

A photograph of a snowy mountain landscape. In the foreground, there is a body of water with ice floes. In the middle ground, a modern building with large glass windows is visible, reflecting the surrounding environment. The background features snow-covered mountains under a cloudy sky.

Invest in Norway- Value proposition development

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Invest in Norway is Norway's IPA (Investment Promotion Agency) and part of Innovation Norway



Pioneering sustainability – Norway as a battery nation



Challenge 1:

We need to have a greater understanding in terms of potential customer needs when it comes to attracting companies to either a) set up a battery factory (cell prod. or other) or b) become a part of the Norwegian battery value chain



Consequences: Missing out on finding our rightful and correct place in the evolving industry around Europe's growing battery industry

Action:

- **Activate stakeholders**
- **Test with potential clients and markets to understand needs**
- **Iterate and continue...**

We know that the demand is there...

Figure 3: Global battery industry growth by application and region by 2030

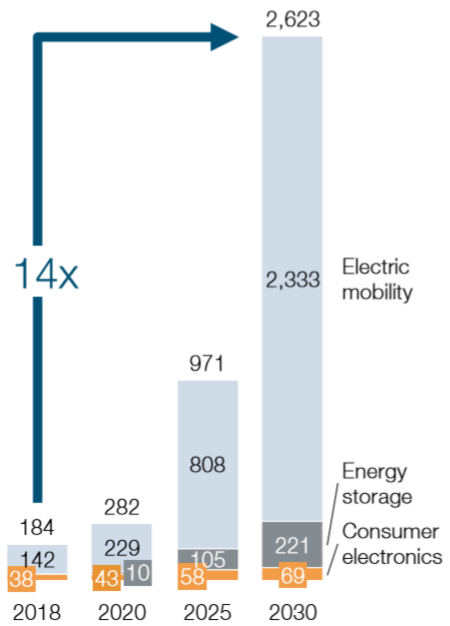
Compared to today, global battery demand is expected to grow by a factor of ~14 to reach ~2,600 in 2030

Global battery demand by application
GWh in 2030, base case

CAGR,
% p.a.

Global battery demand by region
GWh in 2030, base case

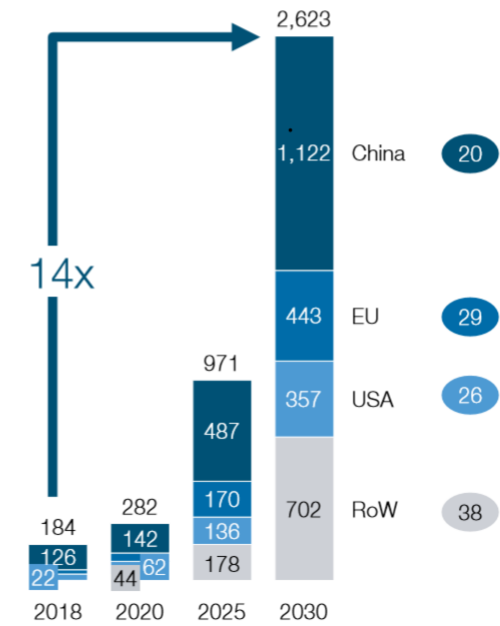
CAGR,
% p.a.



26

38

5



20

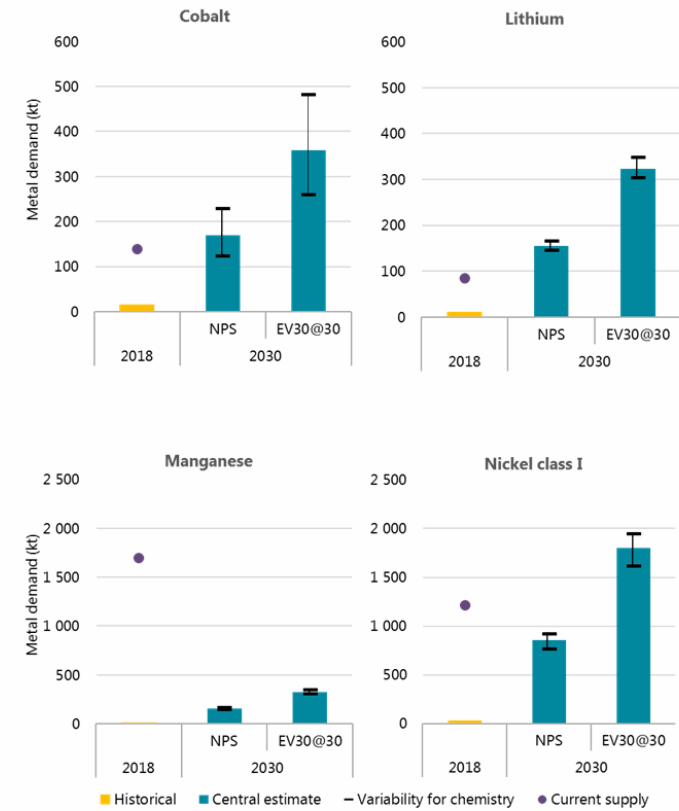
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26

