

# Energy transition, a new Industrial Revolution

Presentation at EU-conference 'Energy in Motion'  
mr. Rein Willems, president Shell Nederland B.V.

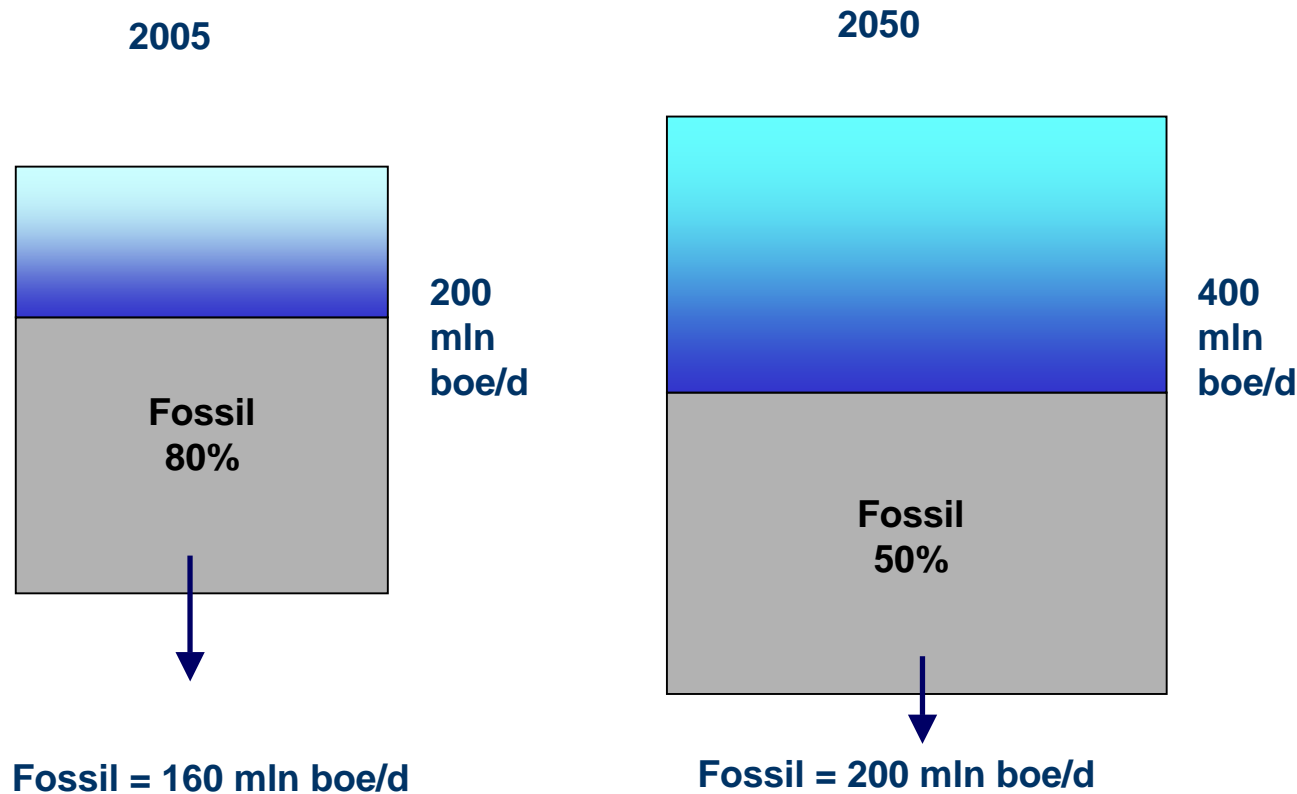
Westergasfabriek, Amsterdam

October 20, 2004



# Double challenge for energy sector

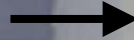
## \* Produce more fossil fuels



## \* Develop renewable energy

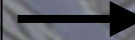


**“Green”**

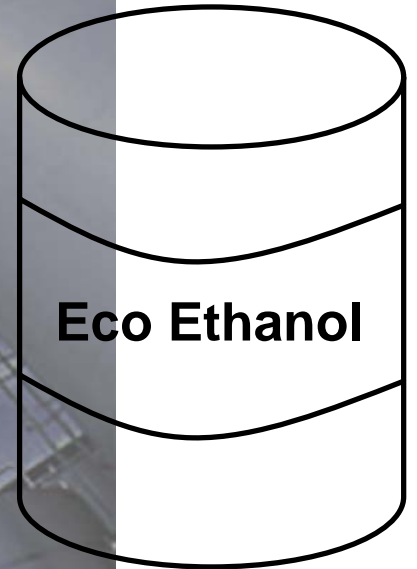


**logen-plant**

**Trichoderma  
reesei  
organism**



**Eco Ethanol**



# Mini-networks

- **PPP-structure**
- **infrastructure stations**
- **technical/manufacturing**
- **mass production FCV's**
- **codes and standards**
- **political awareness and public understanding**



# Conclusions

- **Energy transition a reality**
- **Fossils for 'heavy duty work'**
- **Biomass frontrunner**
- **Hydrogen runner-up**
- **PPP's necessary for start**
- **Realities and visions meet in networks**
- **Enthusiasm + Reality**

