

# Japan's offshore wind: From early promise to proven scale

Bruce Valpy  
Singapore, 19 May 2026

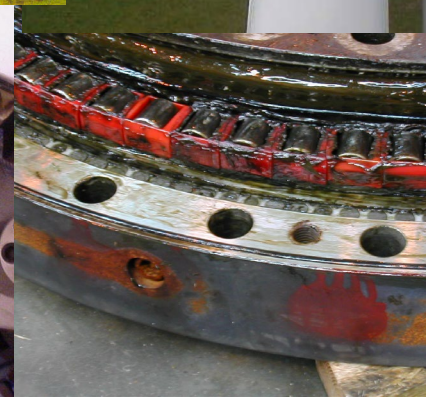
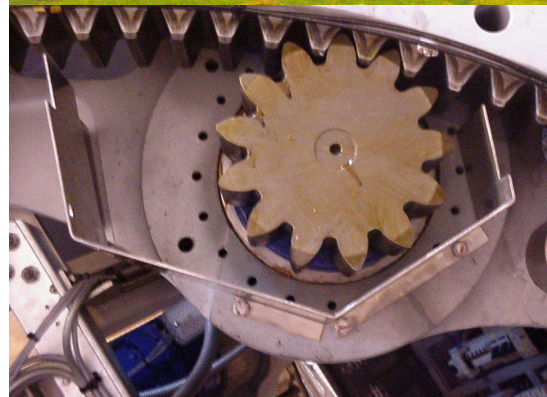
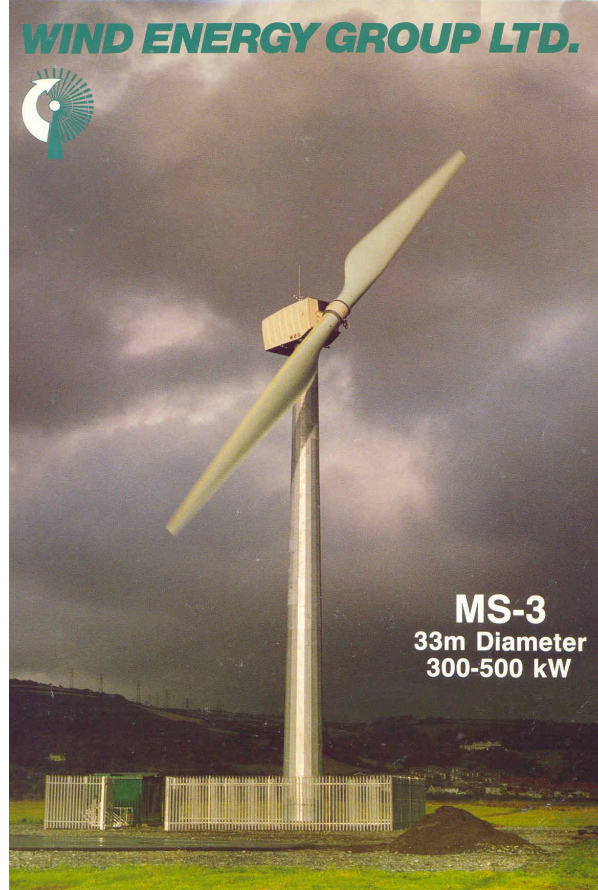


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- Chartered mechanical engineer
- 15+ Years designing wind turbines
- 20+ years in strategy consulting in wind
- Lead industry building work in emerging offshore wind markets, globally
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**WIND ENERGY GROUP LTD.**



# BVG Associates: delivering strategy-defining insights in a changing world

Deep wind industry understanding where market, economics and technology overlap



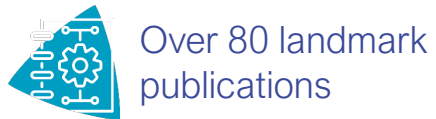
Founded in 2006



Trusted by over 450 clients globally



Over 1300 client projects delivered



Over 80 landmark publications



Consultants with over 200 years of combined industry experience



## Industry building

Market roadmaps and visions

Energy strategy, policy and framework development and delivery

Sector deals

Marine spatial planning

Supply chain, workforce and skills development

Capacity building and education



## Auctions and economics

Bid strategy and competitor analysis

Bid drafting and review

Jobs, local economic benefit, and non-price factors

Cost of energy: future, spatial, new technology, site finding



## Business strategy

Market and technology strategy

Supply chain strategy

Operations, maintenance and service strategy

Due diligence

Supported by our proprietary, industry-leading models and research including:  
LCOE model · Jobs and economic benefits model · Spatial planning tools  
Innovation LCOE impact model · Market intelligence tool





