

Scotland at Expo 2025: Offshore Wind Mission Report

Summary

The September 2025 Japan Energy Expo Mission powerfully showcased Scotland's world-leading offshore wind capabilities, reinforcing its reputation as a trusted partner for Japan's energy transition. The mission delivered a high-impact program across Tokyo and Osaka, featuring participation at Wind Expo, a flagship showcase at Expo 2025 Osaka, targeted capital investment meetings, and extensive media engagement. All planned activities were delivered as scheduled, with strong attendance and highly positive feedback from Japanese stakeholders, industry, and media.

Key outcomes included:

- Strengthened relationships with Japanese investors and developers, with advanced discussions on capital investment for Scottish ports and infrastructure.
- New business leads for Scottish supply chain companies, with forecasted sales of £12.4 million already claimed and an additional £16.25 million in the pipeline over three years.
- Enhanced visibility for Scotland's innovation in floating offshore wind, highlighted by a TV Asahi documentary broadcast nationwide in Japan, which reached 930,000 full viewers and 5.5 million partial viewers.
- Deepened knowledge exchange on community engagement, supply chain development, and policy best practice, positioning Scotland as a model for Japan's offshore wind ambitions.
- High-profile media coverage (media reach of 479,291,000) and a successful social media campaign, significantly raising Scotland's profile in the Japanese energy sector.
- Hitachi's announcement of a £3 million Engineering Centre of Excellence in Glasgow, creating around 90 specialist roles to support the UK's net-zero transition.
- A Memorandum of Understanding signed between Japan's Floating Offshore Wind Technology Research Association and Scotland's European Marine Energy Centre to collaborate on floating offshore wind technology.

The mission also facilitated meaningful bilateral collaboration, supported both countries' net-zero ambitions, and leveraged public diplomacy to communicate Scotland's strengths to Japanese and international audiences. Overall, the mission delivered significant impact for Scotland's energy transition objectives and established a strong foundation for future cooperation with Japan.

Programme Aims

The September 2025 Japan Energy Expo Mission was designed to deliver maximum impact for Scotland's energy transition objectives, combining high-level government engagement, targeted trade and investment promotion, and knowledge exchange with Japanese partners. The programme was structured to:

- **Showcase Scotland's leadership in offshore wind and energy transition** through high-profile events at Expo 2025 Osaka and Wind Expo Tokyo.
- **Facilitate direct engagement** between Scottish supply chain companies, capital investment projects, and Japanese wind industry stakeholders.
- **Promote bilateral collaboration** supporting both Scotland's and Japan's net zero ambitions.
- **Leverage media and public diplomacy** to raise Scotland's profile and communicate key messages to Japanese and international audiences.
- **Significantly boost SDI forecasted exports** for Japan energy sector, as a result of yearlong campaign, starting with SDI led Scottish trade mission to Wind Expo Japan in March 2025, and finishing March 2026.

Programme Detail

Tokyo (16–17 September)

British Embassy Panel & Networking Reception

Aim: To introduce Scotland's offshore wind capabilities to Japanese government, industry, and media audiences, and to foster new partnerships.

Format: Keynote address by Cabinet Secretary Gillian Martin, followed by panel discussions (same as at Expo section, below for more details) and networking reception with over 80 Japanese stakeholders.

Participants: Scottish Government, SDI, Scottish supply chain companies, Japanese developers, investors, and media.

Capital Investment Fireside Chat

Aim: To present Scottish ports and harbours as strategic investment opportunities to Japanese capital investors.

Format: Short project pitches from Eyemouth Harbour, Fraserburgh Harbour, Highland Deephaven, and Orkney Harbours, followed by a moderated discussion.

Participants: Scottish port representatives, Japanese investors, UK Ambassador.

Wind Expo trade show (Makuhari Messe)

Aim: To position Scotland as a global leader in offshore wind and promote trade and investment opportunities.

Format: Keynote presentation by Scottish Government, supported by a strong Scottish company presence at the exhibition.

Audience: Over 300 industry specialists, media, companies, government.

Osaka (18 September)

Sumitomo Electric Factory Visit

Aim: To highlight the scale and significance of Japanese investment in Scotland's supply chain, and to demonstrate Scotland's commitment to industrial partnership.

Format: Guided tour of the cable manufacturing facility, presentations on technology and future plans.

Expo 2025 UK Pavilion – Scotland Day

Aim: To deliver a flagship showcase of Scotland's energy transition expertise, supply chain, and investment opportunities.

Format: A full day of panel sessions, company pitches, cultural performances, and networking to an audience of over 75.

Osaka Exo site Event detail:

Held at the UK pavilion, Expo, Osaka Kansai. Over 75 Japanese industry stakeholders, developers, investors, and media attended the event. There was a piper and live Japanese drumming featuring SDI team members throughout the day both inside and outside the UK Pavillion, generating a sense of excitement among the general public.

Panel Session 1: “Europe’s Offshore Wind Powerhouse – Partnering with Japan for a Greener Future”

Aim: To explore strategic collaboration between Scotland and Japan in offshore wind, focusing on policy, innovation, and supply chain development.

Chair: Michelle Quinn, Director for Offshore Wind, Scottish Government.

