

## **Stan Brodhagen attends Composites Europe on behalf of the Harvey County EDC**

Last week, the Harvey County EDC supported Stan Brodhagen in his recruitment efforts of composite industries to the Harvey County/Wichita area through his attendance at the Composites Europe Tradeshow. The show was held September 17<sup>th</sup> - 19<sup>th</sup> in Stuttgart Germany where he had the opportunity to connect with over 75 different composite focused organizations.

“It was a good trip” Brodhagen said.

Most of the industry representatives he spoke with had no idea how Kansas, Wichita and the surrounding areas were connected to the composites industry. Many had no idea who or what NIAR (National Institute for Aviation Research) is or what they do. “Once I explained to them Wichita builds more planes than anyplace in the world, they started to show a high level of interest in our area.” He was then able to communicate to them what NIAR is and how important they are to the composites industry in our area.

Of the many conversations he had during the tradeshow, he said about a dozen of those resulted in a high level of interest for follow up to continue discussions of potential future projects in our area.

“There was one company that I had a conversation with that said the Wichita area was a fit for their next project,” Brodhagen said. He continued by adding that he’s been working with this company for over a year to build his relationship with them.

To announce Brodhagen’s attendance at the tradeshow, the EDC submitted an electronic postcard to targeted companies announcing he would be stopping by their booth. To continue the developing the relationship with the companies Brodhagen connected with; he, with the EDC, will begin follow up to ensure we are not lost among the many different individuals they had contact with during the tradeshow.

Written by: Billi Wilson, Director of Administration & Marketing