

Co-organized by  
**eFuel Alliance and EU-Japan Centre for Industrial Cooperation,**  
in cooperation with the Delegation of the EU to Japan



**Webinar on**  
**Next Hydrogen Generation – eFuel to Power the Green Transition**

25 March 2022  
CET 9:00-11:00 – JST 17:00-19:00

Registration Zoom platform: [here](#) Simultaneous interpretation EN-JPN

Synergy with the EU-Japan Green Transition Business Matchmaking  
via the [B2Match platform](#) for the [World Smart Energy Week](#)

The European Union and Japan announced last year their ‘Green Alliance’ to accelerate the transition of both economies towards becoming climate-neutral, circular and resource-efficient in the coming decades. Together Japan and the EU can further increase a global momentum that is gathering pace. The EU and Japan also agree to work together closely on the international stage. Combatting climate change is a global challenge, that needs to be addressed by global cooperation.

Decarbonizing industrial sectors such as power generation and transport that contribute the most to global emissions of greenhouse gases is part of the EU and Japan efforts towards the climate change objectives of the Paris Agreement and reaching carbon neutrality by 2050. This includes substituting fossil-based energy carriers by renewable hydrogen and working towards developing a full and accessible hydrogen value chain.

The webinar will cover eFuels, including hydrogen and all following products. Hydrogen is the first step of the value chain, and the webinar will also include different use cases and different technologies. Together, renewable electricity and renewable hydrogen can provide the synergies needed to deliver an integrated, flexible, clean energy system. To realize this vision, a massive increase in supply of products and processes based on renewable hydrogen, like eFuels, is needed.

In this event, experts from Europe, Japan and Chile will share the latest developments on public policies and deployment of large-scale green hydrogen and eFuels production. They will also discuss possible cooperation between Europe and Japan and on the international stage in green hydrogen projects.

\* e-fuel: Fuel produced by synthesizing CO<sub>2</sub> (carbon dioxide) and H<sub>2</sub> (hydrogen). In particular, a product that uses H<sub>2</sub> procured from renewable energy.

\* [eFuel Alliance](#): The eFuel Alliance is an interest group committed to promoting the political and social acceptance of eFuels and to securing their regulatory approval, representing companies, consumer organizations and associations operating at different levels of the eFuel production value chain. The aim is to create the conditions for the industrial production and widespread use of CO<sub>2</sub>-neutral fuels from renewable sources of energy

## Draft Agenda

**09:00 - 09:10** Opening Remarks

**17:00 - 17:10**

- **Dr. Ph. de Taxis du Poët**, Managing Director, [EU-Japan Centre for Industrial Cooperation](#)
- **Dr. Monika Griefahn**, Chairwoman of the Board, [eFuel Alliance](#)

**09:10 -10:05** Panel discussion on Industrial cooperation: Global Value chains on hydrogen

**17:10 -18:05**

- Moderator: **Ralf Diemer**, Managing Director, [eFuel Alliance](#)
- **Henning Ehrenstein**, [Deputy Head of Unit, Energy Intensive industries, DG GROW, European Commission](#) (5min)
- **Atsuhito Nara**, Deputy Director, Hydrogen and Fuel Cells Strategy Division, [Agency for Natural Resources and Energy, METI](#) (5min)
- **Kota Matsue**, Vice President & General Manager R&D Centre, [Mazda Motor Europe](#) (5min)
- **Yoshihiro Ueno**, Senior Executive, General Manager, Hydrogen Energy Business Line, [Air Liquide Japan](#) (5 min)
- **Ryo Kogure**, Manager, Low-Carbon/Life-Science Projects Team, Infrastructure Solution Dept., Plant Engineering Div., [Mitsubishi Corporation](#) (5min)
- **Janita Naidoo**, Head of Strategy, Growth & Innovation, [Sasol Performance Chemicals](#), South Africa (5 min) TBC

Q&A (25 min)

**10:05 -10:55** Panel discussion on Innovation cooperation: Fostering clean H2 production

**18:05 -18:55**

- Moderator: **Fabrizio Mura**, Deputy MD, [EU-Japan Centre for Industrial Cooperation](#)
- **Luca Polizzi**, [Clean Energy Transition, DG Research & Innovation European Commission](#) (5 min)
- **Eiji Ohira**, General Manager, Fuel Cell & Hydrogen Office, [NEDO](#) (5 min)
- **Dr. Stefan Kaufmann**, Innovation Officer 'Green Hydrogen', [German Federal Ministry of Education and Research](#) (5min)
- **Dr. Philipp Furler**, CEO and Founder, [Synhelion SA](#) Switzerland (5 min) TBC
- **Aram Pedinian**, Commercial Manager, [HIF Global](#), Chile (5 min)

Q&A (25 min)

**10 :55 -11 :00** Closing remarks

**18:55 – 19:00**

- **Dr. Gediminas Ramanauskas**, Head of Science, Innovation and Digital Section, [Delegation of the EU to Japan](#) (5 min)