



Innovate  
UK



## GLOBAL BUSINESS INNOVATION PROGRAMME HYDROGEN: GERMANY

### GBIP DATES

#### Briefing event (online)

27<sup>th</sup> March 2024

#### Closing date for application:

1<sup>st</sup> May 2024

#### For successful applicants –

#### Pre-visit briefing workshop

12<sup>th</sup> – 13<sup>th</sup> September 2024

#### Innovation visit

20<sup>th</sup> – 25<sup>th</sup> October 2024

#### Post-visit exploitation workshop

6<sup>th</sup> December 2024

**FOCUS AREAS:** This Global Business Innovation Programme (GBIP) is particularly relevant for businesses with solutions for hydrogen use, production, storage & distribution as well as hydrogen enablers.

This GBIP, organised by Innovate UK, consists of a preparation phase in the UK, a six-day innovation visit to Germany, a post-visit exploitation workshop and follow-up support from an Innovate UK Innovation and Growth specialist, helping your business maximise the opportunities identified, including developing innovation projects with partners in the region.

**WHY GERMANY?** There has been a huge push to understand the role hydrogen can play in decarbonising hard-to-abate sectors. Germany was quick to establish itself as a world leader in this space by developing a tangible and practical hydrogen strategy that has been supported with major public sector investment.

### BENEFITS OF THE GBIP

- Explore innovation opportunities in Germany for Hydrogen, including participation in [The Hydrogen Technology Expo Europe](#)
- Get a better understanding of the challenges and opportunities of doing business in Germany
- Find potential innovation collaborators and partners and develop your network in the UK and globally
- Improve your company value proposition to international partners and investors
- Meet funding bodies from Germany and explore potential for funded innovation collaboration projects

[Find out more and apply >>](#)

The Global Business Innovation Programme brings together cohorts of up to 15 innovative UK SMEs looking to grow and scale globally. Each GBIP focuses on a specific country and technology or sector area and enables the businesses to build collaborations and partnerships and explore innovation opportunities.

The GBIP is structured around three main phases and each business will have a designated Innovate UK Innovation and Growth specialist to support them for the duration of the GBIP, including developing an action plan to capitalise on the opportunities identified. The three main phases of the GBIP are -

- **Getting ready for the market** Pre-visit briefing workshop to build knowledge and understanding of the market and potential opportunities, including how to do business, cultural aspects, how to protect your IP and training on how to improve your pitch and articulate your value proposition.
- **Visiting the market** Explore the innovation opportunities first-hand through meeting with key companies and research organisations and potential collaborators and partners through pre-arranged meetings and organised matchmaking.
- **Exploiting the opportunity** An exploitation workshop and one-to-one support from an Innovate UK Innovation and Growth specialist to follow up and take advantage of the opportunities identified.

### INNOVATION VISIT - EXAMPLE ITINERARY (Subject to change)

Date	Activity
Sunday 20 <sup>th</sup> October 2024	Outward flight from UK to Dusseldorf 'Get to know you' dinner
Monday 21 <sup>st</sup> October 2024	Innovation organisation visits – Dusseldorf
Tuesday 22 <sup>nd</sup> October 2024	Innovation organisation visit – Dusseldorf (am) Travel to Hamburg (pm)
Wednesday 23 <sup>rd</sup> October 2024	<a href="#">The Hydrogen Technology Expo Europe</a>
Thursday 24 <sup>th</sup> October 2024	<a href="#">The Hydrogen Technology Expo Europe</a>
Friday 25 <sup>th</sup> October 2024	Innovation organisation visit – Hamburg (am) Return travel from Hamburg to UK (pm)

**ELIGIBILITY** - To participate in this GBIP your business must be an SME and established in the UK. An individual senior person from the business will be expected to participate in all aspects of the GBIP.

**THE COST** - Innovate UK will organise and fund flights, hotels, and in-country logistics for participants on the innovation visit to the country. On acceptance to the GBIP, a commitment fee of £1000 (excl. VAT) will be obtained from each successful company which will be returned after their involvement in the GBIP activity. Non-attendance of any part of the GBIP after formal acceptance may result in forfeiting some or all of the fee. You will be sent a link to pay your deposit in order to confirm your place once you have been formally accepted on the GBIP.

**HOW TO APPLY** – There is a competitive process to participate in the GBIP following an evaluation process, in which only the best applicants will be successful. To apply, please complete the [online application form](#). This must be completed and submitted by midnight, 1<sup>st</sup> May 2024. Please note: expressing interest/making an application does not secure your place. Successful applicants will be informed by 10<sup>th</sup> May 2024.

**FOR MORE INFORMATION** - Please contact Rocky Moore, Innovation and Growth Specialist, Innovate UK Business Growth: [enquiries2@innovateukedge.ukri.org](mailto:enquiries2@innovateukedge.ukri.org) or 07845 261441.