

Japan's Hydrogen Frontier: Current Landscape and the Role of JH2A



JAPAN
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Speaker Introduction

Name: Yu Kashiwagi

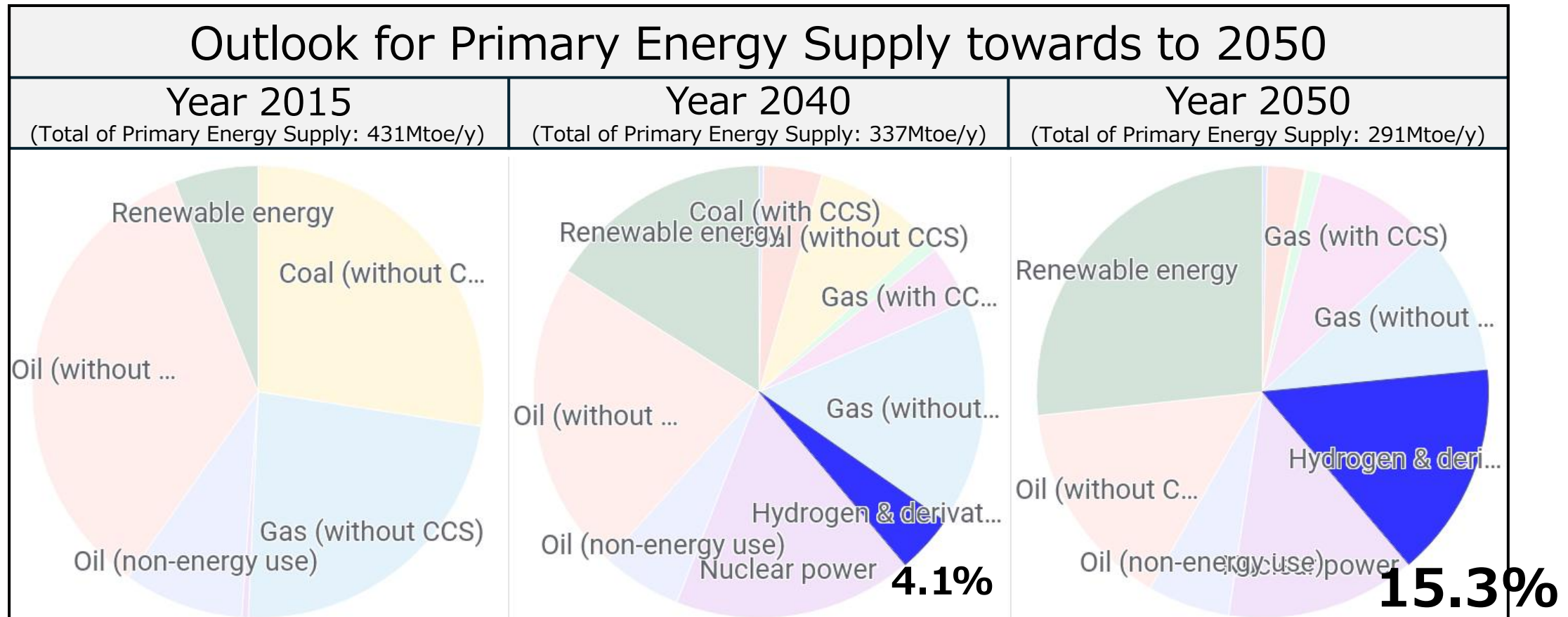
Affiliation: Japan Hydrogen Association
(seconded from Kawasaki Heavy Industries)

I have 16 years of experience in the energy sector, including 13 years in oil and gas. My background covers petroleum engineering and project management. I spent **three years in Kuala Lumpur for the Sarawak Gas Field Development project.**

Since 2022, I have been engaged in the hydrogen sector, leading a project to develop a hydrogen supply chain simulation model for the Japanese market, leveraging my background in simulation and large-scale project delivery.

Japan's 7th Strategic Energy Plan (2025)

