

# Argus Green Ammonia Live – Virtual Conference

24-25 March 2021 | Day 1



	CET	SGT	CDT	3:00 AM	5:00 AM	8:00 AM	10:00 AM	11:30 AM	2:00 PM	4:00 PM	5:15 PM	6:00 PM	7:00 PM
				10:00 AM	12:00 PM	3:00 PM	5:00 PM	6:30 PM	9:00 PM	11:00 PM	12:15 PM	1:00 AM	2:00 AM
				9:00 PM	11:00 PM	2:00 AM	4:00 AM	5:30 AM	8:00 AM	10:00 AM	11:15 AM	12:00 PM	1:00 PM
<b>Agenda</b>	<p><b>Regulatory policies in Japan, Singapore and Australia: Creating viable pathways for green ammonia</b></p> <ul style="list-style-type: none"> <li>What are the possible pathways for green ammonia within carbon neutrality goals? How will this impact market players?</li> <li>Supporting scalability and price competitiveness for green ammonia market creation</li> <li>How will regulatory framework for disruptive technologies allow them to compete with the incumbents?</li> </ul> <p>Shigeru Muraki, Representative Director, <b>Clean Fuel Ammonia Association</b> (formerly Green Ammonia Consortium)</p> <p>Matt Walden, Investment Director, <b>Australian Renewable Energy Agency (ARENA)</b></p> <p>Ng Yi Han, Acting Director - Innovation, Technology and Talent Development, <b>MPA - Singapore</b></p> <p>Moderator</p> <p>Andrea Valentini, Principal - Consulting Services, <b>Argus</b></p>												
	<p><b>The market for ammonia today: an overview and where to next?</b></p> <ul style="list-style-type: none"> <li>What is the potential size of the market for green ammonia and what is its development timeline?</li> <li>What are the main challenges for green ammonia uptake? Renewable energy supply: regional hotspots for renewable energy</li> <li>Potential trade flows for the future: new opportunities beyond fertilizers, towards energy and transportation?</li> </ul> <p>Andrea Valentini, Principal - Consulting Services, <b>Argus</b></p>												
	<p><b>Financing and Infrastructure for Green Ammonia Projects and Market Development: Key Questions</b></p> <ul style="list-style-type: none"> <li>What are the most likely green ammonia applications for investment in the medium term?</li> <li>What are the key regulatory requirements to get investments going?</li> <li>Who will be the first players active in green ammonia? Who will finance them, how, when and under what terms?</li> </ul> <p>Tim Buckley, Director of Energy Finance Studies, Australia/South Asia, <b>Institute for Energy Economics and Financial Analysis</b></p> <p>Frederic Lucenet, Global Head of Industry, <b>European Bank Reconstruction and Development (EBRD)</b></p> <p>Bert van der Toorn, Managing Director, Energy Sector - Global Lead Hydrogen, <b>ING Bank</b></p> <p>Moderator</p> <p>Neil D'Souza, Principal - Projects Consulting Services, <b>Argus</b></p>												
	<p><b>Keynote Panel: Building a Green Ammonia Market fit for supporting the Energy Transition</b></p> <ul style="list-style-type: none"> <li>What is the current state of the green ammonia supply chain?</li> <li>Which sectors will drive the growth of green ammonia?</li> <li>Cross-sector growth opportunities in a hydrogen economy</li> </ul> <p>Sacha Thacker, Chief Strategy Officer, <b>InterContinental Energy</b></p> <p>Magnus Krogh Ankarstrand, President Yara Clean Ammonia, <b>Yara International</b></p> <p>David Herrero Fuentes, Chief Operating Officer, <b>Fertiberia</b></p> <p>Moderator</p> <p>Ruth Sharpe, Editor - Ammonia, <b>Argus</b></p>												