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Figure 7

Increased annual demand for materials for batteries from deployment of electric vehicles by scenario, 2018-30

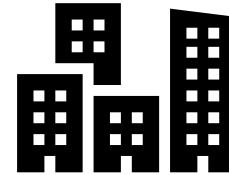
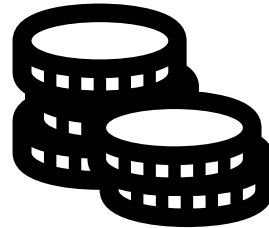
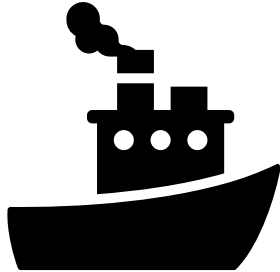


Source: IEA (2019). All rights reserved.

Notes: NPS = New Policies Scenario, kt = kilotonnes.

Cobalt and lithium demand are expected to significantly rise in the period to 2030. Cobalt demand has the largest variation due to the type of cathode chemistry. Cobalt and lithium supplies need to scale up to enable the projected EV uptake.

We do know some of the basics...



Pilotplant – 1GWh → 50 000m²
Giga - 35GWh → 500 000m²



Segment	Company name	HQ location	Company Responsible	Factory/R&D locations	European Locations	Revenue (RMB)	Email	Phone	Propositions/Comments
Materials and processing									



Norway

Challenge 2:

We need to have a greater understanding of the opportunities, solutions and evidence we as a country have to offer to meet the customer needs and a clearer message of our offerings