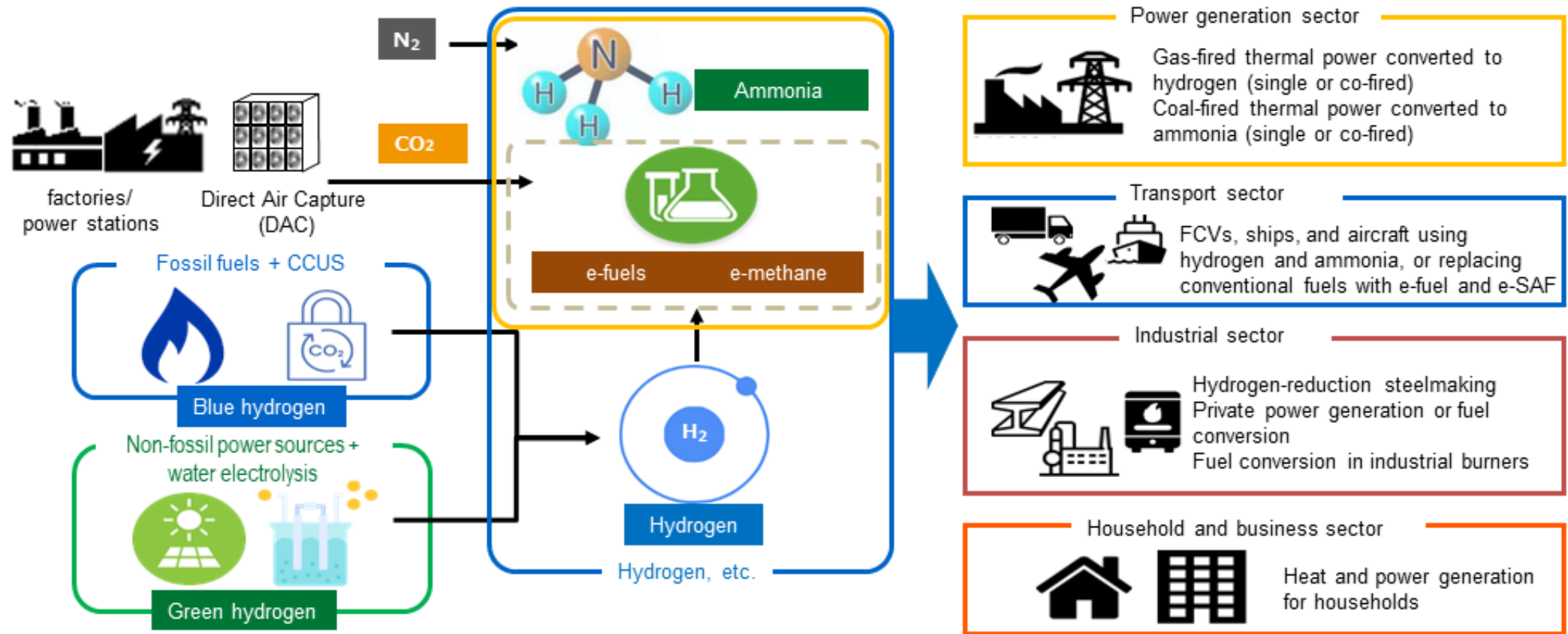
Japan will advance hydrogen and its derivatives (ammonia, e-methane, e-fuels) as key carbon-neutral energy sources.



2040 & 2050 are based on the average values of five future projection scenarios presented in the 7th Strategic Energy Plan (https://www.enecho.meti.go.jp/category/others/basic_plan/). The term *hydrogen and its derivatives* refers to hydrogen, ammonia, e-methane, and e-fuels.

Toward a Hydrogen Society

Realizing a hydrogen society requires **building demand, securing supply, and developing the full supply chain**. In Japan, technology and demonstrations are progressing, driving wider adoption



Challenges - Japan`s Hydrogen Ecosystem

- ✓ **Cost Competitiveness:** Hydrogen remains costly; global competitiveness needs overseas supply collaboration and long-term price-gap support.
- ✓ **Demand & Offtake:** Long-term contracts remain limited; market confidence can be strengthened through active engagement with key stakeholders.
- ✓ **Standards & Certification:** Low-carbon hydrogen rules must align with global norms; Corporation with overseas partners are essential.

Disclaimer: These reflect JH2A's perspective and do not represent official positions of the Japanese government, the hydrogen industry, or individual member companies.