Panellists:

- Gillian Martin MSP, Cabinet Secretary for Climate Action and Energy
- Isla Robb, Director of Offshore Renewables, Energy Transition Zone (ETZ)
- Mototsugu Ikari, General Manager, International Alliance, FLOWRA (Floating Offshore Wind Technology Research Association)
- Matt Petchsy, Head of Business Development Japan, SSE Pacifico

Content: The session opened with a keynote from the Cabinet Secretary, highlighting Scotland's 40GW offshore wind pipeline, world-class subsea engineering, and the importance of international collaboration. Panellists discussed Scotland's innovation in floating wind, the role of ETZ in supply chain growth, FLOWRA's perspective on technology partnerships, and SSE Pacifico's experience in transferring Scottish expertise to Japan. The discussion addressed challenges and opportunities in port infrastructure, skills development, and policy alignment, with a strong focus on mutual benefit and knowledge exchange.

Panel Session 2: "Scotland Offshore Wind Pioneers – Delivering Innovation at Scale"

Aim: To showcase the practical delivery of offshore wind innovation by Scottish supply chain companies and their partnerships with Japanese counterparts.

Chair: Stephen Baker, Trade & Investment Envoy, Scottish Government (Richard Baker in Tokyo).

Panellists:

- Mike Watt, Director, Enerfloat
- Lee Wasling, Business & Projects Development Manager, EODEX
- Louise Liu, Head of Commercial APAC Renewables, OEG Renewables
- Calum Hume, Head of APAC, James Fisher Renewables
- Nobuyuki Takagi, Managing Director, Horizon Ocean Management

Content: The panel highlighted Scotland's track record in delivering complex offshore wind projects, with real-world examples such as the Kincardine floating wind farm and innovative UXO clearance technology. Panellists discussed the transfer of skills from oil and gas, the importance of early engagement in project planning, and the benefits of Scottish-Japanese partnerships. The session included Q&A on cost management, technology transfer, and the challenges of entering the Japanese market, reinforcing Scotland's readiness to support Japan's offshore wind ambitions.

Ports & Harbours Showcase

Aim: To attract Japanese investment into Scottish port infrastructure critical for offshore wind deployment.

Format: Short investment pitches from Eyemouth Harbour, Fraserburgh Harbour, Highland Deephaven, and Orkney Harbours.

TV Asahi Documentary Preview

Aim: To show an exclusive 10 min preview of a documentary featuring Scottish offshore wind (see below for details). To leverage national media to communicate

Scotland's approach to community engagement, supply chain development, and the benefits of offshore wind.

Format: Screening of a documentary segment, followed by discussion with the documentary presenter, Yutaka Yamaguchi.

Evening Reception

Aim: To facilitate informal networking and relationship-building between Scottish and Japanese stakeholders.

Format: Scottish food and drink, cultural performances, and a closing address.

Cabinet Secretary programme summary

A separate record of the Cabinet Secretary's programme is available. Highlights include a VIP Reception, part of the Musubi Initiative, held at the British Embassy to promote people-to-people links and foster long-term bilateral collaboration. This senior-level networking event focused on education, culture, and business. In addition, strategic investor meetings were organised to strengthen relationships with key Japanese investors and explore future opportunities. These included discussions with Mitsubishi Electric, Marubeni Itochu Steel, TEPCO, Eurus Energy, and Hitachi.

TV Asahi documentary

SDI has curated a relationship with a major national TV broadcaster, TV Asahi, who have show long term interest in Scotland's renewable energy journey. The aim within this project was to facilitate the production of a TV documentary to showcase Scotland's expertise in renewable energy, positioning it as a trusted partner for Japan's energy transition.

The documentary, produced by TV Asahi, aired nationwide on 21 September 2025 as a 90-minute terrestrial broadcast. It focused on Wajima City in Ishikawa Prefecture, a region severely impacted by natural disasters, now seeking regeneration through floating offshore wind. The film followed four respected community members from Wajima who visited Scotland to learn best practices in offshore wind development with the aim of creating a similar industry in order to revitalise their community.

Scotland's policies, community benefit schemes, and strategies for integrating fisheries were highlighted, demonstrating how renewable energy can coexist with traditional industries and bring benefit to local communities. There was a strong focus on floating offshore wind and Scotland's world leading role in developing this technology.

Scottish Development International (SDI) strategically shaped the filming content to align with trade and investment objectives. Filming was undertaken in July 2025 under the guidance of SDI team members. Through the process, SDI has also developed a deep relationship with the forthcoming floating wind projects hubbed in Wajima City and has made several introductions for trade opportunities.

The documentary was watched in full by 930,000 people, and in part by 5.5 million people. More detail on the programme is available in annex 3.

Outcomes and Impact

Trade and Investment

- **Hitachi announcement** of £3 million Engineering Centre of Excellence in Glasgow, creating around 90 specialist roles to support critical UK grid upgrades and accelerate the transition to a net-zero future.
- **MOU signed by** Japan's Floating Offshore Wind Technology Research Association, and Scotland's European Marine Energy Centre (EMEC) to collaborate on developing floating offshore wind technology, including establishing and managing a test and demonstration site to accelerate innovation and reduce costs and risks.
- **New business leads** generated for Scottish supply chain companies, including Enerfloat, EODEX, OEG Renewables, and James Fisher Renewables.
- **Forecasted sales** over three years (SDI standard metric) of £12.4m already claimed, with an extra forecasted £16.25m to come:
 - Wind Expo 2025: £9.9m, claimed.
 - Wind Expo 2026 pipeline: £16.25m.
 - Expo mission directly: £2.5m claimed.
- **Capital investment discussions** advanced with Japanese investors for Scottish ports and infrastructure.

Policy and Knowledge Exchange

- **Panel sessions** facilitated deep exchange on floating wind, supply chain development, and community engagement.
- **Best practice shared** on skills, innovation, and regulatory frameworks.