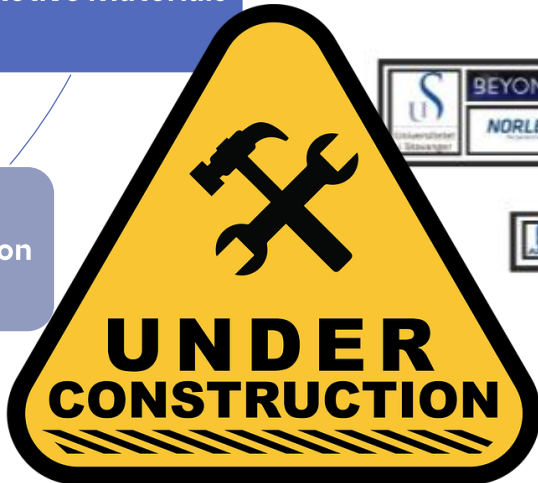
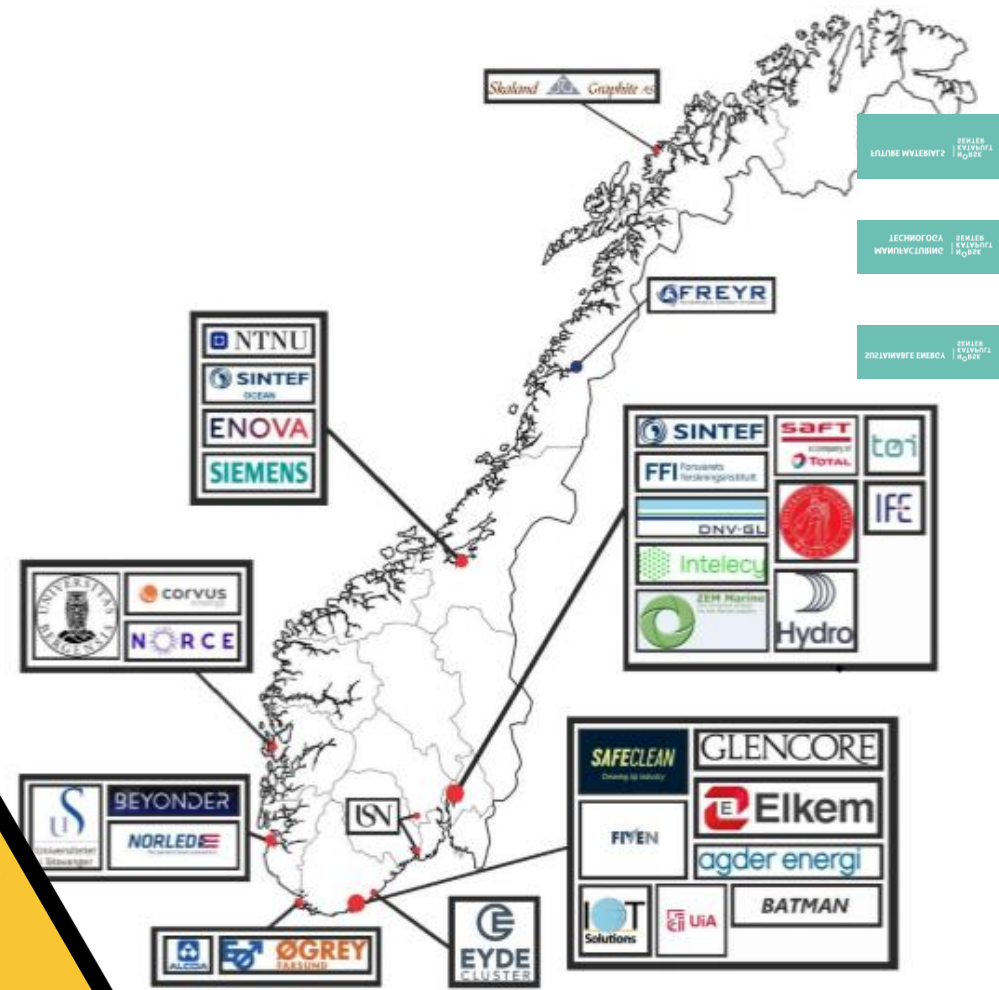
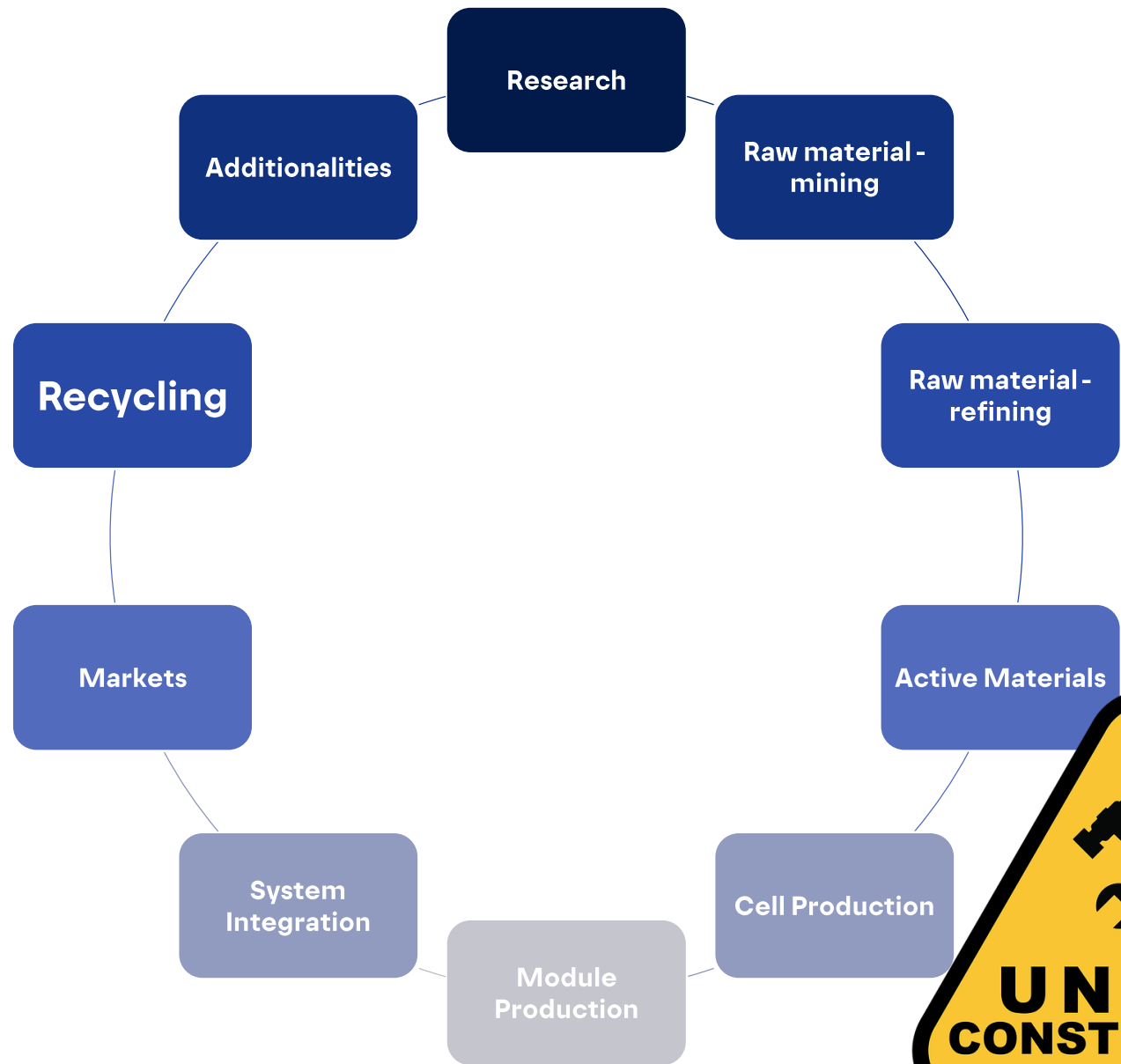