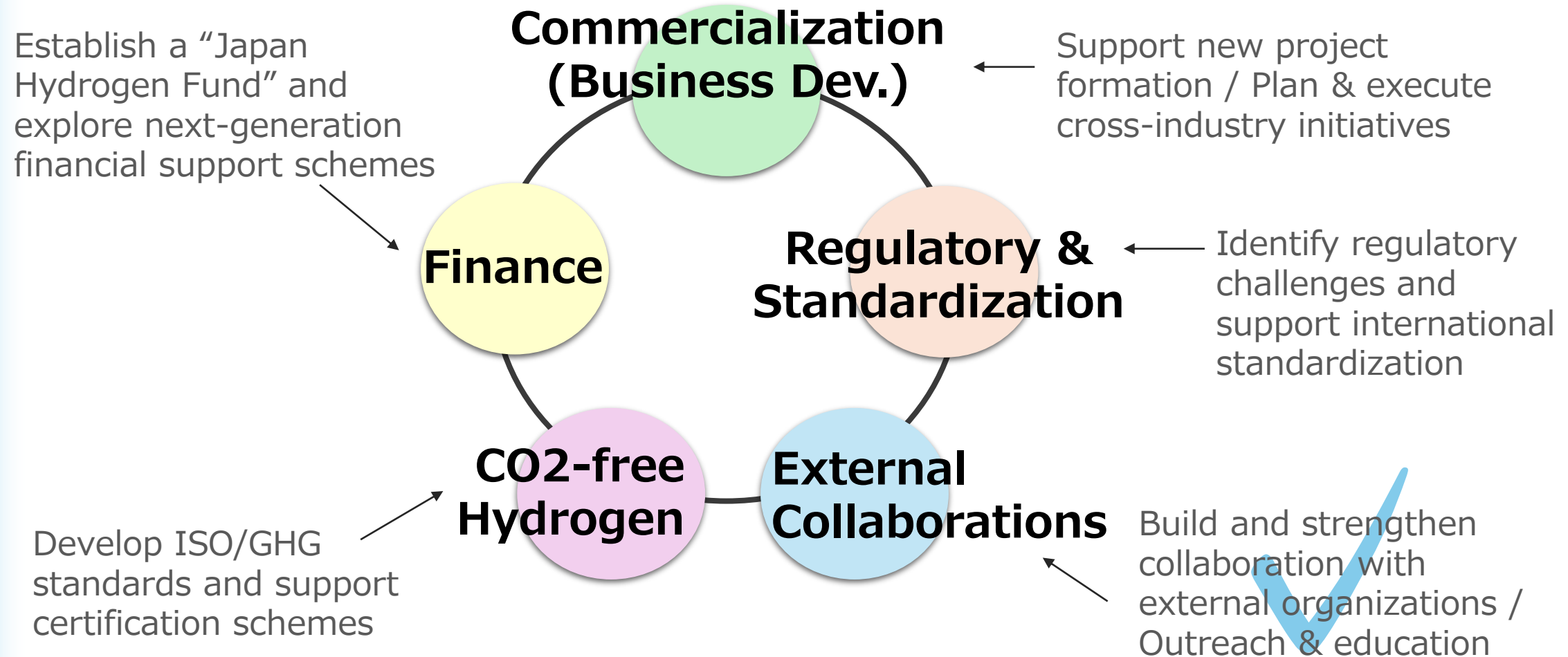
JH2A Basic Info. & Organization Profile

With a membership of ~500 members across Japan, JH2A unites diverse stakeholders to overcome the key challenges facing hydrogen deployment and drive the hydrogen future forward together.

Mission	To accelerate the building of a hydrogen society
Est.	April 2022
Executive Board Members (26 companies)	AsahiKASEI Iwatani INPEX ENEOS OBAYASHI Kawasaki Kansai Electric Power power with heart Kubota JK KOBELCO SHIONOGI Sumitomo Corporation CHIYODA CORPORATION POWER TOSHIBA TOYOTA TOYOTA TSUSHO CORPORATION Air Liquide Panasonic Marubeni MS&AD Mitsui Sumitomo Insurance MITSUBISHI KAKOKI KAISHA, LTD. MITSUBISHI GAS CHEMICAL SMBC MITSUI & CO. MUFG Mitsubishi UFJ Financial Group
Members	~500 Companies/Organizations (as of Aug 2025)