	<p><b>Creating a level playing field using regulatory frameworks</b></p> <ul style="list-style-type: none"> <li>Where is policy emerging?</li> <li>How will Europe implement hydrogen and Green Deal strategies? What are the possible pathways for green ammonia? How will this impact market players?</li> <li>Supporting scalability and price competitiveness for green ammonia market creation within a hydrogen economy framework</li> <li>How will regulatory framework for disruptive technologies allow them to compete with the incumbents?</li> </ul> <p>Jacob Hansen, Director General, <b>Fertilizers Europe</b></p> <p>Matthew Williams, Principal Specialist - Strategic Regulatory Projects, <b>Lloyd's Register</b></p> <p>Bart Biebuyck, Executive Director, <b>Fuel Cells and Hydrogen Joint Undertaking (FCH JU)</b></p> <p>Andrea Gentili, Acting Head of Low Emission Future Industries Unit, <b>European Commission</b></p> <p>Moderator</p> <p>Trevor Brown, Executive Director, <b>Ammonia Energy Association</b></p>												
	<p><b>Demand side Panel: What do buyers need to see to make the switch to green ammonia?</b></p> <ul style="list-style-type: none"> <li>What price might consumers pay for green products</li> <li>How will consumers be motivated to pay for this product? (regulatory pressure? Investor pressure? Product price?)</li> <li>Offtake guarantees for projects: pathways for green ammonia use in single vs. multi-use applications – how will this be supported by regulatory frameworks?</li> </ul> <p>Berit Hinnemann, Senior Innovation Project Manager, Technical Innovation, <b>Maersk</b></p> <p>Attilio Pigneri, Founder &amp; CEO, <b>Hydrogen Utility</b></p> <p>Renate Krammer, Head of Innovation, <b>Uniper</b></p> <p>Moderator</p> <p>Oliver Hatfield, VP, Business Development, <b>Argus</b></p>												
	<p><b>Developing large scale water electrolysis - technologies for the advancement of the green hydrogen value chain</b></p> <ul style="list-style-type: none"> <li>Improving operational ratio improving the economics to ensure commercialisation possibility for green ammonia</li> </ul> <p>Presentation</p> <p>Dr. Andrei Zschocke, Senior Business Development Manager, <b>thyssenkrupp</b></p> <p>Panel discussion</p> <p>Andrew Dickson, Development Manager, Asian Renewable Energy Hub, <b>CWP Renewables</b></p> <p>Dr. Franziska Blindow-Prettl, CEO, <b>Planet Power Finance</b></p> <p>Cosma Panzacchi, Executive Vice President Hydrogen Business Unit, <b>Snam</b></p> <p>Moderator</p> <p>Tim Cheyne, VP Business Development, <b>Argus</b></p>												
	<p><b>Roundtable with thyssenkrupp</b></p> <p>Contact the conferences team to find out more.</p>												
	<p><b>Where to start? Adapting ammonia plants for green ammonia production vs. new builds</b></p> <ul style="list-style-type: none"> <li>Hybrid vs. new builds: the near term and long-term solutions</li> <li>Moves toward making green ammonia OPEX and CAPEX competitive: outlooks for renewable energy supply and electrolyser scalability</li> <li>Using artificial intelligence and big data analysis for an effective transition</li> </ul> <p>Denis Thomas, Global Business Development leader, Fuel Cell &amp; Hydrogen Technologies, <b>Cummins</b></p> <p>Cédric Philibert, Associate Research Fellow, Centre for Energy &amp; Climate, <b>IFRI</b></p> <p>Nikolaj Knudsen, Senior Director, <b>Haldor Topsoe</b></p> <p>Moderator</p> <p>Ruth Sharpe, Editor - Ammonia, <b>Argus</b></p>												
	<p><b>Blue ammonia's role in the transition towards green ammonia in a hydrogen economy</b></p> <ul style="list-style-type: none"> <li>Does blue ammonia have a place as a bridge between grey and green ammonia?</li> <li>Is the shift to green inevitable? How long will the blue ammonia market last?</li> <li>Will the carbon credentials of blue ammonia incentivise people to use ammonia as a fuel?</li> </ul> <p>Tue Johannessen, Head of Maritime Application and Viability, <b>Maersk McKinney Moller Center for Zero Carbon Shipping</b></p> <p>Jitendra Roychoudhury, Research Fellow, <b>King Abdullah Petroleum Studies and Research Center (KAPSARC)</b></p> <p>Ashley Harris, Senior Director, Environmental Performance and Innovation, <b>Nutrien</b></p> <p>Henrik Solgaard Andersen, Vice President Low Carbon Solutions, <b>Equinor</b></p> <p>Moderator</p> <p>Stephen Crolius, President, <b>AEA</b></p>												

