H2Uppp Forum Hamburg

Sustainable Fuels of the Future – Brazil´s Strategic Potential

Date: 20 October 2026,
Time: 10:15 a.m. to 11:15 a.m.
Location: Hydrogen Technology World Expo, Hamburg, Germany
Room: Open Theatre Forum – Hall B7

Brazil is rapidly moving from renewable energy potential to concrete, investable e-fuels projects. This panel brings together three complementary pathways for scaling e-fuels production in the country: industrial integration, circular carbon and feedstock diversification, and export-oriented infrastructure, showing how these approaches connect and reinforce one another on the path toward commercial deployment. Through short case-study presentations followed by a moderated discussion, the session will highlight the country's competitive advantages, key market drivers, and the role of public-private cooperation in accelerating investment and connecting Brazilian projects to international value chains.

This session explores the essential building blocks required to transform Brazilian renewable molecules into internationally traded commodities. Through complementary perspectives from industry, finance, infrastructure and public institutions, the discussion will examine how Brazil and the European Union can jointly establish trusted, bankable and scalable e-fuels value chains. The discussion will address where the most attractive business opportunities lie across the value chain, what partnerships are needed to advance projects toward FID, and what would make Brazilian e-fuels projects investable at scale.

The event will bring together experts and industry representatives to discuss Brazil's strategic potential in the development of sustainable fuels and Power-to-X solutions. The session will address opportunities for innovation, industrial cooperation, and the country's role in global energy transition chains.

In partnership between the European Union and Germany's Federal Ministry for Economic Affairs and Energy (BMWE), this initiative advances Brazil's Green Hydrogen Roadmap through regulatory strengthening, infrastructure planning, investment promotion and project de-risking directly contributing to the objectives of the International Hydrogen Ramp-Up Programme (H2Uppp) and the EU's Global Gateway strategy for Latin America.

This action is jointly financed by the European Union and Germany. It is implemented under Germany's Federal Ministry for Economic Affairs and Energy – BMWE's International Hydrogen Ramp-Up Programme (H2Uppp)

Global Gateway

Federal Ministry for Economic Affairs and Energy

Implemented by: giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Partnership: apexBrasil

AHK

Agenda (60 minutes)	
10:15 - 10:20 am 05 min	**Opening Remarks** ***Guarani de Morais, Foreign Direct Investment Analyst, ApexBrasil*** ***Isabela Santos, Coordinator H2Uppp Brazil, GIZ***
10:20 - 11:10 am 50 min	**Brazil's Perspectives** **Introduction to the session:** Each speaker will briefly present their project or perspective (08 - 10 minutes), focusing on key experiences, challenges, solutions, and lessons learned, followed by a moderated discussion led by ***Isabela Maciel, Special Advisor, National Industrial Apprenticeship Service (Senai)**** **E-Fuels: From Projects to Global Business Opportunities** An overview of Brazil's emerging e-fuels market, highlighting the country's competitive advantages, key European Union market drivers, and the role of collaborative projects in accelerating commercial deployment, attracting investment, and connecting Brazil with international value chains. ***Fernanda Delgado, CEO, Brazilian Green Hydrogen Industry Association (ABIHV)*** **Siemens/Cocal** **Renewable Methanol through Industrial Integration** How e-methanol supports the project's decarbonization strategy, creates new business opportunities from existing industrial assets, and contributes to the development of a competitive renewable molecules market. The presentation will discuss the commercial outlook for industrial e-fuels, key technology requirements, and opportunities for strategic partnerships. ***Peter Ammann, Global Head for Hydrogen Competence Center, Siemens AG*** **Morro Pintado** **Building an Export Platform for E-Fuels** How large-scale infrastructure can enable Brazil to become a competitive supplier of renewable fuels for international markets. The presentation will address the project's vision for export-oriented production, logistics integration, market opportunities and the partnerships required to scale e-fuels. ***Nils Gleißner, Technical Sales Manager, ThyssenKrupp Uhde***
11:10 -11:15 am 5 min	**Closing Remarks** ***Sibyl Scharrer, Project Officer Hydrogen International, Erneuerbare Energien Hamburg (EEHH)***

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