# Case studies

- [OSW roadmaps for Vietnam, Azerbaijan, Philippines and Romania \(World Bank, 2021 to 24\)](#)  
First roadmap for World Bank global programme (VN) and others, setting the standard for such work
- [OSW in Bermuda \(Greenrock, 2022\)](#)  
Early roadmap work on location and LCOE to guide non-profit client's strategy in enabling industry development
- [Making wind work: Key factors for OSW in emerging markets \(World Bank, 2022 and 2025\)](#) Keynote publication to support governments and policy makers on maximising the benefits of OSW
- [ORE technology roadmap for Ireland \(SEAI, 2024\)](#)  
Mapping pathway to harnessing Ireland's potential, supporting a coordinated government approach
- [Japan Cost Reduction Study \(GWEC/JWPA, with MRI, 2020\)](#)  
Set national vision for OSW wind to 2050 and Enabled 1<sup>st</sup> industry deal and the start of the Public-Private Council by delivering industry-supported cost reduction trajectory
- [Japan OSW spatial analysis \(Philanthropic foundation, 2023\)](#)  
MSP planning to identify sea areas surrounding Japan for OSW development, with significant focus on spatial future LCOE assessment for fixed and floating OSW [ 40701]
- [Offshore wind frameworks and supply chains in Japan \(Ministry of Economy, Trade and Industry, Japan, 2021 to 2025\)](#)  
Supporting the development of offshore wind frameworks and supply chains in Japan with a local partner
- [Online guides to offshore wind \(Various clients, 2019 to 2024\)](#)  
Produced several Interactive guides providing detailed information across the offshore wind lifecycle, including for Japan and South Korea

# Dear offshore wind in Japan...

1. Build trust - and keep it
  - Offshore wind depends on trust between government, industry, and communities
  - Have the confidence to shape solutions that work for Japan, leaning from elsewhere - but only lightly
  - Bring global industry with you - especially to help reduce cost over time
2. Invest in a system that delivers
  - Invest in government teams so they can lead with capability, continuity, and confidence
  - Consistency and respect matter in engagement - it should be steady, thoughtful, and trust-building
  - Start with education - there is much for people, institutions, and markets still to learn
3. Help your industrial strength learn offshore wind
  - Japan brings deep industrial capability and disciplined engineering standards
  - Partnership with experienced international players will accelerate learning and increase success
  - This combination is how costs will best be reduced - and how the industry becomes sustainable, long-term



# Dear offshore wind in Japan...

4. Think about geography as well as volume
  - A spatial vision matters just as much as a volume target
  - There is space for fair and honourable coexistence with other marine users
  - Structured spatial planning processes - with time for education and engagement
    - will build durable outcomes
5. Respect the constraints - and work within them
  - Transmission limitations are real and must be planned around in the near term
  - At the same time, they need to be addressed for the long term
  - Coordination across the system matters more than speed
    - this requires a joined-up vision
6. Floating wind is your path, eventually
  - Deep water defines Japan's long-term opportunity
  - There is still value in being clear on what fixed-bottom projects can be delivered first
  - Long-term leadership will come from learning and cost reduction, not from chasing early volume



# Dear offshore wind in Japan...

## 7. Coordinate as much as you compete

- Fragmentation slows progress and increases cost
- A successful industry creates opportunity for all
- So share key lessons openly; it takes courage, but benefits everyone, long-term

## 8. Think in decades

- Offshore wind is generational infrastructure
- Decisions made today will shape outcomes for decades
- Patience, discipline, and consistency will ultimately define success

And in your own way - carefully, steadily - you will build something of value for all





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