

## Endurance Wind Mill: Export from Canada to Nepal

### Feher Dora

#### Introduction:

We're in a world where a helping hand from another nation will always be needed. Sadly we almost never acknowledge the fact that many nations take their resources for granted, while other's cry for them. Nepal, is among these many countries around the world.

Nepal is located in South Asia, between China and India. The capital is Kathmandu, and their total population is 27million

people. 80% of Nepalese live in a rural area, and are engaged with heavy agricultural activities.



Photo: <http://media.web.britannica.com/eb-media/60/62460-004-BB1EA52D.jpg>

It may not seem as an important concept, but only 69% of Nepal's population has access to electricity. Electricity is always needed around the world to operate technology, to produce, etc. However, since Nepal has a low GDP, they might think affording electricity would be a big hassle. Now, what if there is any invention that'll provide electricity, has a low cost and that can promote environmental sustainability. The Canadian made Endurance Wind Mill will make an astonishing turning point in the agricultural and environmental life in Nepal.

### General Description:

This British Columbian company, “has a durable design and reliable performance of the E3120 has made Endurance the recognized global brand behind one of the world’s largest



**Photo: <http://www.endurancewindpower.com/media-centre/photo/e3120-gallery-1/>**

distributed wind fleets. We are proud to be a *Canadian company* growing a

global renewables business and to be recognized as a leader in Canadian Clean Technology. The E3120 is instantly recognizable for its sleek aesthetic design but is known for its proven performance in over 14 million operating hours. Powerful and efficient, the E3120 delivers the lowest cost of energy in its class providing attractive returns on investment. Its large rotor enables strong production in lower average annual wind speeds than competing machines thus delivering superior results. Using high quality parts, seamlessly integrated into an elegant assembly, the E3120 provides a lifetime of quiet, reliable operation. The result of years of advanced engineering and technological refinement is a durable powerhouse that works as beautifully as it looks. (2014, Endurance Wind Power Inc.)”

Now we shall not forget that this product is also well recognized in Canada, the origin of the product. Many Canadian farmers are quite enthusiast with this product. Therefore, “by investing in clean wind energy generation, farmers and rural land owners can promote environmental sustainability and energy security, while receiving long-term financial returns.

Installing wind turbines can reduce energy costs and ‘green’ your farming operations. In Nova Scotia, cooperatives are eligible to participate in the provincial COMFIT program, provided they meet the necessary requirements. (2016, Endurance Wind Power Inc.)”

As previously stated when the technological advantages were described , this product does not entail a lot of energy, or any other fuel based material. So, basically all it requires is energy, which wind will provide. Since this product is all ready pre-programed and highly overlooked by engineers, no additional labor force will be needed later on. “The endurance turbines are supported by one of North America’s most capable technical services teams. Endurance turbine experts provide regular maintenance and special service. This is made up of a group of highly trained, technically savvy installers and personnel with a large degree of safety and quality education and training. (2016, Endurance Wind Power Inc.)”

With that being said, North American countries ; including Canada, gain so much experience by working on this project. Not only does Canada benefit from this project themselves by using it for agricultural activity, but also in it’s [Canadian] communities and for other concerning problems dealing with environmental situations.

#### Focus/Target:

The main target(s) for this product is basically everyone, but has a special focus on farmers in Nepal . Geographically , Nepal is located in an excellent spot on the map this product could work really well for them.

The beauty of this product is the main purpose that it serves: producing energy without any hassle. Since several locations in Nepal have a low percentage of electricity, or any other

source of energy; with this product it would be really efficient, and would create the instant energy that is needed, for free. According to the World Bank Data, Nepal has on 69% availability to electricity. This situation isn't considered as atrocious as in any other developing countries , however many Nepalese live in the rural parts of Nepal, and are lacking of electricity or any modern technology usage.

This product carries more positive standpoint than negatives. First of all, there would be very little negative impact on the environment, in fact it would be viewed as a “helping hand” , for farmers, and other workers. Why? This product is determined to provide that sustainably clean , extra aiding necessities that developing or lower standard countries are looking for.



Photo:  
<https://i.ytimg.com/vi/cJxkrquEUvM/maxresdefault.jpg>

Another positive point of shipping this product over to Nepal would be the reducing the Furthermore, the “unnecessary” labor forces among children and women, and would [wind mill] benefit their everyday life style. *How will the wind mill do that?* Well, nowadays governments all over the world are trying to introduce newer and much more modern technologies or advancements that would help their citizens speed or increase their production line. Therefore, this



Photo:  
[https://gcardblog.files.wordpress.com/2016/02/yap\\_pic\\_himalaya.jpg?w=400](https://gcardblog.files.wordpress.com/2016/02/yap_pic_himalaya.jpg?w=400)

windmill would help generate some modernized equipment, or just create energy to increase faster labor.