Media and Public Diplomacy

- **Extensive media coverage:** 49 articles, with reach of 479,291,000, including Yomiuri Shimbun, Mainichi Shimbun, Toyo Keizai, and President Online. See Candlewick summary for more info.
- **TV Asahi documentary** reached a nationwide audience, positioning Scotland as a leader in community-focused offshore wind. Programme was watched in full by 930,000 and 5.5 million partial viewers. Estimate of return on investment range from 99 to 265%.

- **Social media campaign** delivered strong engagement in both English and Japanese. On X 16 posts were published in Japanese generating a total of 840,368 impressions, 21,928 engagements and 3,370 likes. The highest performing content was related to a ‘Spot the Scot’ game/campaign at Expo itself, with energy related contents receiving modest engagement. See annex for examples

Feedback and Lessons Learned

Summary of feedback from participants

Positive Feedback:

- “The programme was highly valuable. It’s enabled us to strengthen relationships with existing partners and engage with many new potential clients. We also significantly expanded our industry network and deepened our understanding of Japan’s offshore wind policies, localisation expectations, and upcoming opportunities. The delegation also provided us with updated insights into the Japanese offshore wind market, including regulatory trends, market developments, and opportunities for collaboration. These interactions have supported our business development strategy in Japan and helped us better understand the localisation expectations of future tenders.”
- “The mission significantly raised EODEX’s profile in Japan’s offshore energy sector. It provided direct access to Japanese developers ahead of the next seabed leasing rounds. Our participation helped position EODEX as a Scottish specialist company, and established relationships with prospective partners for upcoming offshore wind projects.”
- “The Tokyo Market Briefing was concise, relevant, and provided essential context on Japan’s Round 2 and 3 seabed leasing structure (CPPA model, absence of CfD, global supply pressures). The detail on market and cost risk to developers like Mitsubishi was especially interesting to me.”
- “Really excellent networking opportunity with developers, generally interested parties, and the media. Notably for me, the chat with the Mainichi Shimbun newspaper reporter at the British Embassy was very useful as he penned an article (if it goes to publication!?)”
- “We felt the panel discussions were well received by the audience and engaged in some very useful discussions, which we hope to follow up on in Spring 2026.”

For improvement:

- “While I found it personally and professionally interesting and memorable, the Sumitomo cable manufacturing factory visit was of the least direct benefit to the company. However, further conversations with those on the SDI delegation led to areas for exploration back in Scotland and the UK more broadly with cable laying contractors.”

- “Probably a bit of a let down in terms of expected size and scale, and few direct useful interactions [at Japan Wind Expo Makuhari].”

What Worked Well

- **Programme design:** Well-structured, with clear objectives and strong alignment between trade, investment, and policy elements.
- **Stakeholder engagement:** High-level participation from Japanese government, industry, and media.
- **Cultural elements:** Scottish music and food enhanced networking and left a positive impression.
- **Media strategy:** Proactive engagement secured positive, high-profile coverage.

Areas for Improvement

- **Technical delivery:** Some audio issues during panel sessions; recommend more rigorous AV testing and contingency planning.
- **Event coordination:** Clearer delegation of on-the-day roles would improve flow and responsiveness.
- **Guest communications:** Joining instructions for VIP passes could be further clarified to avoid confusion.
- **Managing priorities:** Having a senior Government visitor is a huge benefit, but comes in conflict with the time and effort needed to arrange a trade mission programme for visiting companies. This was managed and the soft-power and media focus were made explicit from the offset, but companies derive less direct value from such missions (i.e. less introduction to buyers).
- **Forecasted sales:** lower than expected at inception stage. This is largely due to the global market slowdown and the eventual delegation consisting of fewer trade companies than originally intended.

Annex 1: Programme participants

Company Name	Attendee Name	Attendee Title	Company Offer
Enerfloat	Mike Watt, Glenn Munachen	Director(s)	Floating offshore wind technology and O&M services
EODEX	(Not listed)	Business Development Manager	Marine and environmental services for offshore energy

ETZ (Energy Transition Zone)	Isla Robb	Director of Offshore Renewables	Energy transition infrastructure and innovation hub
James Fisher and Sons plc	Calum Hume,	Head of APAC, James Fisher Renewables	Marine engineering and offshore wind solutions
OEG	Kevin Wu Louise Liu	Regional Director (Renewables), APAC Head of Commercial (Renewables) APAC	Offshore equipment and logistics for energy projects
Eyemouth Harbour Trust	Christine Bell	CEO	Port and harbour services supporting offshore wind
Fraserburgh Harbour	Pamela Neri	Harbour Development Manager	Harbour and logistics for offshore and fishing industries
Highland Deephaven	Esther Wood Mary Bowman	Asset Manager Property Manager	Deepwater port for offshore wind and energy transition logistics
Orkney Islands Council	Sweyn Johnston	Head of Enterprise and Economic Growth	Island infrastructure and renewable energy projects
Horizon Ocean Management	Nobuyuki Takagi	Managing Director	Ocean management and offshore wind (Tokyo event only)
Floating Offshore Wind Technology Research	Mototsugu Ikari	General Manager, International Alliance	Floating Offshore Wind Technology Research Association

Association
FLOWRA

SSE Pacifico	Matt Petchsy Nobuyasu Osaki	Head of Business Development Japan Head of Policy and Regulation	Offshore wind project development and operations
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Annex 2: Social media examples

ScotlandinJapan X account - <https://x.com/ScotlandinJapan>

Total Posts: 16

Total Impressions: 840,368

Total Engagements: 21,928

Total Likes: 3,370

Top 3 Performing Tweets

Tweet 1 – Spot the Scot campaign at Expo:

Impressions: 299000, Engagements: 8160, Likes: 1080

× **Post Analytics**

 **スコットランド国際開発庁**  @ScotlandinJapan · Sep 18

 プレゼント配布中！ 帽子が目印です 🗨️
x.com/ScotlandinJapa...

