



Navigating the Future: Innovation, Energy, and Strategic Partnerships in a Changing World

Steinbeis Competence Group EAST-WEST

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A Changing World

From the urgent realities of climate change to geopolitical shifts:

The future is increasingly unpredictable, uncertain and interconnected.



Who can solve problems?

By continuously investing in R&D, societies can proactively develop solutions for current problems while preparing for future challenges.

- **R&D intensity of Baden-Wuerttemberg: 5.64 % of GDP***

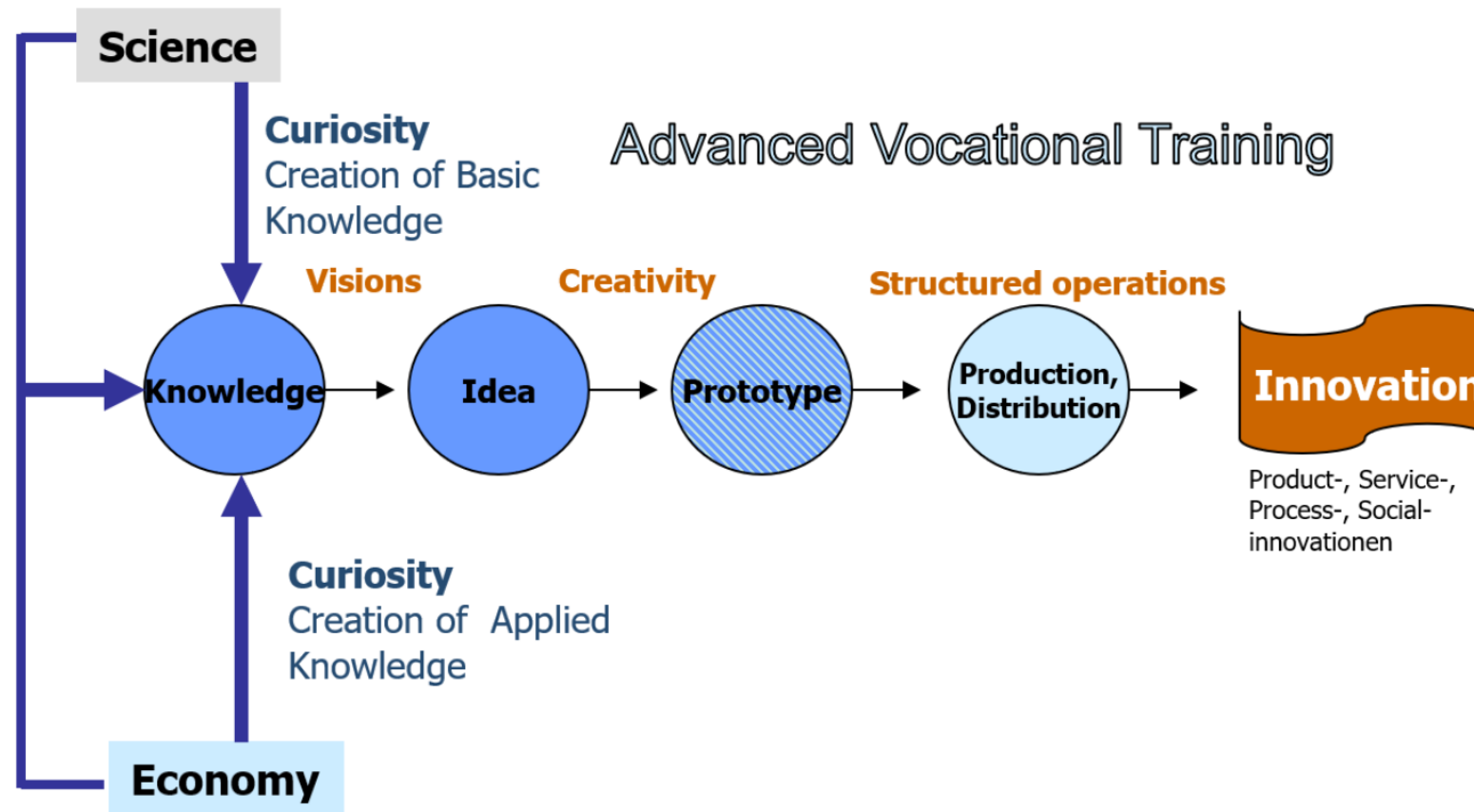
Others*: USA 3.45 % | Japan 3.26 % | Germany 3.13 % | China 2.40 % |
EU 2.27 % (e.g. Romania 0.48 %) | India 0.64 %



