

Race to Net Zero Activation: Hydrogen Day

Scotland's Race to Net Zero Hydrogen Day was a hybrid programme of in person and virtual activity that was delivered on 23 March 2022 in the UK Pavilion Inspiration Gallery.

Working with the Bray Leino to ensure the programme could be accessed both in person and virtually the day consisted of four sessions:

- 1) Ministerial Keynote Address,
- 2) Building a successful Hydrogen economy,
- 3) Scottish leaders in Hydrogen and
- 4) SME company showcase.

The programme was developed by internal colleagues, including SDI & SE Energy sector specialists ensuring there was a diverse panel of experts from across Scotland's Hydrogen sector. The programme featured industry and academic representatives, with fifteen speakers from Scotland and representation from high profile UAE experts, including Abhu Dhabi National Oil Company's (ADNOC) Group Climate Change Officer. The day was moderated by two GlobalScots, Ryan McPherson, the Middle East Director for the Energy Industries Council and Mhairi Main-Garcia, Denton's Middle East Energy Specialist.

Before the event, a GlobalScot Pitching Session was organised to help companies prepare and to raise their awareness to GlobalScots so that GlobalScots could identify valuable contacts for them.

Highlights

Scotland's Race to Net Zero Hydrogen Day was very well attended, with standing room only in the venue – Scotland Team were told it was the busiest business event delivered in the UK pavilion over the whole period of Dubai Expo. The event gave us a fantastic platform to promote Scotland's hydrogen sector to the UAE, Middle East and the rest of the world.

The event was wide-reaching in terms of the audience due to Expo's international nature and was beneficial in targeting multiple priority countries at the one time. We received substantial Press and PR coverage from this event, and it gave us an excellent opportunity to promote Scotland as a leader and forward thinker when it comes to the energy transition. Overall nine pieces of positive media coverage in both English and Arabic with a total of 111k estimated online coverage views, and a potential audience reach of 38.6 million.

The event highlighted and showed to Scotland (officials and companies) the scale, ambition and multitude of the trade and investment opportunities in the UAE's Clean Energy Sectors.

Trade Mission

A successful trade mission programme ran alongside the Race to Net Zero Hydrogen Day. This included:

- A Scottish Hydrogen Pitching and Networking event in partnership with the MENA Clean Energy Business Council.
- A guided tour of Sharjah's Research and Innovation Park, one of the park's key focus areas is Hydrogen.
- First of their kind, Hydrogen clinics with the UAE's top three energy entities: ADNOC, TAQA and MASDAR.

Outcomes

Even in the short time that has passed since the event we are already seeing strong interest from the UAE to engage with Scotland on Energy. The UAE's Minister of the Economy and a commercial delegation, heavily consisting of energy perspectives, are due to visit Scotland.

Mubadala and Masdar have confirmed they will be visiting Scotland as part of a programme of promoting investable Scottish opportunities in the key sectors aligned to Mubadala and Masdar, objectives and initial discussions have taken place with TAQA about a potential visit.

An MOU was signed between MENA's Clean Energy Business Council and the Scottish Hydrogen Fuel Cell Association to boost collaboration in the Hydrogen sector.

All company evaluations not yet received but outcomes from those submitted so far:

- 100% of companies were Very Satisfied or Satisfied with the trade mission overall
- 172 new business connections/potential leads identified
- 38 potential new customers identified
- Combined forecast in increased international turnover of £82.85m
- One company has entered into discussion with a UAE investor about a potential multi-million-pound investment in a Scottish Hydrogen project.

Learnings

Without an event such as EXPO, it would have been very challenging to make the level of connections we did. The event's platform really made senior UAE stakeholders take notice, both of which will have long-term benefits for trade and investment.

While in its infancy, the Hydrogen sector is due to grow exponentially, with the UAE hoping to control 25% of the Hydrogen Market. Given the time it takes for companies

to enter the market, now was the right time to start building relationships and position Scotland as a leader in this area.

The UAE see Scotland as strategically important from an energy investment perspective. Many conversations touched on both investment and trade. The importance of Government to Government relations in driving Trade & Investment opportunities remains paramount.

Having UAE perspectives on the main panels was key to demonstrating the commonalities between both countries and helping build relationships at a company level for Trade and Investment opportunities.

The event was heavily publicised through social media channels and utilising in-market connections; the relentless efforts to promote the event led to strong in-person and virtual attendance. Having a PR agency was critical to the media coverage that we received.

Expo is an unknown for many, and the financial support for the companies travel and accommodation was essential; without this, recruitment for a non-standard trade show/mission, combined with Covid, would have been challenging.

Recommendations & Next Steps

- Further Ministerial engagement should take place where possible to build this relationship. ADIPEC in Abu Dhabi would provide good opportunities for further dialogue.
- Consideration should be made to look at how best to capitalise on the investment opportunity that the UAE creates.