 **1.08K**  **145**  **5**

Impressions ⓘ

299K

Engagements ⓘ

8,160

Detail expands ⓘ

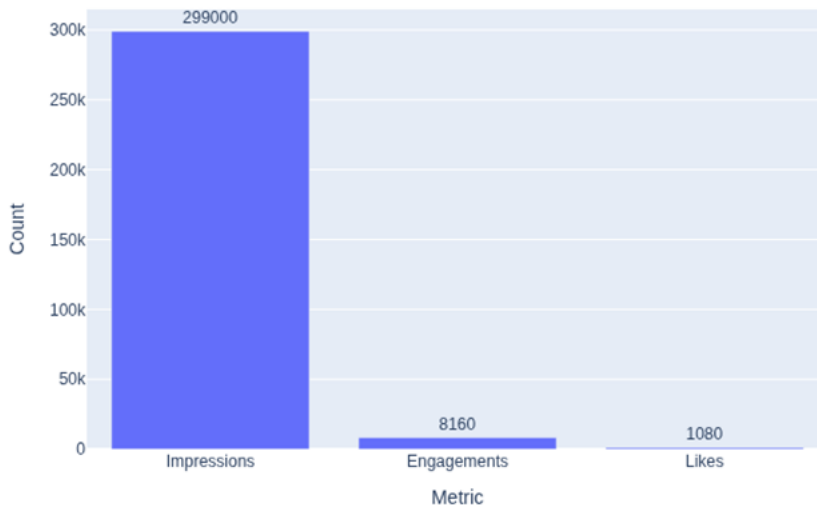
708

Profile visits ⓘ

1,084

Visual Chart for Top Tweet 1

Performance Metrics for Top Tweet 1



Tweet 2 - Spot the Scot campaign at Expo:

Impressions: 271000, Engagements: 1478, Likes: 258

× Post Analytics

 **スコットランド国際開発庁**  @ScotlandinJapan · Sep 17

4月に #万博 で大好評だったSpot the Scot ゲームが明日一日限定で復活します！

緑のタータン帽子をかぶっているスコットランドスタッフを見つけたら、是非「タータン大好き」と声をかけて下さい。...

 **258**  **48**  **0**

Impressions ⓘ

271K

Engagements ⓘ

1,478

Detail expands ⓘ

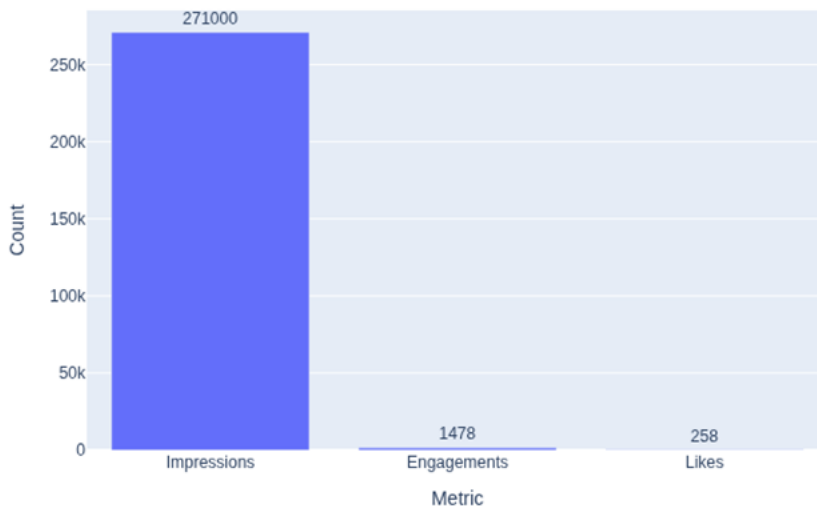
837

Profile visits ⓘ

296

Visual Chart for Top Tweet 2

Performance Metrics for Top Tweet 2



Tweet 3 - Spot the Scot campaign at Expo:

Impressions: 84165, Engagements: 4059, Likes: 559

× Post Analytics

 スコットランド国際開発庁  @ScotlandinJapan · Sep 18

 ★リマインダー★

 今日、#万博 英国館の屋外にて、バグパイプや太鼓の演奏が複数回行われます！
...

