



Co-hosted by



MENA Hydrogen Alliance
An initiative of Dii Desert Energy

World Hydrogen MENA

Wednesday
21st April 2021
Online

Heavily reliant on fossil fuels, there is huge potential for the MENA region to supply low carbon and green hydrogen, tapping into the abundant combined solar and wind power capacity as well as the first-class energy infrastructures. Interest is building rapidly across the region as a huge swathe of the global economy commits to Net Zero and Europe can be a privileged partner as off-taker to import large quantities of green hydrogen using the existing infrastructures. As 'defossilization' becomes ubiquitous, can MENA retain a competitive advantage?

This one-day conference will uncover the potential for hydrogen across the MENA region and it will look at policy, projects and market trends Co-hosted by World Hydrogen Leaders, Dii Desert Energy and the MENA Hydrogen Alliance, we will bring together local and international industry leaders to debate the biggest challenges and opportunities and to identify investment prospects through interactive sessions, case studies and networking sessions.

SPEAKERS



Cornelius Matthes
CEO
Dii Desert Energy



Frank Wouters
Chairman
MENA Hydrogen Alliance



Nadim Chaudhry
CEO
World Hydrogen Leaders



Ellen von Zitzewitz
Deputy Director, International Energy Policy
Federal Ministry for the Economic Affairs and Energy



Yousif Al Ali
Ministerial Advisor
United Arab Emirates Ministry of Energy and Infrastructure



Valeria Aruffo
Director External Relations
MENA Hydrogen Alliance /Dii Desert Energy



Vatche Kourkejian
Partner
Roland Berger



Roland Kaepfner
Executive Director Hydrogen & Green Fuels
NEOM



Jubilee Easo
Partner
Eversheds Sutherland



Yusuf Macun
Managing Partner
Cranmore Partners



Charlotte Hussy
Advisor for Power Fuels
GIZ



Malcolm Cook
Vice President & Head of Chemicals & Process Technologies – Middle East & Turkey
thyssenkrupp



Andrea Lovato
Executive Vice President – Head
of Renewable Development
ACWA Power



Meryem Cherif
Venture Capital
AP Ventures



Didier Wesoly
Business Development Green
Storage
Geostock



Ad van Wijk
Professor Future Energy Systems.
Technical University of Delft - Member
of the Advisory Board, **Dii Desert Energy**



Paul Van Son
President, **Dii Desert Energy**;
Honorary President, **European
Federation of Energy Traders (EFET)**



Manuel Kuehn
Head of New Energy for Middle
East and Africa
Siemens Energy



Michael Stusch
Chief Executive Officer
H2 Industries



Jorgo Chatzimarkakis
Secretary General
Hydrogen Europe



Reshma Carmel Francy
WiGH Member & Project Manager
**Women in Green Hydrogen & UAE
Energy Strategy**



Farhanja Wahabzada
Advisor
GIZ



Mohamed El Nahi
Regional Business Development –
Middle East & Saudi
Saipem



Herbert Jost
Investment Director
DEME Group



Wouter Vanhoudt
Coordinator
CertifHy



Tim Lyng Sønderby
Synfuels Licensing Manager
Haldor Topsoe



Jan Pechstein
Corporate Emissions
Management & Sustainable
Aviation Fuels **Lufthansa AG**



Samir Rachidi
R&D Director – Power-To-X
**Moroccan Research Institute of
Solar and New Energies (IRESEN)**



Reiner Block
CEO Division Industry Service
TÜV SÜD



Kilian Crone
Team Lead
Global Alliance Powerfuels



Gabriel de Lastours
Head of Energy Middle East and
Africa
EBRD



Laurent van Helden
Regional Sales Manager Middle
East
Frames



All timings are listed in Central European Summer Time (CEST)

08:00 CEST **Opening Remarks - MENA's Hydrogen Advantage and Goals**

- Examining the MENA region's hydrogen potential
- Outlining the commercial opportunities to deploy a regional economy
- Bridging Continents: understanding the role of MENA Hydrogen Alliance

Cornelius Matthes, CEO, **Dii Desert Energy**

Frank Wouters, Chairman, **MENA Hydrogen Alliance**

Nadim Chaudhry, CEO, **World Hydrogen Leaders**

08:15 CEST **Presentation + Panel - Gulf Cooperation Council Regional Hydrogen Plans and Analysis**

- Framing the region's hydrogen markets: Current status, goals, defossilization targets
- Examining key milestones and priorities
- Discussing immediate challenges to be overcome
- Exploring current investment appetite and trade opportunities
- Promoting job creation and the localisation of hydrogen value chains

Moderator: Frank Wouters, Chair, **MENA Hydrogen Alliance**

Introductory Presentation: Green Hydrogen Potential in GCC:

Vatche Kourkejian, Partner, **Roland Berger**

Panellists:

Roland Kaepfner, Executive Director Hydrogen & Green Fuels, **NEOM**

Yousif Al Ali, Ministerial Advisor, **United Arab Emirates Ministry of Energy and Infrastructure**

Malcolm Cook, Vice President & Head of Chemicals & Process Technologies – Middle East & Turkey, **thyssenkrupp**

09:15 CEST **Panel - Bridging Continents: North Africa & Europe Hydrogen Partnerships**