### Labor Requirements:

The untold beauty of this product is the amount of labor that won't be necessary. The overall physical labor that will be needed when setting up the equipment and installing it, is very limited. As well, when actually using the equipment a very small amount of required labor will be essential.

The this product increase or has a benefit towards Canadian employees, is the amount of training



they receive and how they are able to use their knowledge to construct such invention. As

mentioned earlier, this product is built up by well trained, professional personal, and technological installers, whom have a high training background and a strong suited education.

On the other hand, Nepal would not need to do as much work with the product itself ,as the employees from Canada. The whole purpose of this windmill, is to function independently and to provide renewable energy, and a great access of energy.

The other lovely element that this product features is that it can be used through the majority of the seasons. It can function during spring, summer , and fall; maybe winter if it's not guaranteed to freeze.

**Photo:**  
<http://www.endurancewindpower.com/services/technical-services/>



### Market Opportunity:

It can be a strong possibility that the market opportunities can increase with the



usage of this product. In fact, this product can also speed up the process if decisive. The Endurance Turbine can generate electricity (previously mentioned), which can be an automatic assistance for modernized equipment or any other.

Unfortunately, it is purchase could tie financially hands, however the loss small), would eventually increase.

Photo: <http://www.amg-research.com/wp-content/uploads/2014/07/market-opportunity-assessment.jpg>

guaranteed that this the governments (whether large or

### Benefits to Canada:

Again, as mentioned earlier there are quite some few benefits for Canadians. First of all, when more and more product will be requested, the assistance of highly qualified technical engineers will be desired. This would raise the employment rate in Canada, and also would increase the payment for several citizens.

Canadian farmers have gained a great benefit for their farms, farming accomplishments from using the Endurance Power Wind Mill.

Also the manufactures face a great deal of rapid increase



Photo: The Kuar.  
<http://ualrpublicradio.org/post/arkansas-unemployment-rate-74-percent#stream/0>

in their supply demanded by the company, where parts would be requested from the manufacturer to assemble the final product. This would increase employment rate among the employees in the manufacturing industries.

Commenting, that depending on the shipping point, other countries can also experience an increase in their employment rate (if the shipping is happening from the European locations).

#### Environmental Sustainability (in Canada and Nepal):

The environmental sustainability advantages can be comprehended in both countries; by using the Endurance Power Wind Mill to promote environmental sustainability at a *low cost*. Many Canadian famers, who already purchased an Endurance Windmill only has positive comments reflecting the environmental sustainability, and other benefits that might've occurred. Many said, and is



also revealed in the turbine brochure that **Photo: <http://www.fraserhealth.ca/media/GreenBanner.jpg>** many, many Canadian or North American farmers has gained many agriculture business advantages; increases productivity, renewable energy.

Now, Nepal could easily have all these benefits. Now, not focusing on the pricing, and acknowledging the fact that Nepal is one of many poorer nations around the world, would only create a short –term effect regarding financial properties. The perspective from which we should be viewing this whole process, is that in general Nepal will experience an astonishing amount of renewable energy, along with an increasing economy, *if* this product would be purchased than

used.

### Transportation:

Determining a reasonable, accurate and a distinguishable way of physically transporting this piece of machinery ,will not be as easy to grasp. This machinery/product carries a heavy weight, and the just the structure itself is quite large.

A well thought out way to approach this scenario , is to analyze the steps that'll be taken throughout the whole process. The main location for manufacturing and assembling the product is in British Colombia, Canada. However, since there are two other location for the Endurance offices, along with the two offices, two other manufacturing location exist. Therefore, the purchase can be made with through the Canadian company (which still allows Canada to have an employment raise) but the product itself can be shipped from one the locations which stands closer to our final destination. From thereon the product should really be properly taken apart with (having all technical instalments, assured) , than choosing a source of transportation. The most logically viewed process would be shipping the parts to India by air conveyance. Why is India the first stop for the shipment? Since India has a greater , better and stronger location ( from commercial and shipping perspectives) , can make the product's transportation simpler. As a for the remaining route until the final destination, a more realistic approach would be transporting the parts with secure structured trucks , from India to Nepal.