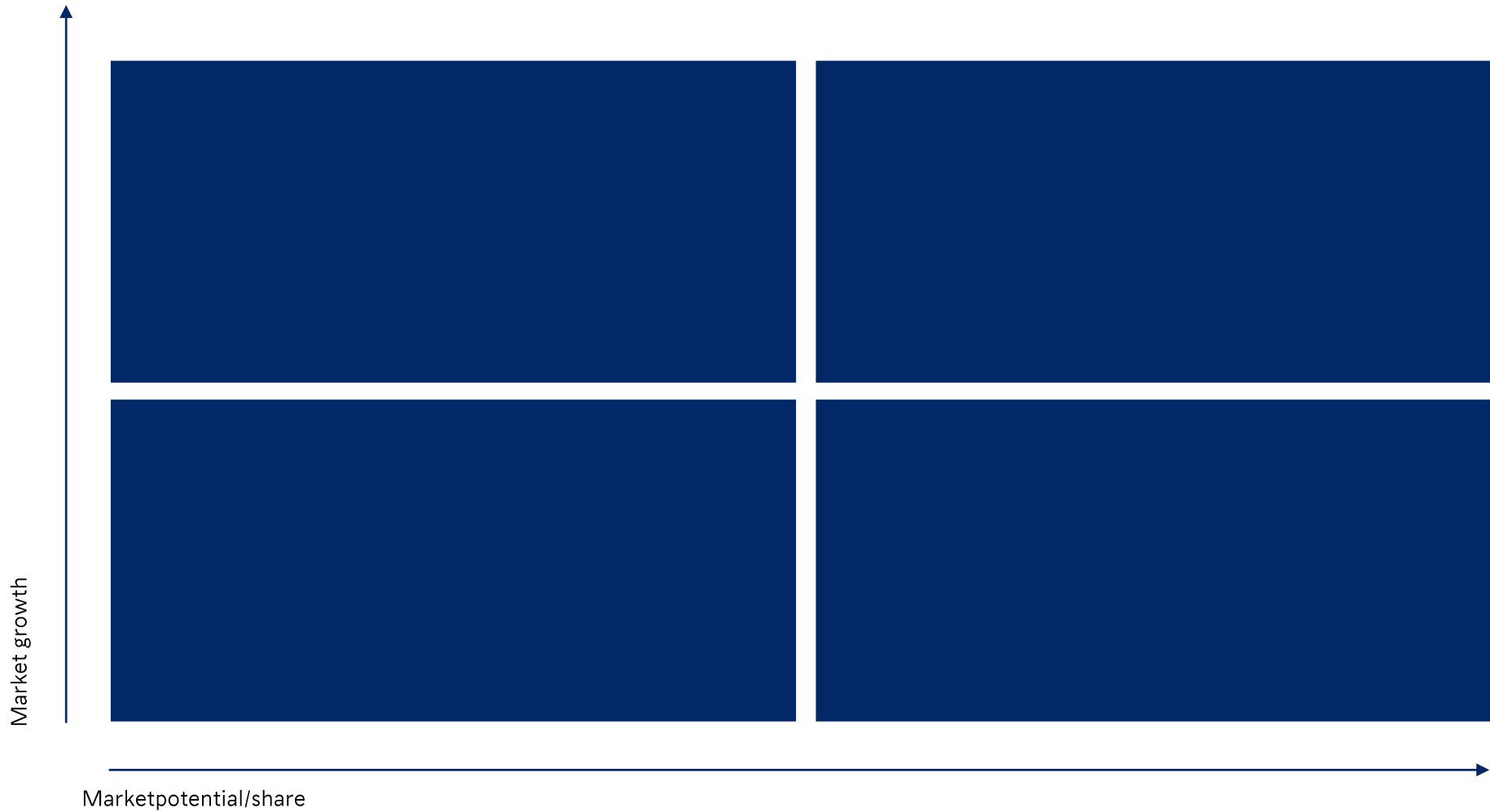
Consequences: Not being able to clearly communicate our value as a potential location for battery production, continuing R&D etc...

Action:

- **Activate stakeholders**
- **Test with potential clients and markets to understand needs**
- **Iterate and continue...**

Visualizing a full value chain





Norway

Powered by nature –
go to market strategy