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<b>Agenda</b>				<p><b>Power Generation in Asia: Green Ammonia's role in achieving carbon neutrality by 2050</b></p> <ul style="list-style-type: none"> <li>An assessment of Japanese, South Korean and Chinese plans to achieve carbon neutrality using hydrogen by 2050</li> <li>Australia: a hub of green ammonia production for export – government, policy strategy and new project development</li> <li>Challenges and opportunities: applicability to co-firing in coal plants, improved transportation efficiency, realising large-scale production and securing stable supply</li> </ul> <p>Bunro Shiozawa, <i>Senior Associate, Sumitomo Chemical (Innovation Strategy Coordinator, Energy Management, SIP)</i></p> <p>Akihiko Taniguchi, <i>Executive Officer Global Partnerships, JERA</i></p> <p>Eiji Ohira, <i>Director General, Fuel Cell and Hydrogen Office Advanced Battery and Hydrogen Technology Dept., NEDO</i></p> <p><b>Moderator:</b></p> <p>Andrea Valentini, <i>Principal - Consulting Services, Argus</i></p>	<p><b>Green Ammonia as Part of a Matrix solution for the Future of Marine Fuels</b></p> <ul style="list-style-type: none"> <li>Standards for the market: a robust regulatory framework from the IMO for 2050 goals?</li> <li>Realising economies of scale: creating an attractively priced solution for the maritime industry</li> <li>Location, location, location: infrastructure and proximity to existing storage facilities – plans for expansion?</li> </ul> <p>Hugo De Stoop, <i>CEO, Euronav</i></p> <p>Rob Stevens, <i>Director Ammonia Energy and Shipping Fuel Climate Neutrality, Yara International</i></p> <p>Charles Haskell, <i>Decarbonisation Programme Manager, Lloyd's Register</i></p> <p>Aoife O'Leary, <i>Director - International Climate, Environmental Defense Fund</i></p> <p><b>Moderator</b></p> <p>Nicolas Ganas, <i>Business Development Manager, Argus</i></p>	<p><b>Engine Technology Innovation for the Future: Designing an Engine in the 2020s for 2050 carbon-neutrality goals</b></p> <ul style="list-style-type: none"> <li>What are the possibilities and options seen so far for ammonia engines? Two stroke vs ICE?</li> <li>What are shipowners' considerations for converting to ammonia-powered engines?</li> <li>Where will there be the most uptake in use of ammonia fuelled engines?</li> </ul> <p>Kjeld Aabo, <i>Director New Technologies, MAN ES</i></p> <p>Kaj Portin, <i>GM Sustainable Fuels &amp; Decarbonisation, Wärtsilä</i></p> <p>Ulrik Andersen, <i>CEO, Golden Ocean Management</i></p> <p><b>Moderator</b></p> <p>Will Collins, <i>Editor - Freight, Argus</i></p>	<p><b>Market synergies for ammonia supply? Potential future interactions between the fuel, power and fertilizer sectors</b></p> <ul style="list-style-type: none"> <li>Connecting supply and demand for hydrogen: The benefits of green ammonia as an energy carrier</li> <li>Will ammonia producers for fertilizers, also become fuel producers? Is the fertilizer market a real market for green ammonia?</li> <li>Which sector will develop fastest and in which part of the world?</li> </ul> <p>Hans Vrijenhoef, <i>CEO, Proton Ventures</i></p> <p>Inti Serrano, <i>Green Ammonia Project Manager, Trammo</i></p> <p><b>Moderator</b></p> <p>Andrea Valentini, <i>Principal - Consulting Services, Argus</i></p>	<p><b>What is a European infrastructure that supports ammonia's adoption as a fuel in the energy transition?</b></p> <ul style="list-style-type: none"> <li>Energy infrastructure fit for supporting the energy transition - onshore/offshore solutions?</li> <li>Production, transportation and cracking of ammonia: energy and cost management challenges</li> <li>How might ammonia adoption in Europe develop?</li> </ul> <p>Dina Lanzi, <i>Head of Technology Development Hydrogen BU, SNAM</i></p> <p>Panagiotis Panousos, <i>Energy Transition Manager, DESFA</i></p> <p>Camel Makhloufi, <i>Power2X R&amp;D Program Leader &amp; E-Fuel Key Program Co-Manager, Engie</i></p> <p>Knut Nyborg, <i>CEO, Aker Clean Hydrogen (Zeeds Project)</i></p> <p><b>Moderator</b></p> <p>Ruth Sharpe, <i>Editor - Ammonia, Argus</i></p>	<p><b>What is a decarbonised fertilizer and what value-add does it bring to the fertilizer consumer?</b></p> <ul style="list-style-type: none"> <li>How to produce the most effective 'green' fertilizers whilst maintaining cost competitiveness? How may carbon capture play a role in curbing emissions?</li> <li>What are the most suitable types of fertilizer for green ammonia application? Which can be most easily converted?</li> <li>What is the value of the carbon footprint effect on the food production chain, and what is the value farmers and food industries can find?</li> </ul> <p>Joachim Christiansen, <i>SVP Sustainable Food Ecosystem, Yara International</i></p> <p>Tobias Birwe, <i>Head of Sales Fertilizer and Methanol, thyssenkrupp</i></p> <p>Jean-Luc Pradal, <i>Director General, Fertiberia France</i></p> <p><b>Moderator</b></p> <p>Oliver Hatfield, <i>VP, Business Development, Argus</i></p>	<p><b>Roundtable</b></p> <p><b>Power-to-X: linking renewable energy into clean fuels</b></p> <p>Led by</p> <p>Tristan Chapman, <i>Senior Vice President - Clean Energy, Lloyd's Register</i></p> <p>Contact the conferences team to find out more.</p>	<p><b>Round-up Panel: The strategic importance of green ammonia in the transition to a hydrogen economy and how might this be achieved?</b></p> <p>Trevor Brown, <i>Executive Director, Ammonia Energy Association</i></p> <p>Grigori L. Soloveichik, <i>Program Director &amp; Senior Advisor, ARPA-E &amp; Hydrogen and Fuel Cell Technology Office, US Department of Energy</i></p> <p>Jitendra Roychoudhury, <i>Research Fellow, King Abdullah Petroleum Studies and Research Center (KAPSARC)</i></p> <p>Dr Dolf Gielen, <i>Director - Innovation and Technology Centre, IRENA</i></p> <p><b>Moderator</b></p> <p>Oliver Hatfield, <i>VP Business Development, Argus</i></p>

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