 559  119  1

Impressions ⓘ

84,165

Engagements ⓘ

4,059

Detail expands ⓘ

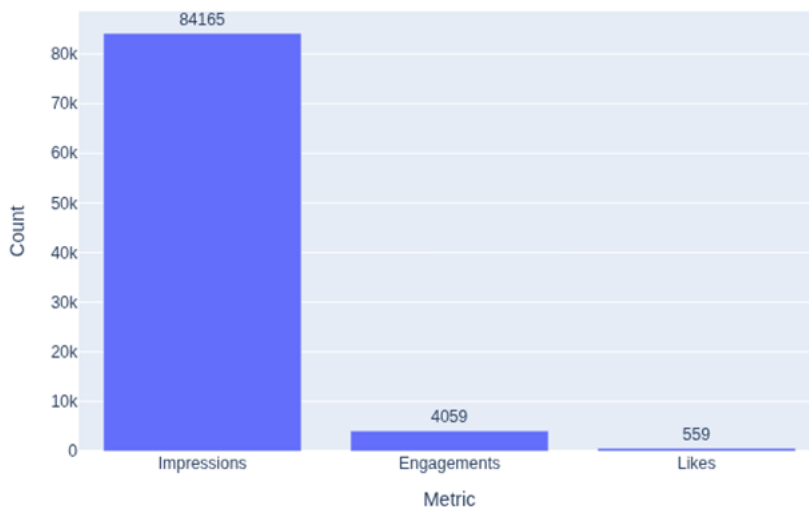
393

Profile visits ⓘ









375

Visual Chart for Top Tweet 3

Performance Metrics for Top Tweet 3



Remaining Tweets in date order

<p>× Post Analytics</p> <p>🇬🇧 スコットランド国際開発庁 @ScotlandinJapan · Aug 26</p>  <p>全長18,700kmにおよぶ海岸線を持つ#スコットランド 化石燃料から#再生可能エネルギーの世界的リーダーへと進化しました🔥</p> <p>現在17.7GWの再生設備容量を誇り、その多くは#風力に...</p> <p>17 1 0</p> <p>Impressions 903 Engagements 36 Detail expands 2 Profile visits 2</p>	<p>× Post Analytics</p> <p>🇬🇧 スコットランド国際開発庁 @ScotlandinJapan · Aug 28</p>  <p>1887年のある日、#スコットランドの技術者、ジェームズ・ブライスが英国初の#風力タービンをアバディーン州に建設。</p> <p>自宅に送電を試みました。ここから、#再生可能エネルギー...</p> <p>24 3 0</p> <p>Impressions 1,137 Engagements 45 Detail expands 5 Profile visits 3</p>
<p>× Post Analytics</p> <p>🇬🇧 スコットランド国際開発庁 @ScotlandinJapan · Sep 2</p>  <p>何十年も北海油田でヨーロッパを支えてきた#スコットランド</p> <p>今、その海洋技術がクリーンエネルギー革命を牽引しています。...</p> <p>43 0 0</p> <p>Impressions 1,355 Engagements 75 Detail expands 8 Profile visits 11</p>	<p>× Post Analytics</p> <p>🇬🇧 スコットランド国際開発庁 @ScotlandinJapan · Sep 4</p>  <p>と🇬🇧は、カーボンニュートラルの実現という共通の目標があります。</p> <p>そのカギとなるのが#洋上風力です🌊</p> <p>...</p> <p>11 1 0</p> <p>Impressions 1,043 Engagements 30 Detail expands 7 Profile visits 3</p>
<p>× Post Analytics</p> <p>🇬🇧 スコットランド国際開発庁 @ScotlandinJapan · Sep 9</p>  <p>#スコットランド・Nigg港は、と🇬🇧の強みを生かしあう好例です。</p> <p>今年7月、三井物産と商船三井は🇬🇧企業と連携し、Nigg港事業を開始。...</p> <p>11 0 0</p> <p>Impressions 1,049 Engagements 36 Detail expands 4 Profile visits 2</p>	<p>× Post Analytics</p> <p>🇬🇧 スコットランド国際開発庁 @ScotlandinJapan · Sep 11</p>  <p>来週、薪炭メッセで開催されるWIND EXPOを、英国・スコットランド企業5社が訪問します🇬🇧。これは、日本の風力業界の皆様に#スコットランドが培ってきた#洋上風力発電に関する専門知識と経験をご紹介する絶好の機会です🇬🇧 @SmartEnergyWeek...</p> <p>8 1 0</p> <p>Impressions 1,236 Engagements 14 Detail expands 2 Profile visits 1</p>
<p>× Post Analytics</p> <p>🇬🇧 スコットランド国際開発庁 @ScotlandinJapan · Sep 12</p>  <p>18日(木)・19日(金)は#万博にてスコットランド人バグパイプ奏者と英国大使館の太鼓連が特別演奏を披露します! 🇬🇧🇬🇧</p> <p>そして今回も「Spot the Scotsman」ゲームを準備中...🇬🇧</p> <p>159 29 0</p> <p>Impressions 11,386 Engagements 723 Detail expands 64 Profile visits 105</p>	<p>× Post Analytics</p> <p>🇬🇧 スコットランド国際開発庁 @ScotlandinJapan · Sep 13</p>  <p>9月18日(木)は#万博会場で「Spot the Scotsman」ゲームを開催🇬🇧</p> <p>写真のNessieと同じ帽子🇬🇧をかぶったスタッフを見つけて声をかけると、ささやかなプレゼントを差し上げます。...</p> <p>129 31 0</p> <p>Impressions 48,173 Engagements 1,323 Detail expands 186 Profile visits 153</p>

