

# INVITATION

## BECOME PART OF US-DENMARK GREEN HYDROGEN ALLIANCE



MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK  
*The Trade Council*



  
DanishShipping

Brintbranchen  
Hydrogen Denmark

 GREEN  
POWER  
DENMARK

DANSK  
ERHVERV

# BACKDROP FOR THE ALLIANCE

On September 21<sup>st</sup> 2022 five Danish business organizations, the Danish Ambassador to the United States and two major US hydrogen organizations signed a partnership agreement at the US Congress with the purpose of strengthen Danish and US collaboration on green hydrogen and green power-2-x production

Context to this agreement is Denmark's global leadership in renewable energy production and Denmark's strong global stand on energy transition combined with the newly launched US Infrastructure Act and Inflation Reduction Act that significantly expected to catapult the United States to the world leader within hydrogen and power-2-x production



# DENMARK NEEDS TO FOCUS ON THE US TO STAY AT TOP OF HYDROGEN DEVELOPMENT

*"We must give it to the Americans, they take fast action from saying that they want to do something, to actually doing it. **The demand for hydrogen and sustainable energy in the US is going to explode.** As simple as that."*

- Henrik Stiesdal, Founder, CTO and Board Member at Stiesdal A/S

USA åbner slusen: Nu står danskere med milliarder i ordrebogen



Therese Hermann, direktør for global public affairs, fortæller, at Topsoe har en ny USA-strategi klar om et par uger. Arkivfoto: Jeppe Boje Nielsen

*"The facts are that **we have customers that are considering projects in Europe, who are now looking to the US instead.** The EU has to step up if they want to keep the hydrogen production in Europe."*

- Therese Hermann, Director for Global Public Affairs at Topsoe

*"Investors are not married to anyone. Capital is volatile, and **international investors can see that the US has the economic advantage now.**"*

- Joachim Sperling, CEO for Axcelfuture

Han var med fra vindeventyrets fødsel: Nu ser dansker USA's brintmarked "eksplodere"



Henrik Stiesdal var med til at opfinde den moderne vindmølle og arbejder nu med diverse teknologier til den grønne omstilling. Nu forudser han eksplosiv vækst i USA. Arkivfoto: Claus Bjørn Larsen

**BØRSEN.**

# ALLIANCE AMBITIONS

## 1) CREATE PARTNERSHIPS WITH US STAKEHOLDERS

Delegations visits to and from the US with focus on inviting and visiting alliance members and create partnerships and opportunities

## 3) POSITION DK AS THOUGHTS AND INNOVATION LEADERS ON GREEN HYDROGEN

Secure Danish speaking slots at conferences. Arrange workshops for alliance with government, US Hydrogen Hubs, states, cities, developers etc.

## 2) ENSURE KNOWLEDGE ABOUT US HYDROGEN DEVELOPMENTS

Host webinars and create news up-dates on US developments (projects, policies, regulatory frameworks, support schemes etc.).

## 4) SUPPORT ALLIANCE MEMBERS INDIVIDUALLY ON MARKET ENTRY, PARTNERSHIP BUILDING ETC.

Support alliance members with individual needs. Partner and client searches. Market and regulatory studies etc.



# ACTIVITY EXAMPLES

## 2022

- Texas Energy Transition Delegation to Denmark with 15 key-energy-stakeholders (October)
- H2Catalyst. Largest California hydrogen event/conference with several Danish companies invited as speakers and Denmark reception (November)
- Announcement of California Green Hydrogen Delegation to Denmark with 15 key-energy-stakeholders at H2Catalyst (November)
- Webinar with US on upcoming RFP on National Hydrogen Hubs (9,5b USD earmarked)
- Webinar on US market potential and state level potential
- Short monthly news-update
- Build and share overview of US hydrogen stakeholders, conferences etc.