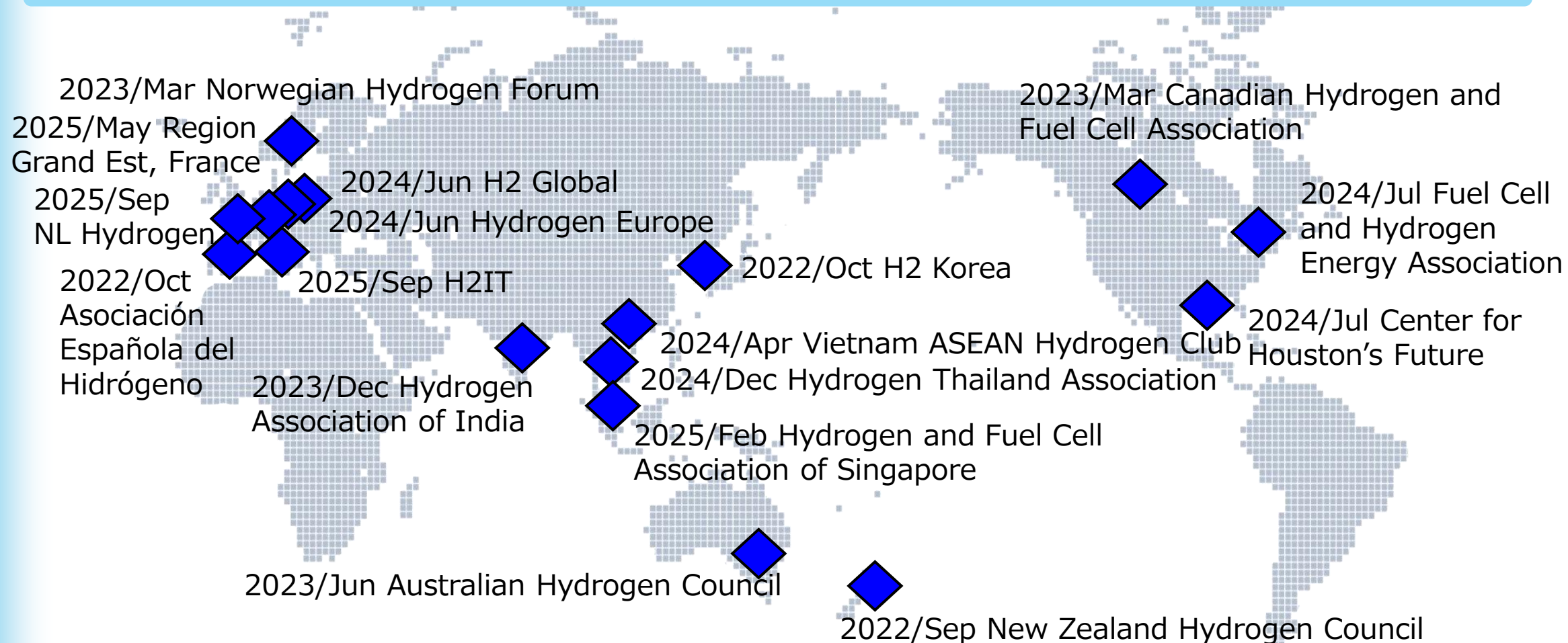
JH2A Strategic Focus Areas

JH2A's five core areas work in synergy, driving activities across various fields to promote the wider adoption of hydrogen.



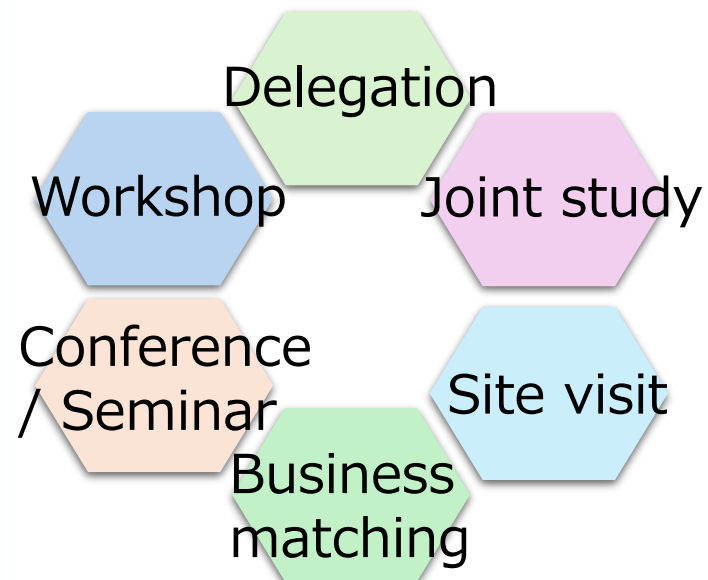
Global Partnerships in Motion

Since its establishment, JH2A has advanced cross-border collaboration by signing strategic MOUs with organizations and entities worldwide.



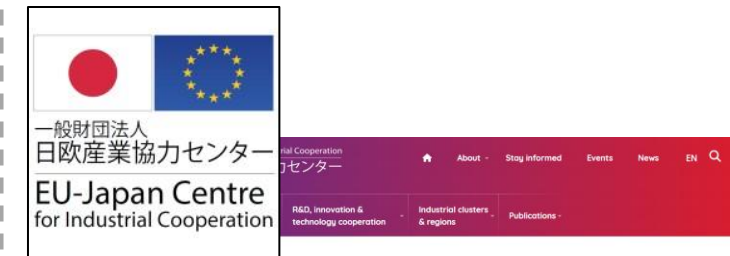
International Collaboration Initiatives

Building global partnerships and knowledge exchange—linking partners through B2B matching, sharing technology & market insights, and providing updates on Japan's hydrogen projects and ecosystem.



<https://hsl.tech/event/world-hydrogen-summit-exhibition-2025/>

Summit & Exhibition
@Netherlands (2025/May)



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Joint Study Program
w/ Hydrogen Europe
(2025/Jul~)

Conclusion

Japan's Hydrogen Market Potential

- ✓ Ambitious hydrogen targets: 20-Million-ton by 2050.
- ✓ Strong policy support under the Hydrogen Society Promotion Act
- ✓ Rapid growth opportunities across power, industry, and mobility.

JH2A's Role & Value Offered

- ✓ A platform uniting industry, government, and academia.
- ✓ Advancing Japan's hydrogen strategy through diverse initiatives.
- ✓ Fostering international partnerships and collaborations.



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