallstudien des Internationalen Managements, language: English, abstract: The following report deals with generating electricity via wind energy converters, one of the latest renewable resources, which have been becoming increasingly import during the past years. One of the worldwide leading, diversified and international company within the business is the Pfeleiderer AG. The company employs 5800 people (in 2007) and distinguished their business in two units: derived timber products and infrastructure systems. The first one produces decorative plates, high pressure laminates and post forming elements for interior settings. This unit obtains about 52% of the volume abroad. The wind energy business is included in infrastructure systems, in addition to poles and towers and track systems. Pfeleiderer Wind Energy GmbH, 100% subsidiary, develops and sells complete wind energy converters. In summer of 2000, the company acquired the Austrian Windtec to gain necessary expertise. The long-term goal is to hold a proper position in the growing offshore market in the coming years.

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