* 2021



Transfer Knowledge into Innovation





Revolutionizing the Economy through Energy Transition



Example Germany:

- nuclear power plants are closed
- decision to reduce the consumption of fossil energies towards zero is taken

The focus on renewable energies means, among other things: higher energy costs, need for reliable energy storage and grid management solutions.

To know in regard of supply chains: Leading German enterprises demand CO² neutral production and logistics from their suppliers.



Opportunity: Hydrogen Demand

By 2040, hydrogen is forecasted to constitute approximately 15% of **Baden-Württemberg's** final energy consumption, assuming a total energy usage of, with hydrogen demand at 30 TWh.

To meet this demand, **substantial import capacities and pipeline infrastructure** will be essential, as Baden-Württemberg is expected to produce only a small portion of green hydrogen locally through electrolysis.

Approach: everyone who needs hydrogen in Baden-Wuerttemberg should get hydrogen.

➔ **Where from to get approx. 900,000 tons green hydrogen per year?**

Project Example and Tasks

From 2025, the **new power-to-gas plant** at Energiedienst's Wyhlen hydropower plant will produce up to 720 metric tons of green hydrogen per year.

Technological challenge:

- a more efficient electrolysis must be developed in order to increase the production capacities significantly



Southern Germany's largest plant for green hydrogen is being built at the Grenzach-Wyhlen site. <https://www.enbw.com/company/press/enbw-starts-marketing-green-hydrogen.html>



Example of a New Partnership

Caspian-EU green corridor - unlocking Central Asia's potential

A Black Sea Energy Submarine Cable will connect Azerbaijan-Georgia with Romania-Hungary to supply Europe with green Energy.

Delivery capability will be reached in 2029.



<https://en.trend.az/azerbaijan/politics/3824038.html>



Building Strategic Partnerships



Suitable partners in Europe, where Steinbeis Competence Group EAST-WEST is located:

- Germany - the Powerhouse of Innovation
- Romania - the Gateway to Europe
- Ukraine - the Hub of Resilience and Potential
(special situation: enormous rebuilding actions are required)

Each of these countries not only welcomes but actively seeks international partnerships that align with their strategic priorities, offering mutually beneficial opportunities for growth, innovation, and economic development.



Your Partner: Steinbeis Competence Group

Steinbeis Transfer Center
EAST-WEST Joint-Ventures
Stuttgart



Asociatia EARLY INNOVATORS
Bucharest



Steinbeis Transfer Management
Bucharest



Steinbeis Danube Center
Stuttgart



Steinbeis Danube Center
Vienna



1 Decembrie
1918
University
Alba Iulia

Danubius
University
of Galati

Valahia
University
Targoviste

Ion Mincu
University
Bucharest

Alexandru
Ion Cuza
University
Iasi

Constantin
Brancuse
University
of Targu Jiu

Steinbeis Azerbaijan
Baku



Technical
University
Cluj-Napoca

University
of Petrosani

West
University
Timisoara

Steinbeis Transfer Management
Uzhhorod



USAMV
Cluj-Napoca

Stefan cel
Mare
University
Suceava



Conclusions and Call to Action

- Proposal: follow the example of Baden-Wuerttemberg in generating knowledge and becoming innovative
- Invitation: Produce Green Hydrogen and export it to Germany
- Other topics: we are open to discuss with You!

Uniting expertise for a resilient tomorrow.



Join us in Navigating the Future

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