

BILBAO.毕尔包



From Carbon to Renewables

从化石燃料到可再生能源

There is a direct relationship between the type of energy used and the quality of life in the city.

城市使用的能源类型与城市的生活质量，有直接的关系。

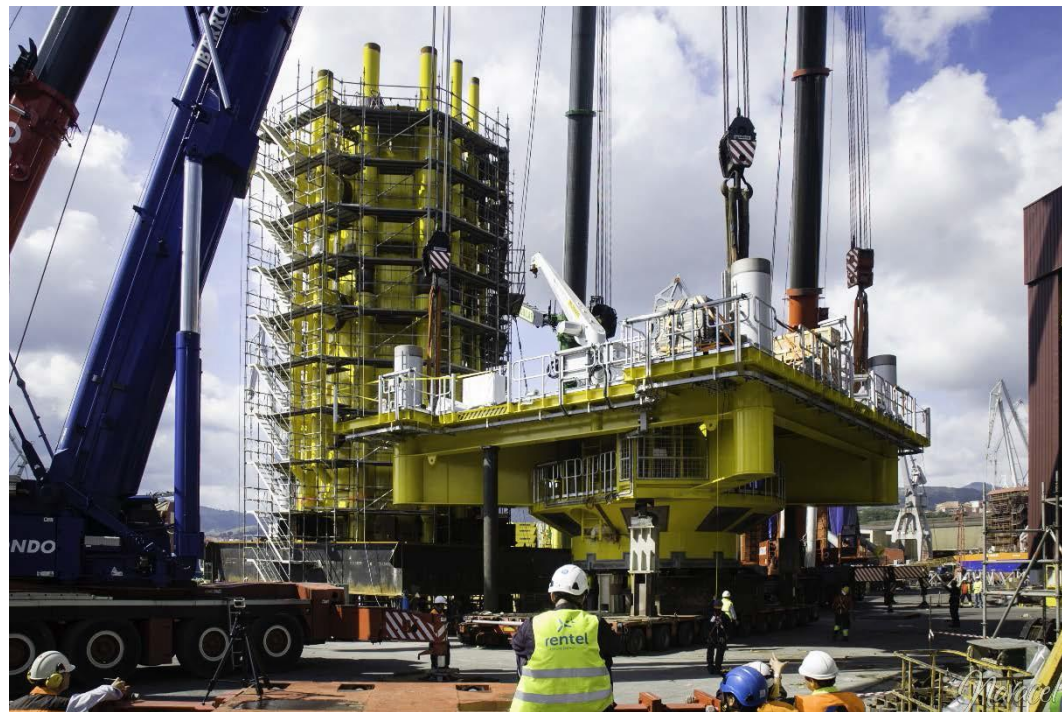


But do local SMEs survive or die in the process of change?

不过，地方的中小企业在转型的过程中是否能够生存下去？

In the case of Navacel, our Company has successfully adapted .

在我们纳瓦塞尔公司的例子里，我们已成功地适应了。



1 Carbon 碳



The industrial development of Bilbao is due to the surrounding iron mines, iron that was transformed in the local steel industries, for which the consumption of coal was necessary.

At that time Navacel is dedicated to the maintenance and production of capital goods for the aforementioned metallurgical industry

2 Oil&Gas 石油和天然气



In the 80s the change towards other types of industries was encouraged. AHV, the main tractor company, closed its activity in 1996. Meanwhile in Europe the oil & gas sector in the north sea is expanding

In the 80s, faced with the crisis of the local iron and steel industry, Navacel opted for export, targeting the offshore oil & gas market of the North Sea in Norway.

3 Wind 风能



Oil & gas in the North Sea went into crisis a few years ago, which is why the main industries in the oil & Gas sector are reinventing themselves by heading towards renewable energy.

In 2016, Navacel participated in the manufacture of the world's first floating wind farm. Hywind Scotland for Equinor.

What is the key for success for SMEs:

中小企业成功的秘诀是:



A-The mindset of the SMEs towards change. *Be open-minded & focus on Market needs.*

1. 中小企业对改革的心态。要思想开放、并关注市场需求。

B- Local government strategies for the promotion and the support for change.

2. 地方政府促进和支持改革的战略。



“Hywind Scotland at Peterhead, [generates power for aprox 20.000 Homes](#). At the same time, this type of loading parks are a new innovative sector that [will generate jobs and wealth in the coming years](#)”