- Identifying regional strengths to establish strategic partnerships in the global hydrogen economy
- Defining hydrogen's role in driving North Africa's energy transition, defossilization and position as a global powerhouse
- Debating potential cost-competitiveness of the region's hydrogen production
- Sourcing demand centres and international offtake to achieve project bankability
- Assessing the best form of green molecules for the respective application

Moderator: Meryem Cherif, Venture Capital, **AP Ventures**

Ad van Wijk, Professor Future Energy Systems, **Technical University of Delft** Member of the Advisory Board, **Dii Desert Energy**

Gabriel de Lastours, Head of Energy Middle East and Africa, **EBRD**

Andrea Lovato, Executive Vice President – Head of Renewable Development, **ACWA Power**

10:15 CEST **Virtual Networking Break**



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10:30 CEST Spotlight on MENA's Leading Hydrogen Case Studies

Case studies showcasing a range of pilots and projects across the region

10:30 CEST - HYPOR[®] Duqm: Green Hydrogen Project, Oman

Herbert Jost, Investment Director, **DEME Group (Duqm Port)**

10:45 CEST - HELIOS: Green Hydrogen, Saudi Arabia

Roland Kaepfner, Executive Director Hydrogen & Green Fuels, **NEOM**

11:00 CEST - Green Hydrogen Pilot Projects in the UAE

Manuel Kuehn, Head of New Energy for Middle East and Africa, **Siemens Energy**

11:15 CEST - Germany's hydrogen dialogue with MENA countries

Ellen von Zitzewitz, Deputy Director – International Energy Cooperation **Federal Ministry for Economic Affairs and Energy (BMWi)**

11:35 CEST - Case study: Q&A

Panel Q&A with case study presenters

12:00 CEST Presentation: Securing Hydrogen Project Finance

- Examining tools and best practice to unlock project finance
- Revealing lessons learned from Europe
- Exploring future trends for hydrogen funding and investment

Yusuf Macun, Managing Partner, **Cranmore Partners**

12:30 CEST Virtual Networking Break

13:00 CEST Panel - Collaboration is King: The Power of Regional Alliances

- How can stakeholders partner across geographies and sectors to drive innovation and regulatory change?
- Exploring successful technological and political partnerships
- Building strategic transregional relationships: Europe, Asia and beyond
- Discovering strategic alliances and learning how to get involved
- How can alliances facilitate investment deployment in the region
- How can investors support hydrogen development

Moderator: Reshma Carmel Francy, WiGH Member & Project Manager, **Women in Green Hydrogen & UAE Energy Strategy**

Jorgo Chatzimarkakis, Secretary General, **Hydrogen Europe**

Valeria Aruffo, Director External Relations, **MENA Hydrogen Alliance /Dii Desert Energy**

Kilian Crone, Team Lead, **Global Alliance Powerfuels**

13:45 CEST Panel - Harmonising Hydrogen Standards and Regulations

- Defining what should be defined as clean, green, carbon-neutral including full life-cycle emissions
- Harmonising national standards and regulations
- National vs. regional hydrogen certificates and guarantees of origin
- How can we accelerate policy development and implementation?



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Moderator: Jubilee Easo, Partner, **Eversheds Sutherland**
Reiner Block, CEO Division Industry Service, **TÜV SÜD**
Wouter Vanhoudt, Coordinator, **CertifHy**
Paul Vanson, President, **Dii Desert Energy**, Honorary President, **European Federation of Energy Traders (EFET)**

14:30 CEST Panel - Unlocking the Potential of Power Fuels

- Building demand for synthetic fuels in end-use sectors
- Where are we seeing the greatest technology leadership and breakthroughs?
- How can stakeholders make power fuels an attractive investment for target sectors?

Moderator: Charlotte Hussy, Advisor for Power Fuels, **GIZ**
Tim Lyng Sønnderby, Synfuels Licensing Manager, **Haldor Topsoe**
Jan Pechstein, Corporate Emissions Management & Sustainable Aviation Fuels, **Lufthansa AG**
Samir Rachidi, R&D Director – Power-To-X, **Moroccan Research Institute of Solar and New Energies (IRESEN)**

15:15 CEST Panel - Transport and Storage: Infrastructure Planning and Development

- Examining the potential for utilizing existing transport, distribution and storage capacity
- Pure vs. Blended Pipelines: Hydrogen's place in regional gas grids
- Exploring opportunities for liquid hydrogen, liquid organic hydrogen carriers, ammonia and more
- How can infrastructure develop at scale and pace to meet export demand?
- Debating the advantages and disadvantages of different regional storage options

Moderator: Farhanja Wahabzada, Advisor, **GIZ**
Michael Stusch, Chief Executive Officer, **H2 Industries**
Didier Wesoly, Business Development Green Storage, **Geostock**
Mohamed El Nahi, Regional Business Development – Middle East & Saudi, **Saipem**
Laurent van Helden, Regional Sales Manager Middle East, **Frames**

16:00 CEST Presentation and Q&A – Technology Innovations and MENA's Prioritisations

- Evaluating different green hydrogen technologies suitability to the region
- Exploring the product value chains important for MENA (ammonia, methanol, gasoline, jet fuels)
- A global green hydrogen economy – how to close the gap between utopian discourse today and reality in the future?
- What is needed to this reality happen?

Malcolm Cook, Vice President & Head of Chemicals & Process Technologies – Middle East & Turkey, **thyssenkrupp**

16:30 CEST End of Conference



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To discuss our World Hydrogen Premium Membership or attending this conference in more details, please get in touch:



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