

International outreach kick-start report

Background

The objective of the “export kick-start project” led by Australian Trade & Investment Commission (Austrade) is “to undertake co-ordinated international outreach to build Australia’s profile with major trading partners as a potential supplier”.

It has focused in 2019 on five activities.

Activity 1: Establish a joint presence at international and domestic events

This activity’s aim has been to showcase Australian hydrogen export capability and projects that can deliver clean hydrogen to North Asian customers. It has provided platforms to promote key Australian hydrogen industry reports, such as the CSIRO’s 2018 National Hydrogen Roadmap and ARENA’s 2018 Export Opportunity Report by ACIL Tasman. It has increased awareness about the development of the National Hydrogen Strategy.

Key outcomes:

- **February 2019:** Austrade hosted a “Team Australia” booth at the 15th Hydrogen and Fuel Cell Expo in Tokyo, with joint representation from Australian industry and state governments. Industry representatives developed contacts for potential partners and customers and gained a better understanding of global hydrogen trends and opportunities.
- **July 2019:** Austrade hosted a joint CSIRO seminar in Tokyo focusing on hydrogen collaboration and commercialisation opportunities between Japan and Australia. The seminar provided a platform for the eighty participants from across Australian and Japanese government, industry and academia to develop new connections and better understand the opportunities and challenges facing the industry.
- **August 2019:** Austrade hosted a delegation of 16 South Korean government and industry representatives led by Lee Won-Wook, the primary driver of hydrogen-related legislation through the Korean National Assembly. The delegates visited Canberra, Melbourne, Adelaide and Brisbane. They met with officials from government, business and academia. Closer relationships have resulted with Australian project proponents. Policy compatibility between Australia and South Korea’s national strategies was highlighted.
- **August 2019:** Austrade organised a briefing session for Australian clients and selected government agencies with the senior executive of the Japanese Green Ammonia Consortium (GAC). How Australian companies can participate was discussed.
- **September 2019:** Austrade worked to promote the Australian Hydrogen Forum in Sydney. The event addressed the policy, commercial and technical questions that need to be answered for a hydrogen industry to become a reality.

Activity 2: Develop a holistic Australian hydrogen value proposition

This activity’s aim was to develop an overarching Australian hydrogen value proposition in consultation with state and territory governments. Austrade developed materials that highlighted the advantages of partnering with Australia including our: abundant natural resources; availability of land and existing infrastructure; supportive government policies and programs; track record of exporting resources and energy to Asia; and R&D infrastructure. Austrade helped organise a hydrogen export roundtable event in Melbourne in May 2019 at

which state and territory government representatives discussed the Australian hydrogen value proposition. Austrade continues to refine the marketing material that promotes the value of building an Australian hydrogen industry.

Activity 3: Create global customer and investor target lists

This activity's aim was to work with Australian and international investors in existing or planned hydrogen pilot projects. Austrade has helped more than 40 parties make connections to assist them in building large-scale hydrogen projects.

Activity 4: Facilitate R&D collaboration to develop hydrogen related technology

This activity's aim included working with Australian academic, research and technical organisations to further their respective hydrogen research and development activities.

Outcomes include helping local institutions identify potential international collaboration partners and opportunities.

Activity 5: Share insights among the collective organisations global network

This activity's aim was to use Austrade's global network, spanning more 40 countries, to share insights to an international audience on the opportunities for investing in, and the development of, an Australian hydrogen industry.

Outcomes:

- Engagement with potential international investors and off-takers to update them on the Australian hydrogen opportunity.
- Worked with state and territory governments on visiting international delegations and by passing on potential investor leads.
- Coordinated meetings in Europe and Japan for Australia's Chief Scientist and other notable figures to talk about Australia's interest in developing a hydrogen export industry.
- Collaborated with the Department of Industry, Innovation and Science, NERA and Aurecon to organise an industry roundtable event in June 2019 focused on finance for hydrogen projects.
- Collaborated with the Australian Hydrogen Council (AHC) to organise a roundtable and video conference in July 2019 with 30 European investors interested in opportunities in Australia's hydrogen economy. The discussion covered the development of Australia's National Hydrogen Strategy, exports, transport refuelling infrastructure, decarbonising gas, support for the electricity system, energy storage and industrial use.
- Engaged with private sector advisers (e.g. law firms and corporate investment advisors) to share insights amongst respective global teams to progress client leads and highlight Australian opportunities.
- Shared information about Australian hydrogen developments to a global network of interested people via social media.

Conclusion

The Export kick-start project has helped to position Australia as a future supplier of choice to international buyers of hydrogen. Austrade will continue to attract international project developers and technology providers to develop the industry with Australian partners.