

September 15-20

# PTX delegation to Texas & Louisiana

**DANSK  
ERHVERV**  
Danish Chamber of Commerce

**Brintbranchen**  
HYDROGEN DENMARK

MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK  
*The Trade Council*



# welcome

On behalf of the Danish Chamber of Commerce, Hydrogen Denmark, and the Ministry of Foreign Affairs of Denmark's Energy Transition Advisory, we are proud to officially welcome you to this Texas and Louisiana Power-to-X delegation, which will focus on the rapidly growing renewable energy market in especially Texas and Louisiana.

Besides exploring the potential of the US energy transition market the delegation will also gain first-hand experience of how Danish solutions and technologies can help optimize the US hydrogen value chain, creating a sustainable future.



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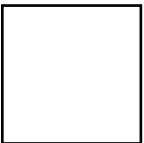


## Communication



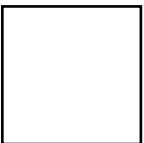
### LinkedIn

Scan QR code to follow our LinkedIn profile and see our post about the delegation throughout the week.



### Whatsapp

Scan QR code to join the Fact Finding Trip to DK group chat and receive day-to-day program updates throughout the week. If you are not able to access the chat, please reach out to Alex or Frederik.



### Google Drive

Scan QR code to access our Google Drive folder. We will be updating the folder every day with photos from the trip. Feel free to share yours as well.



Detailed  
program



Sunday

15/09



All day

The Westin Galleria  
Houston,  
5060 West Alabama  
Street, Houston, TX  
77056

**Arrival at George Bush Intercontinental Airport (IAH) & check in at the Westin Galleria Hotel.**

**Transport from IAH to The Westin Galleria Houston**

It is approx. a 45 min drive from IAH to the hotel. We don't recommend using public transport as it will take up to two hours, and you will need to change buses multiple times. We recommend taking a taxi, uber or lyft.

**Uber & Lyft:** Fares can be up to 40% cheaper than traditional taxi fares, but you'll need to download the app to create an account. Make sure to choose a driver with a good rating (between 4.5 and 5 stars), and to double check that the license plate, matches the one shown in the app. When you've arrived at your destination, you'll be given an option to add a tip, it is customary to add between 10 and 20%. If you use an Uber or a Lyft.

**Taxi:** Walk to the Taxi area outside the terminal, there is usually an airport employee ready to flag down a taxi or call one for you. Payments can be made either with credit card or cash (USD). Expect to be asked for a tip between 10% and 20%.

6:00 PM

Caso do  
Brasil/Maggiano's  
Little Italy/King  
Ranch Texas  
Kitchen (walking  
distance from the  
hotel)

**Kick-off dinner [TBD]**

Informal kick-off dinner to get to know the other delegation participants.  
Dinner is at own expense.

Monday

16/09



8:15 AM

**Meet in hotel lobby for departure for Greater Houston Partnership**

9:00 AM

701 Avenida De Las Americas, Houston, TX 77010

**Introduction to program, Texas and the Gulf Region at Greater Houston Partnership**

- Welcome note by Morten Siem Lynge, Consul General of Denmark
- Introduction to Texas and setting the scene on regional economic developments, Jeffery Blair, Senior Director at Greater Houston Partnership
- Renewable energy and PtX developments in the Gulf region, by Stevan Jovanovic, Managing Director and Partner at Boston Consulting Group

**Panel discussion on market developments and how to do business in the Gulf region**

- US First Ammonia, participant is TBD
- Kay McCall, CEO of Renewable Energy Alliance Houston and Board Member of EDP Renewables.
- Stevan Jovanovic, Managing Director and Partner at Boston Consulting Group

**Participating US organizations:**

**Greater Houston Partnership (GHP) [confirmed]**

GHP is an economic development organization that serves the Greater Houston area. In 2023, the Partnership assisted in 31 economic development wins, accounting for more than \$1.8 billion capital expenditures and more than 4,316 new jobs for the region.

**REAL [confirmed]**

Renewable Energy Alliance Houston (REAL) was founded in 2020 by renewable energy incumbents in support of the growing clean energy community in Houston. REAL promotes connections and community amongst companies and organizations working in clean energy and the broader energy transition.

**US First Ammonia [TBC]**

One of the world's pioneering green ammonia producers and thus green H2 off-takers, First Ammonia uses state-of-the-art SOEC technology powered by renewables. Its flagship green ammonia project in Port Victoria, TX, is currently being developed in close collaboration with Danish company Topsoe.

Monday

16/09



**Boston Consulting Group (BCG)** [confirmed]

BCG is deeply involved in the energy transition. Stefan Jovanovic, Managing Director & Partner, will give strategic insights on navigating the complexities of adopting green hydrogen technologies. This will be followed by a Q&A session and audience engagement, providing a unique opportunity to gain specific answers and input to the decarbonization in the US.