<p>× Post Analytics</p> <p>スコットランド国際開発庁 @ScotlandinJapan · Sep 16</p> <p>洋上の遠く離れた風力タービンから電力を届けるのは、簡単なことではありません。</p> <p>でも🇬🇧と🇯🇵が、それを現実にはしています！</p> <p>...</p> <p>👍 21 🔄 2 💬 0</p> <p>Impressions 2,146 Engagements 59 Detail expands 6</p> <p>Profile visits 12</p>	<p>× Post Analytics</p> <p>スコットランド国際開発庁 @ScotlandinJapan · Sep 18</p> <p>今日は終了しました。</p> <p>ご参加くださった皆様ありがとうございました。</p> <p>#スコットランドへの愛情を感じました!</p> <p>👍 454 🔄 20 💬 3</p> <p>Impressions 30,356 Engagements 1,438 Detail expands 69</p> <p>Profile visits 341</p>
<p>× Post Analytics</p> <p>スコットランド国際開発庁 @ScotlandinJapan · Sep 18</p> <p>今ここにいます! ** x.com/ScotlandinJapa...</p> <p>👍 395 🔄 33 💬 1</p> <p>Impressions 71,828 Engagements 3,396 Detail expands 110</p> <p>Profile visits 522</p>	<p>× Post Analytics</p> <p>スコットランド国際開発庁 @ScotlandinJapan · Sep 18</p> <p>ヒント...</p> <p>👍 198 🔄 15 💬 4</p> <p>Impressions 13,994 Engagements 1,031 Detail expands 107</p> <p>Profile visits 263</p>
<p>× Post Analytics</p> <p>スコットランド国際開発庁 @ScotlandinJapan · Oct 22</p> <p>ネットゼロ実現に向け、スコットランドと日本が学び合えることは？</p> <p>テレビ朝日のドキュメンタリー番組が、「地域と共生する再エネ」をテーマに、輪島市の最新の取り組みとスコットランドの洋上風力を特集</p> <p>🇬🇧🇯🇵👍...</p> <p>👍 9 🔄 1 💬 0</p> <p>Impressions 1,451 Engagements 25 Detail expands 4</p> <p>Profile visits 5 Link clicks 4</p>	

Annex 3: TV-Asahi report

Japanese TV Documentary: ‘Wajima, Scotland, the wind that connects hope’



A TV Asahi documentary “Wajima, Scotland, the wind that connects hope” aired nationwide in Japan on 21 September 2025, sharing the story of four elderly men from Wajima City striving to revive their earthquake-hit fishing town through a floating offshore wind project. Their journey to Scotland—a global leader in offshore wind—highlights lessons from local communities, developers, and government officials on integrating renewable energy.

The 90-minute programme reached 930,000 full viewers and 5.5 million partial viewers. Featured Scottish sites include Seagreen and Kincardine Floating Offshore Wind Farms, Energy Transition Zone, Fraserburgh Harbour and Sumitomo Electric’s UK Power Cable Factory. Scotland is presented as a model for Japan, offering three key insights: job creation through offshore wind, community benefit schemes reinvesting in local infrastructure, and early engagement with fisheries.

Interviews with Scottish stakeholders show how offshore wind can coexist with traditional industries and drive regional development. The documentary also spotlights Japanese investment in Scotland, underscoring mutual opportunities. Supported by Scottish Development International (SDI) and part of Scottish activity at Expo 2025, the film positions Scotland as a trusted partner in Japan’s energy transition and is already being showcased at major industry events to promote Scotland–Japan collaboration in renewable energy.

Link to full 90min documentary: <https://youtu.be/pSyAesrN46o?si=lz73MCWZxUd-yxt2>

A 3 mins behind the scenes video: <https://youtu.be/2JfFq-Yrf-Y?si=1DDHPYbJYneDsbDL>

Narrative of the documentary

In 2024, Wajima City in Ishikawa Prefecture, a fishing town facing the Sea of Japan, was severely affected by a major earthquake and heavy rainfall. As a result, the city's population went in to decline, and port infrastructure was damaged, impacting the local fishing industry.

In an effort to revitalise the region and build a new future for Wajima, four elderly men from the city have come together to launch a floating offshore wind power project off the coast of Wajima.

This documentary follows their journey, including a visit to Scotland, a global leader in floating offshore wind, where they gain insights into how renewable energy can coexist with local communities and fisheries.

The film also introduces Scotland's offshore wind policies and its community benefit schemes, showcasing concrete examples that inspire the Wajima team's vision for sustainable regional development.

The presenter, Yutaka Yamaguchi is a well-known news anchor in Japan. In recent years he has made a series of documentaries about the effects of climate change and the need for renewable energy in Japan to reduce the impact of climate change. TV Asahi is a leading commercial broadcaster in Japan, ranking in the top five.

How Scotland was featured in the documentary

The documentary is Japanese language. The following is a summary of how Scotland is presented in the documentary.

SSE Renewables

The documentary featured Seagreen Offshore Wind Farm video footage and presented the United Kingdom is a global pioneer in offshore wind energy, with over 2,800 offshore wind turbines installed across its waters. Among its regions, Scotland stands out as a leader, driving innovation and development in offshore wind—particularly in floating technologies.



Video footage of SSER's onshore wind farms was also used as a case study of wind farms that was strategically built behind a hill, out of sight from local residents, demonstrating a thoughtful approach to landscape integration and community consideration.



Examples of community benefit schemes were explained by featuring a few examples of SSE Renewables projects supporting local projects (Drumnadrochit (Loch Ness Hub), Fort Augustus) including a housing project, a health centre, and the Loch Ness Hub.

Russell Fraser from the Loch Ness Hub spoke about the importance of early engagement between renewable energy developers and local organizations. He emphasised that developers should communicate with communities from the outset, listening to local hopes and concerns, and exploring how the community can actively contribute to the project's success. Such collaboration, he said, is key to building trust and ensuring long-term benefits for both sides.



FLOWIC (ORE Catapult)

During their visit to Aberdeen, the people of Wajima were warmly welcomed at the Floating Offshore Wind Innovation Centre. The staff expressed their heartfelt sympathy for the disaster that had struck Wajima, and shared their sincere hope that the Centre's expertise could support the city's efforts to develop its own floating offshore wind project.