Race to Net Zero Activation: Food Security & Environmental Monitoring (Climate Tech)

Due to the new Covid variant, the original two day Race to Net Zero Event planned for January 2022 had to be re-scheduled to March. The implications of this meant holding the Climate Tech event on a Friday (25th) which was the only date available in the UK Calendar. Recognising potential impact on audience numbers, as Friday for many workers in the UAE is half day, a shorter programme was developed to reflect this and ensure best possible attendance / audience participation.

Under the Climate Tech theme, the programme covered Food Security, Waste, Agritech and Environmental Monitoring. The programme was developed predominantly by internal colleagues (Expo Core team, SDI & SE Space sector specialists, Marketing), although Scotland IS were brought in to assist with supporting the programme development.

The Climate Tech programme consisted of:

- 1) Keynote Welcome from Mr McKee – who outlined how climate technology that will be crucial in the forthcoming years as we collectively charge towards our aims to be Net-Zero.
- 2) Panel Discussion on How Climate tech solutions can deliver net zero, which invited perspectives from Industry, Innovation, Academia & Government
- 3) Company Pitching session - which invited Scotland's most innovative companies actively working around farming, nature, food, waste as well as those taking steps towards real time environmental monitoring. 6 Climate Tech companies pitched their innovative solutions to the audience.

Whilst the team ensured we had a strong representation of panellists for the event, the decision was made to secure panellists and speakers who were already in market to reduce our carbon footprint.

The application process developed for Space was replicated for our Climate Tech event and invited companies to apply for the opportunity to be part of the Climate Tech Day at Expo and wider Trade Mission programme. 6 innovative companies were successful in their applications, and the chosen companies were Trade in Space, D-CAT, R3-IoT, Topolytics, IGS & Space Intelligence. Again, these companies were given £1000 to support their flight & accommodation costs. Prior to the event a one to one coaching session was offered to each participating company by the Expo and SE Capital Investment Team to prepare/coach the companies for the pitching event.

In addition to the Expo Programme, a Trade Mission Programme was developed for our six Climate Tech companies, this consisted of a combination of group visits to some of the big players in the UAE – such as Masdar, Silal, Sharjah Research Technology and Innovation Park (STRIP). In addition individual one to one connections were made for other key players for the Climate Tech companies as part of the programme.

Outcomes

- Total 55 Attendees - 30 attendees in person + 25 virtual attendees.
- The 6 Scottish Companies who travelled to the UAE for our Climate Tech event made over 46+ new connections as a result of this event
- 19 Potential new customers made, and 7 potential JV partners identified.
- ~£1m worth of new business value was forecast from the 2 companies who quantified the value as a result of participating at Expo.
- 12 Jobs have been safeguarded as a result of attending this event

Feedback from companies that attended was overwhelmingly positive with all 100% companies "Highly Satisfied" by the Mission & Event. Companies gained a strong understanding of the UAE market, with a number of new connections made during the visit.

“A very well structured and managed trip. My needs were factored in, and we were introduced to some real opportunities. Now need to translate that into inward investment into our team in Glasgow” Phil Mc D-CAT

“I am convinced the connections we made will support business growth in the next 12 months”. Murray Collins, Space Intelligence

“It’s been a fantastic mission. Thanks for all your help and support SDI/SE. I’m looking forward to lots of follow ons and collaborations” Allan Cannon, R3-IOT

“Yes, this was a very worthwhile event, and helped us to understand more about the situation in Dubai, firm up on plans to enter the market, and make new contacts who could support us with that ambition”. Robin Sampson, Trade in Space

“It was a pleasure and a privilege to be part of the mission. Team SDI did a great job. Congratulations. Here’s to business in the UAE” Michael Groves, Topolytics

Highlights

The Trade Mission and broader events highlighted showed to Scotland (officials and companies) the scale, ambition and multitude of opportunities in the Climate Tech space in the UAE and was a great addition to Scotland’s Space Day.

New connections were made as a result of our Expo Event & Trade Mission with some key organisations in the UAE, and a huge number of introductions made. A summary of the connections made is illustrated here:

Learnings

From Space Day we identified multiple cross over sector opportunities i.e., the role that space data and technology can play in monitoring agriculture, climate, marine, energy, weather etc. The Race to Net zero provided Scotland with a great platform to engage with these other sectors and highlight how space enabled technology can benefit them.

The connections made and wider programme to the event at expo made this a highly worthwhile and successful mission

Stronger overarching story for Scotland by having a Race to Net Zero series of events during the week, however there was some cross over and competition in terms of audience between the Hydrogen & Climate Tech events.

The financial support for the companies travel and accommodation was essential, without this recruitment for i) a non-standard trade show/mission; ii) Expo being an unknown for many, and iii) during Covid times would have been a challenge.

Recommendations & Next Steps

- Deep dive into how the downstream EO data can be utilised in market (particularly to support agriculture/sustainability, but also for smart city development, construction projects, energy, and water)
- Ministerial engagement with UAE Space Agency for future Minister visits or alternatively consideration of an inbound mission from key UAE Space/Government representatives
- SDI Science & Technology in market resource to build on the relationships made and take forward