11:30 AM –  
1:00 PM

Location TBD

**Lunch w. Ørsted** [TBC]

Ørsted is a global leader in renewable energy, specializing in sustainable solutions such as offshore and onshore wind, battery energy storage systems (BESS) and PTX-production. Ørsted has a significant presence in Texas, with ~200 employees. At Ørsted we will learn about their current and upcoming projects in Texas (and the US), with an emphasis on their new strategic investment in BESS and PTX-projects including the large Project Star e-Methanol project that just received \$100m in Department of Energy funding.

1:30 PM –  
2:45 PM

711 Louisiana Street,  
Suite 1100 Houston,  
TX 77002

**Visit to High Innovative Fuels (HIF)** [confirmed]

HIF is a global alternative fuels producer with 163 employees operating in 5 different countries. HIF utilizes a combination of captured carbon dioxide (CO<sub>2</sub>) and green hydrogen to create synthetic fuels, their goal is to produce 150.000 barrels by 2035. HIF will talk about their US-projects and ways of collaboration with HIF.

3:30 PM –  
4:45 PM

1500 Post Oak Blvd,  
Houston, TX 77056

**Visit to Woodside Energy** [confirmed]

Woodside Energy is an Australian based energy company with more than 5000 employees of which 600 is based in Houston Texas. In 2022, Woodside had a revenue US\$ 16.82 billion. Woodside Energy will share their insights on the American market and provide you with a run through of their Climate Transition Action Plan.

5:30 PM –  
6:30 PM

**Executive time at the Westin Galleria Hotel**

7:00 PM –  
9:00 PM

1030 Memorial  
Brook Blvd, Houston,  
TX 77084

**Social activity and dinner at Top Golf**

Enjoy driving golf balls down the range and see who can make the most points!



Tuesday

17/09



9:00 AM – 10:45 AM  2107 CityWest Blvd, Houston, TX 77042	<b>Visit to Equinor</b> [confirmed] Steinar Eikaas, Head of Low Carbon Solutions at Equinor, will be presenting their overall renewable strategy in the US, highlighting some of their offshore projects on the East Coast. Moreover, Equinor will be presenting their work with CCS and DAC.
11:15 AM – 12:30 PM  Location TBD	<b>Shell</b> [confirmed] As part of their commitment to achieve net-zero emissions by 2050, Shell is investing heavily in clean technologies, including wind, solar, and hydrogen, positioning themselves as a leader in the sustainable energy transition. Shell will present their upcoming pipeline of renewable energy projects and discuss their current challenges in the American market.
1:00 PM – 2:00 PM  777 North Eldridge Parkway	<b>Lunch with Energy Corridor</b> [TBC] Energy Corridor is a world leading energy hub, home to some of the world's largest corporations, and plays a vital role in making Houston the energy capital of the world. This will be a unique opportunity to engage with a leading cluster at the forefront of energy and energy transition.
3:30 PM – 4:30 PM  Location TBD	<b>Meeting with British Petroleum (BP)</b> [TBC] BP will present their investments in "five transition growth engines"; EV charging, renewables and power, bioenergy, hydrogen and convenience. Moreover, they will provide you with insights on a few of their upcoming projects.  <b>Technip Energies</b> (TBD / Alternative to BP or Woodside) Leading EPC, contracting some of the largest eSAF projects, with advanced technologies in both green & blue hydrogen, CCUS and biofuels production.
TBD	<b>Executive time at the Westin Galleria Hotel</b>
7:00 PM	<b>Reception at Saint Arnold / Karbach / Flora – Mexican restaurant</b> [TBD] Reception dinner with invited energy stakeholders and the Danish business community in Texas.

# Wednesday

# 18/09



8:00 AM –  
9:00 AM

Location TBD

## Meeting with Pattern Energy [confirmed]

Pattern develops and constructs solutions within wind, solar, transmission, and energy storage projects. Pattern will share some of their challenges on the American market as developer of green energy solutions.

TBD

## Flight to New Orleans International Airport (MSY) from George Bush Intercontinental Airport (IAH)

TBD

Location TBD

## Site visit at Worley or JACOBS [TBD]

### Participating organizations:

#### Worley

EPC involved in several large-scale green hydrogen initiatives worldwide. This includes full EPC delivery across the energy transition and resources sectors. As well as their Hydrogen Center of Excellence in Baton Rouge, Louisiana, they have a leading presence in the direct air capture (DAC) market.

#### JACOBS

One of the worlds largest consultancy/EPC's engaged in global energy transition in all from fesibility studies to design, engineering, project management & implementation (EPCM). Active in a wide range of renewables & Power-to-X technologies, projects and innovations in decarbonization and supports the State of Louisiana's Strategic Roadmap for Offshore Wind.

