

Name: Günther Scharrer

Job Title: Sales Director

Personal Motto: "nothing is impossible"

WWS Wasserkraft GmbH - experienced, efficient, powerful

These are the keywords, which describe our company, the team and our hydropower turbines.

WWS is a medium-size family-operated company; our company building is situated in the northwest of Austria and is emended in the beautiful landscape along the river called "Große Mühl"

The historic building of the former paper factory, which has been owned by Mr. Wagner's family for over 100 years, is now been home to our company for more than 13 years.

WWS has grown steadily over the past few years, and so did our product portfolio. Therefore, we can nowadays offer our clients and partners "All from a single source".

This means they can have all the necessary products for a small hydropower plant made by **WWS Wasserkraft**. Starting with hydro-mechanical equipment that is needed for the water intake and flood control (gates, weir flaps, etc.) as well as the equipment and machinery



Foto Provided by WWS Wasserkraft GmbH

to clean the water. Of course, the heart of each power plant is the turbine-generator unit. Here **WWS** relies on its management's decades of experience and offers our customers the best possible quality at fair prices.



Foto Provided by WWS Wasserkraft GmbH

To guarantee the highest efficiency of all our Kaplan, Francis and Pelton turbines they have a unique design and are optimized in cooperation with the Hydraulic Institute of the Technical University of Graz. To complete our product portfolio and full range services we have developed an electrical department for the turbine control system and switch gears. All these points together in connection with our motivated and experienced team allows us to successfully develop projects all over the world.

Interview:

What drives you personally and **WWS Wasserkraft GmbH** as an energy company?

In addition to the good feeling of being active against climate change, creating additional value for each site where a small hydropower plant is installed and similar have a minor impact on the environment. Hydropower has the advantage of generating electricity 24/7 and is therefore essential for the electricity supply. In Austria, we are fortunate to have decades of experience in this field, which we can now share and thus strengthen sustainable energy in other countries. But that's not all – we also have a role model function. To live sustainability, we use the energy generated by the company's own small hydropower plant to charge our 8 company electric cars. Our approach is to use this energy where it is needed. We at **WWS Wasserkraft GmbH** intend to be a major player in the area of premium quality supplies for hydropower equipment worldwide.

Which technologies does **WWS Wasserkraft GmbH** provide?

WWS Wasserkraft GmbH provides premium equipment for small hydropower plants up to 10 MW per unit. Beside the turbine-generator unit, we offer all the necessary accessories for such a power station as hydraulic steelwork and electrical control components just like the revitalization of all these parts. However, just offering products is by far not everything, good advice and the well-founded and extensive expertise of our employees is the key to success.

In addition to Austria, **WWS Wasserkraft GmbH** is also active worldwide and is particularly engaged in Central and Eastern Europe. How is business currently there?

There is a big difference between Central-European markets and Eastern-European markets: Central-European markets are nowadays increasing due to the financial Power and the new EU-Strategy for renewable energy. The synergy to achieve more investment in green energy and creating a boost for the economy is for many countries a unique chance.

Contradictory to Central-European markets in Eastern-European markets financial power and support from the local government and banks are not that strong. Additionally, the global pandemic slows things down. The entire bureaucratic process – especially in the Balkan region – is taking longer because in these counties a personal meeting usually is more successful as an online form (which most of the time does not exist).

Which Central and Eastern European markets are particularly interesting for your company?

For Central-European markets, the DACH (Germany, Austrian, and Switzerland) states are the most important for us. Eastern-European markets like Kosovo, Albania, Romania and North Macedonia seem to be most promising for us. BiH and Serbia have huge potential, but the condition for new projects is not given now.

In your opinion, are there any peculiarities to pay special attention to when doing business in these countries?

As mentioned above, personal contact and relation are still the most important in Eastern-European markets. Personal presence and personal relation is the basis that your better arguments will be considered and brings you in a better position at the end of the day.

Can you tell us about an implemented flagship-energy-project of your company in CEE countries?

Oh, there are many... Most of the time we are working with private investors, but we are also always delighted when we can use our services and skills for larger state-owned companies. For example, recently we received an order for the revitalisation of three large Pelton turbines in Romania. Thanks to many years of experience and a lot of research in the field of runner geometries, we were able to increase the efficiency of the turbines in this power plant without extra effort.

Especially Romania was a hub for **WWS** for future international work. Thanks to our Romanian-speaking employee, we were able to establish many contacts there, which made it possible for us to continue to export to the surrounding CEE countries.

Can you tell us an anecdote about a renewable energy project in one of these countries?

I always like to remember this particular project in Balkans, where the investor built a power plant in a very poor village in the middle of

nowhere. Before he started the project, he went there, talked with the people, and asked what they need. Later in the realization phase, he included in his business model also some money for infrastructure projects. So, the village gets next to a proper access road a primary school and 4 new jobs for maintenance of the power plant – even if the turbine-Generator unit can be operated 100% men less. I like this approach as this combines a solution for social problems, environmental problems and economic problems – a perfect “WIN-WIN” solution.

Which impacts from the current Corona-Crisis do you expect for your activities in CEE countries?

As already mentioned, for sure a slowdown of the project progress. However, not a reduction in the number of projects, as the bureaucracy usually takes a few years and a slowdown for one or two years will not have a major impact in total.

What do you want everybody to know about **WWS Wasserkraft GmbH**?

WWS Wasserkraft has unique knowledge in hydropower. We build and also operate small hydropower plants for decades and are the only company who can share this expertise with our customers. A hydropower plant is made for a lifetime of 50-100 years and therefore an investor should not only see the investment costs – rather the life-cycle costs, or better the life-cycle profit should be more interesting for

each project. In addition, for this approach, **WWS Wasserkraft** is better than all other companies in the world.

Can you describe a typical day in your office?

Very different – writing mails, having conference calls, preparing offers, work on tenders. There is no day like the other. Usually, travelling was also a big part of our daily business and now, after many months of restrictions, we look forward to visiting our clients and partners again.

How do you find your inner balance despite of the stressful job in Sales?

Spent time with my family bring me to other thoughts and calm me down. At the end of the day, it is important for me to sleep well at night.

Why do you think **WWS Wasserkraft GmbH** is so successful? What is your comparative advantage and what are your unique selling points?

Quality and support. This is the key to the cheapest and qualitative word of mouth advertising. The market for small hydropower is of a manageable size. If you do something bad or wrong, it will spread many times more than you did something good or excellent. Providing high quality and excellent support will bring long terms success.

If we do the interview again in five years again, where does **WWS Wasserkraft GmbH** stand then?

WWS Wasserkraft is known as **THE** brand for quality products in the sector for small hydropower plants. If someone likes to have a “Mercedes”, he or she has to ask for **WWS Wasserkraft**.

For more information regarding the product portfolio and reference projects, we invite you to access the dedicated website at <https://www.wws-wasserkraft.at/>

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