



## AGENDA

# The Potential of Green Ammonia in Developing and Emerging Countries

27 June 2023, 09:30–13:00 (CET)

Dear partners of the Green Hydrogen Business Alliance,

we are delighted to invite you to our network event “The Potential of Green Ammonia in Developing and Emerging Countries” on **Tuesday, the 27th of June online (9:30-13:00)**. At this event participants can expect:

**1. Study Launch: Business Cases for Green Ammonia**

The Green Hydrogen Business Alliance is delighted to present its commissioned report on Business Models for Green Ammonia. A geographic focus has been placed on the partner countries Brazil, South Africa and Namibia.

**2. Panel Discussion**

With experts in the field, we will take a socio-ecological perspective and discuss the challenges of a green ammonia industry in developing and emerging countries.

**3. Project Case Presentation**

Daures Green Hydrogen Village presents their project and business endeavours in Namibia.

<b>TIME</b>	<b>TOPIC</b>
9:00	<b>Registration and Coffee</b>
9:30	<b>WELCOME</b> <b>Farhanja Wahabzada</b> Head of the Green Hydrogen Business Alliance, GIZ
9:35	<b>OPENING</b> <b>Benjamin Knödler</b> Head of Division Business Networks, Ministry of Economic Cooperation and Development (BMZ)
10:00	<b>STUDY LAUNCH: BUSINESS COST MODELS FOR GREEN AMMONIA</b> <b>Jane Leung</b> Associate Partner, SYSTEMIQ
10:30	<b>Q&amp;A STUDY</b>
10:40	<b>Coffee break</b>
11:00	<b>PANEL DISCUSSION</b> <b>Opportunities and Challenges of a Green Ammonia Industry in Developing and Emerging Countries – A Socio-Economic Perspective</b> <i>Moderation:</i> Farhanja Wahabzada, GIZ  <b>Jane Leung</b> Associate Partner, SYSTEMIQ  <b>Dr. Andrea Guati Rojo</b> Stakeholder Relations Manager, Ammonia Energy Association  <b>Grzegorz Pawelec</b> Director Intelligence Unit, HydrogenEurope  <b>Dr. Christoph de Beer</b> Principal International Hydrogen Markets, Sasol
11:45	<b>Q&amp;A PANEL</b>
12:00	<b>PROJECT PRESENTATION</b> <b>Daures Green Hydrogen Project, Namibia</b>  <b>Lutz-Heiner Otto</b> Business Development Manager, Daures Green Hydrogen Village
12:20	<b>Q&amp;A PROJECT PRESENTATION</b>
12:30	<b>CLOSING</b>

**Manuel Neumann**

Senior Policy Officer, Division Business Networks

Ministry of Economic Cooperation and Development (BMZ)

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We are looking forward to insightful discussions, fruitful knowledge exchange and plenty of networking!

Your Green Hydrogen Business Alliance



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On behalf of



Federal Ministry  
for Economic Cooperation  
and Development

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