Kincardine Floating Offshore Wind Farm

In the pouring rain, the people of Wajima boarded a boat to visit the Kincardine Floating Offshore Wind Farm—one of the largest operational floating wind farms in the world, and a model for their own project.



As they approached the towering turbines rising from the sea, they were deeply moved. Seeing the reality of a fully functioning floating wind farm before their eyes, they felt a renewed sense of conviction:

“This is exactly what Wajima needs.”

The visit turned aspiration into tangible possibility. One of the boat crew was also interviewed as an example of a person making a career change from fisherman to CTV crew for offshore wind farms.



Alan Mackaskill, Founder and Director of Flotation Energy

The founder of the Kincardine Floating Offshore Wind Farm project shared a powerful message:

“Like Scotland, Japan is surrounded by the sea. With its shipbuilding heritage and deep expertise in marine industries, Japan has the knowledge, skills, and opportunity to lead in floating offshore wind.”

His words affirmed the immense potential for Japan to embrace this technology and build a new future through renewable energy.



Sumitomo Electric UK Power Cable Factory

A major Japanese cable manufacturer is currently building a new offshore wind cable factory in Scotland, with an investment of 70 billion yen. Driven by the growing demand from the ScotWind offshore wind program, the facility is expected to create 400 to 500 local jobs across the supply chain.

This development reflects the deepening industrial ties between Japan and Scotland, and the shared commitment to advancing renewable energy



Coast Training

Featured as part of the story highlighting how offshore wind can create local employment, the documentary captures scenes of young people undergoing training at the Coast Training facility. Here, they are gaining the skills needed to work in the growing offshore wind industry—preparing to become part of a new generation supporting Scotland’s energy transition.



Scottish Fishermen Federation (SFF)

#HTo explore how offshore wind and fisheries can coexist in the future, TV Asahi interviewed the CEO of the SFF. She emphasised the importance of early engagement, saying that governments and developers must listen to fishermen, take their concerns into account, and select construction sites at an early stage. Only through meaningful dialogue and collaboration can offshore wind projects gain the trust and support of coastal communities.

Fraserburgh Harbour

TV Asahi visited Fraserburgh, a fishing port that also serves as a hub for

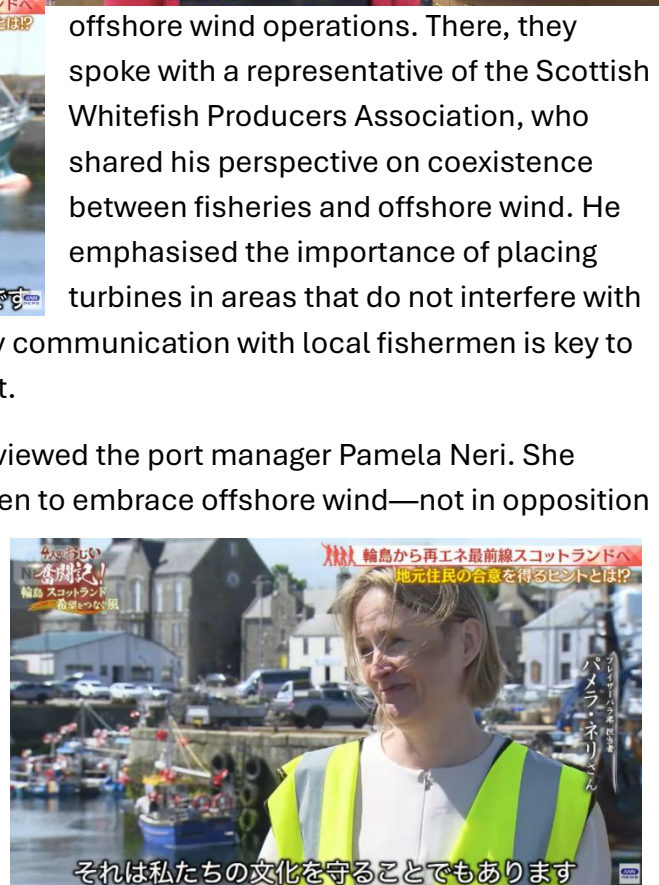


offshore wind operations. There, they spoke with a representative of the Scottish Whitefish Producers Association, who shared his perspective on coexistence between fisheries and offshore wind. He emphasised the importance of placing turbines in areas that do not interfere with fishing activities, and stressed that early communication with local fishermen is key to building mutual understanding and trust.

At Fraserburgh Port, the team also interviewed the port manager Pamela Neri. She explained that the community has chosen to embrace offshore wind—not in opposition to its fishing heritage, but in support of it. Expanding the port to accommodate offshore wind operations, she said, also strengthens the infrastructure that local fisheries rely on. For Fraserburgh, offshore wind is not a threat, but an opportunity to sustain and grow its traditional industries.

Huntly Development Fund

As a case study of how Scotland’s community benefit scheme can help revitalise local community, TV Asahi visited Huntly. Donald Boyd from the Huntly Development Fund explained how wind turbines not only generate clean energy, but also bring income to the community that is reinvested to address local challenges.



In the town centre, the documentary shows how this funding was used to establish a cinema, a café, and a co-working space. These facilities have helped local young people stay in the town and contributed to its revitalisation.



Scottish Government

Japan is now facing a major challenge, as all three projects from its first offshore wind auction round have been withdrawn. Michelle Quinn, Director of Offshore Wind at the Scottish Government, speaks about the importance of strong government leadership especially in times of economic uncertainty and inflation.



She stresses the need for greater predictability, so that companies can move forward with confidence.

“Climate change is already happening,” she says. “We must decarbonise our energy systems not only for the climate but also for the economic benefits, including job creation.”