## EXAMPLE ACTIVITIES Q1-Q2 2023

- California Green Hydrogen Delegation to Denmark with 15 key-energy-stakeholders (Q1)
- Possible DK Climate and Energy Minister visit to Texas (Q1) and participation in CERA-Week
- New York/East Coast Hydrogen Delegation to Denmark with 15 Key-energy-stakeholders (Q2)
- Ongoing monthly news up-date
- Ongoing exploring speaking opportunities and network opportunities with focus on selected/expected National Hydrogen Clusters
- Offering workshops with 2-3 selected/expected National Hydrogen Clusters in Q1-Q2 and exploring possibilities for signing partnerships agreement with clusters
- Participation in Hydrogen Market Americas and/or CLEANPOWER 2023

## OTHER RELATED Q1-Q2 HYDROGEN ACTIVITIES

- Signing of Denmark-State of California MOU on Green Hydrogen Partnership
- Signing of Denmark-US MOU with Green Hydrogen content

# HOLISTIC VISION

The purpose of the Green Hydrogen Alliance is to position Danish private sector companies as global leaders in the expansion of renewable energy capacity and acceleration of green hydrogen production and technology, and to establish a collective private sector approach in the North American market.

This is done, among other things, through network from The Ministry of Foreign Affairs - Trade Councils', Energy Transition team but also in collaboration with the Danish UN Mission (New York), Invest In Denmark, Innovation Centre Denmark (New York, Silicon Valley, Boston) and Consulates across North America.

## REPRESENTATIONS WORKING WITH GREEN HYDROGEN IN NORTH AMERICA

### CHICAGO

Regulatory stakeholder management, government-to-government partnerships.

### SILICON VALLEY

Innovation & Energy activities.

### HOUSTON

Lead on green hydrogen activities in North America. Commercial opportunities.

### TORONTO

Regulatory stakeholder management, government-to-government partnerships.

### OTTAWA

Regulatory stakeholder management, government-to-government partnerships.

### BOSTON

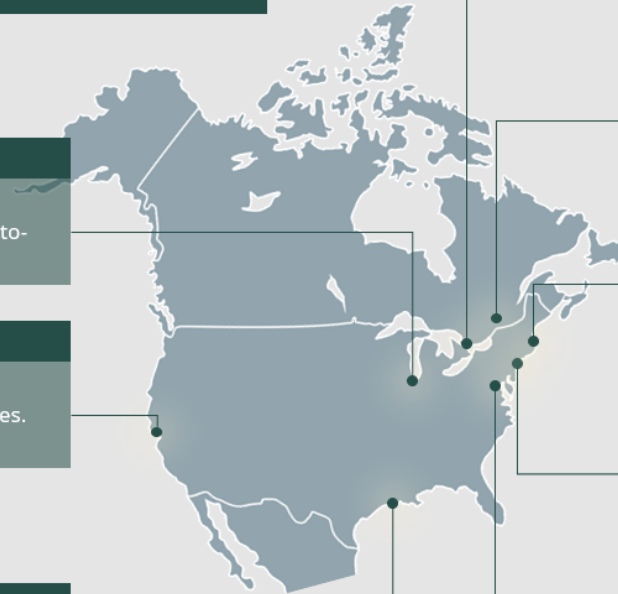
Innovation & Energy activities

### NEW YORK

Public Affairs related to the United Nations and international community as well as investor-engagements in the Tristate area. IDK works to promote foreign investments in Denmark.

### WASHINGTON D.C.

Regulatory stakeholder management, government-to-government partnerships.



# MEMBERSHIP

## FRAMEWORK AGREEMENT FOR 2022 AND 2023

Members will sign a 50 hours membership agreement. Members will receive monthly market up-dates, knowledge of in- and outgoing delegation, seminars and workshop opportunities, as well as getting the opportunity to participate in workshops and delegation when/where relevant

Members of the alliance can end membership participation at any given moment and only time spend in the alliance will be invoiced (~4 hours a month)

Each hour will be invoice DKK 965, but depending on company size and deminimis rules companies can receive up to 75% discount on membership fee

## OPPORTUNITIES WHEN THEY ARISE

If companies are seeking more individual support (market studies, individual delegation for e.g. partner/client searches) a separate agreement will have to be developed

## ORGANIZING TEAM

The Danish Trade Council in North America (TCNA), The Confederation of Danish Industry, Danish Chamber of Commerce, Danish Shipping, Green Power Denmark and Hydrogen Denmark are organizing partners to this agreement with support of US Green Hydrogen Coalition and Greater Houston Partnership/Center for Houston Future. More supporting US stakeholders are expected to join the delegation with time

Innovation Center Denmark in Boston and Innovation Center Denmark in Silicon Valley as well as the Danish UN Delegation in New York are also partner to this agreement as part of TCNA

# FOR PARTICIPATION AND MORE INFORMATION CONTACT...



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