So then, when arriving to Nepal, these Windmills would be distributed one per region. Since the power of this invention is so heavy, and so wide spread, one wind mill per region will satisfy the Nepalese. Again, the purpose for this particular idea is to purchase less, with the intention of producing more, and/or having a superior, long-term overall benefit.



Since this is a machinery and not a nutritional product, or substitute, refrigeration, storage, and any other related matter does not apply; which makes some aspects much easier when dealing with the Endurance.

### Overall Benefits, Profitability Cost

Let's scrutinize this situation from start to finish , focusing on general benefits and potential profitability cost.

Fortunately, several benefits emerge reflecting in both short and long term purposes. An important one that could really help Nepal, is promoting and creating environmental sustainability. With that being said, renewable energy comes into places, making it much easier on the citizens when farming. The beauty of this product is that , it can not only be a subsidy for *just* farmers, but as well as for the citizens across Nepal. This can turn daily problems (regarding electricity and other related topics) , and make the daily life for Nepal's citizens much leisureier.

Looking at the economical views of the use of this product, over time it can be possible to increase the country's productivity. Maybe at first the total of purchasing this item might seem a little bit over the *extreme* (for Nepal), however; it'll bring so much positive potentiality once the economical market raises. With this product no extra labor will be needed, more energy will be provided, and the workers can work faster, and can produce double the crops they would've produced.

Just as any other product ever sold, there are no exact, and right-on promises/guarantees can be made. With that being said, if for some reason the product/ the planned out usage of this machinery would not work, there are always other alternatives that can provide the same "*agreements*" or reasonable adjustments to help the Nepalese raise up in their economical area.

As continuation to previous brought up points, the whole purpose for this product is to help the Nepalese in every which way as possible, including raising the individual profit per citizen and the overall profit for the country itself .

Buyers/Sellers:

The Endurance Wind Power Inc., is located in British Colombia Canada, and has three main offices and has been engaged in many projects with other *business*; whether they're agricultural related businesses or not.

Over many years, this company has sold many of their products to national and / or international buyers. The contact information about the



Photo:  
<http://www.endurancewindpower.com/about/locations/>

Canadian and other two companies are:

Canada Head Office

**Endurance Wind Power Inc.**

EnduranceWindPower.com

+1.604.579.9463

Unit #101 19347 24th Avenue, Surrey, British Columbia, Canada V3Z 3S9

Photo:

<http://www.endurancewindpower.com/about/locations/>

United Kingdom Office

**Endurance Energy Mftg (UK) Ltd.**

EnduranceWindPower.co.uk

+44.0.1299.251.961 free phone 800.077.6441 Unit #314 Hartlebury Trading Estate, Hartlebury,  
Worcestershire, United Kingdom DY10 4JB



Denmark Office

**Endurance Wind Power (Denmark) ApS**

EnduranceWindPower.co.uk

+45.8844.1001

Kildeager 7 DK-4621 Gadstrup, Denmark

As a conclusion assuming ,since the given pricings; the Nepalese government would be



our potential buyer  
providing this technical  
equipment to it's citizens.

Import/Export, Marketing:

After researching , and directing all concentration on the necessary import or

export documents needed, for this procedure to function the Endurance Wind Power Inc., needs to follow up and meet the given requirements for the Importer Exporter Code (IEC). This just states that “Any bona fide person/ company starting a venture for International trade of Export and Import. If any foreign transfer on account of business, IEC number is mandatory.”

<http://howtoexportimport.com/How-to-get-IMPORT-EXPORT-CODE-IEC-NUMBER-551.aspx>

With that being said, both buyer and seller or in other words the exporter and the importer, needs to follow up and analyze through codes and regulations which indicate the legal action of trading among two countries. As reading more and more about the regulation that each country needs to keep track of (India and Canada, since the first location to shipping the product to is from one of the European countries to India) , the following information was cognizant:

“Can Export /Import be made without Importer Exporter Code ?

No. IEC forms a primary document for recognition by Govt. of India as Exporter / Importer. However, if value of goods is very low, the concerned customs officer may permit first export (only one time) by imposing penal charges.” <http://howtoexportimport.com/How-to-get-IMPORT-EXPORT-CODE-IEC-NUMBER-551.aspx>

#### Future Studies:

Reading articles, and watching many videos, the Endurance Power Wind Turbine is guaranteed to have a long lasting life. Meaning, that frequent future studies will not be necessary. However, the only problematic issues that could occur, is from technical operating adjustments.

Resources:

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