Enerfloat

Enerfloat undertook a world first major component exchange and were featured introducing this at a seminar held in Aberdeen.



Short Version shown at Osaka Expo event

Additional footage was recorded but did not make the final cut of the broadcast version. This was added to a 10 min preview shown at the September 2025 Scotland Offshore Wind Showcase at Expo, Osaka, Kansai.



Balmoral Comtec

Balmoral are one of the most successful companies supported by SDI over the past years. They introduced their latest facility to the Wajima delegation members.

GB Energy: Juergen Maier CBE, Chair

GB Energy's chairman commented offshore wind brings a positive opportunity as it creates new employment and establishes new industry. He also commented Japan's high potential for floating offshore wind backed up by its engineering capability.

Montrose Port / First Marine Solutions / Aberdeen Port

Picked up as an example of contribution to local employment and Scotland's strength in floating offshore wind backed up by its oil & gas industry.



Utilising the Documentary for SDI Objectives

From the early planning stage, SDI focused on leveraging this opportunity to deliver meaningful business outcomes for Scotland and strategically shaped the filming to align with SDI objectives on trade and investment.

The documentary highlighted three key areas where Japan can learn from Scotland:

- Communication with fisheries
- Job creation through offshore wind
- Community benefit scheme (returning benefits to local communities)

Like Scotland, Japan's fisheries are vital for regional economies. One of the major challenges in advancing offshore wind is effective communication with the fishing industry. Through interviews with stakeholders in Scotland, the documentary emphasised the importance of incorporating opinions from the fishing industry from the early stages of projects, and showed how offshore wind can be a safety net to help sustain fisheries. This positions Scotland as a leading example for Japan in managing coexistence between offshore wind and fisheries.

The documentary also introduced cases where offshore wind development has led to local job creation. For example, it featured Sumitomo Electric's cable factory, which has created hundreds of jobs, and highlighted that several Japanese companies have already begun investing in Scotland, showcasing opportunities for direct investment. Fraserburgh port was also featured and subsequently visited Japan on a capital investment mission as part of Expo 2025.

A major challenge for renewable energy in Japan is gaining acceptance from local communities. By presenting Scotland's community benefit principles and concrete examples (such as Huntly and SSER's projects in Loch Ness and Fort Augustus), the documentary demonstrated how renewable energy can be leveraged to address local issues—providing valuable insights for Japan's energy transition.

By showcasing SSER's case studies, we aim to position SSEP in Japan as a trusted and experienced developer that prioritises community benefits.

The documentary supported SDI's primary objective of facilitating connections by introducing Flotation Energy and SSE Pacifico to the Wajima project members, creating potential opportunities for future project involvement. Alongside Wajima city representatives, several Japanese companies engaged in floating offshore wind visited Scotland. In Aberdeen, SDI organised a seminar session featuring presentations from Enerfloat, Flotation Energy, and W3G (materials only), strengthening ties between Japanese companies and Scottish developers.

SDI has already showcased the video at the Global Offshore Wind Summit (GOWS) in Akita in October to promote Scotland as a leading nation in offshore wind to Japanese industry stakeholders.

As the video addresses common challenges in offshore wind and renewable energy such as stakeholder engagement, job creation, and community benefit, it serves as a powerful tool to position Scotland as a trusted partner and to stimulate interest in trade and investment opportunities among Japanese companies.

Link to the Expo, 2025 project

The Energy focused Scotland activation for Expo 2025 Osaka, Kansai, was pitched as a one year long campaign. The campaign focused on raising the profile of Scotland's offshore wind industry as a destination for inward investment, and as a trade partner for Japan to achieve its offshore wind roll out.

This documentary represents a credible, independent voice, highlighting Scotland's world leading role in offshore wind. It will be seen by millions of people and be a lasting reference point for Scotland in the Japan market.

A amount of £27,611 from the Expo project was used to fund travel and subsistence for the TV Asahi crew to film in Scotland during June 2025. Without this funding, the documentary would have been unlikely to progress. Previous attempts to get the TV crew to Scotland to film had failed.

The mission to Expo during September 2025 featured an event at the UK Pavilion in Osaka. During this SDI showed a special preview of the documentary to an audience of approximately 100 people. There was also a live interview with Mr Yamaguchi which was widely regarded as a highlight of the event. This accelerated that campaign on the way to a final trade mission to Japan in March 2026 (funded through SDI budget, part of business as usual).

Impact

Commercial-Sensitive, viewership metrics:

- Nationwide: ~ 930,000 people watched the entire video.
- Kanto region: ~ 240,000 full viewers.
- More than 1 minute was viewed by 5.5 million people

A paid 30 second advertising slot on TV Asahi on Sunday afternoon costs £3,900. To have paid for a full 90mins slot would cost over £700,000

A more accurate way to assess ROI is to utilise various rating measurements. These place ROI between 99 and 265%.

Method 1: GRP-Based Valuation (Most Reliable)

Using Japan's standard GRP (Gross Rating Point) pricing of ¥140,000 per 1% individual rating:

- Total GRP equivalent: 108 GRP (0.6% × 180 thirty-second equivalents)
- Equivalent advertising value: ¥15.12 million
- ROI: 265.1%

Method 2: TV CPM Analysis (Industry Benchmark)

Based on Japanese TV advertising CPM rates of ¥1,500-3,000 per thousand viewers:

- Conservative estimate: ¥8.25 million (99.2% ROI)
- Higher estimate: ¥16.5 million (298.4% ROI)
- Average ROI: 198.8%