TBD

Virgin Hotels New Orleans: 550 baronne Street, New Orleans, LA 70113

## Check in at hotel

5:00 PM –  
7:00 PM

1001 Poydras Street, New Orleans, LA 70112

## Dinner at Copper [confirmed]

Dinner with locally invited energy stakeholders.

Thursday

19/09



8:00 AM –  
10:15 AM

1100 Poydras  
Street, Suite 3475,  
New Orleans, LA  
70163

**Breakfast meeting and Louisiana overview at Greater New Orleans (GNO)**  
[confirmed]

**Introduction to Louisiana**

- Program introduction and welcome note
- Introduction to Louisiana’s renewable energy industry
- State Director of Energy
- Company presentations

**Policy dialog with Jason Lanclos, Director of Louisiana Department of Natural Resources, on underground storage and PtX in Louisiana.** [TBC]

- Current energy landscape and forecast of energy mix in the future.
- Challenges and opportunities integration and developing renewable energy.
- The importance of public-private partnerships.

The GNO is an economic development organization that serves the Greater New Orleans Area. Speakers from GNO will give a presentation on the energy relevance of Louisiana, and how the energy sector plays a big part in the economic development of New Orleans.

12:00 PM –  
1:30 PM

155 West 10th  
Street, Reserve, LA  
70084

**Ports and tenants tour. St. Charles Clean Fuels. Present TOPSOE supported project** [confirmed]

St. Charles Clean Fuels is a development company jointly owned by CIP and Sustainable Fuels Group is exploring the feasibility of building the production and export facility. The company envisions a facility designed to produce one of the world’s cleanest sources of blue ammonia utilizing Topsoe’s SynCOR™ technology, incorporating self-generated hydrogen fuel and capturing and sequestering over 90 percent of the carbon dioxide emissions produced during the ammonia manufacturing process.

2:00 PM –  
4:00 PM

Location TBD

**Metting with CF Industries** [confirmed]

CF Industries are investing in both blue and green decarbonization pathways, with \$100 million to install a 20MW alkaline water electrolyzer, that will supply hydrogen to existing ammonia plants to produce up to 20,000 tons of green ammonia annually. And ~\$200 million to build a carbon dioxide dehydration and compression unit that will enable the transport and sequestration of CO2, managed by ExxonMobil Low Carbon Solutions. Project enables the first significant volume of low-carbon ammonia that will be available to support the decarbonization goals of end users.

Thursday

19/09



5:00 PM

**Executive time at Virgin Hotels New Orleans**

Virgin Hotels New Orleans: 550 baronne Street, New Orleans, LA 70113

6:30 PM – 8:00 PM

**Dinner [TBD]**

*Location TBD*

Friday

20/09



8:00 AM –  
11:00 AM

5100 River Rd.  
Avondale, LA, 70094

**Breakfast meeting at Avondale Global Gateway (AGG) and site tour of Gulf Wind Technology (GWT) facilities** [confirmed]

Speakers from AGG will talk about their partnership with GWT and Shell on their joint investment in project Hurricane. A research project that aims to develop wind turbines that withstand the unique weather conditions of the Gulf of Mexico.

12:00 PM –  
1:00 PM

*Location TBD*

**Talks with NextEra** [TBC]

NextEra Energy is actively exploring and investing in hydrogen and Power-to-X technologies as part of its strategy to expand its renewable energy portfolio and support the transition to a low-carbon future. They are here to discuss their growing portfolio in Louisiana and to present the unique opportunities the state of Louisiana holds for renewable energy deployment.

1:30 PM –  
2:30 PM

*Location TBD*

**Talks with Entergy** [TBC]

Entergy is a Fortune 500 company that powers life for 3 million customers through their operating companies in Arkansas, Louisiana, Mississippi and Texas. They are in a joint development agreement with NextEra Energy to develop ~4.5GW of solar generation and energy storage projects.

3.00 PM –  
4.00 PM

*Location TBD*

**Final remarks and evaluation of delegation**



# The Us-Denmark Green Hydrogen Alliance

In 2022, the Trade Council of Denmark in North America established the US-DK Green Hydrogen Alliance. The Alliance aims to accelerate the production of green hydrogen on both sides of the Atlantic and gain Danish companies access to market opportunities within the rapidly growing US hydrogen industry.

Through the Alliance, our Advisors across North America will promote the Danish hydrogen story, support alliance members with market entry strategies, create partnership and knowledge-sharing opportunities, and keep alliance members updated on the latest US hydrogen developments.

The US-DK Green Hydrogen Alliance currently consists of eleven leading Danish energy companies, all looking to inspire and outline the hydrogen potential in the US for key stakeholders and authorities.



# contact



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