

Project Description:

Charging Infrastructure and E-Mobility in the Pacific Islands – Digital Energy Business Trip (dGR)

APPLICATION: ENERGY INFRASTRUCTURE AND E-MOBILITY (COOK ISLANDS, FIJI, SAMOA AND TONGA)

- Pacific island states face the challenge of reducing their high dependence on imported fossil fuels while at the same time developing sustainable, climate-resilient energy and transport infrastructure.
- As part of the digital business trip, the German–New Zealand Chamber of Commerce (GNZCC) prepares consolidated market and demand assessments and connects German companies with relevant stakeholders in the target markets of the Cook Islands, Fiji, Samoa and Tonga.
- The digital business trip supports German SMEs in initiating business opportunities in the fields of charging infrastructure and e-mobility through structured information formats and targeted networking.

Overview

The Digital Energy Business Trip (dGR) is an instrument of the Export Initiative Energy (EIE) of the German Federal Ministry for Economic Affairs and Energy (BMWE). This business trip aims to support market entry and business development for German small and medium-sized enterprises (SMEs) active in energy infrastructure, charging infrastructure and e-mobility in the target markets of the Cook Islands, Fiji, Samoa and Tonga.

It combines a focused market assessment with a digital expert conference and targeted business match-making to facilitate early-stage cooperation and project development.

Target Markets and Potential

Across the target markets, demand is increasing as energy and transport systems undergo structural transformation. Key focus areas include grid modernisation and microgrids, smart-grid applications, the integration of energy storage systems, and the development of infrastructure that is resilient to extreme weather events.

Energy storage plays a central enabling role, as it strengthens grid stability and allows charging infrastructure to operate reliably despite limited grid capacity.

At the same time, transport electrification is progressing through national strategies, pilot programmes and charging initiatives. This is reinforced by rising demand in the tourism sector – including hotels, rental fleets and tour operators – as well as growing activity in the maritime sector, such as hybrid, battery-based or hydrogen solutions, efficiency measures and green-shipping initiatives.

These developments create concrete opportunities for German SMEs, particularly in charging hubs and solar-powered charging solutions, intelligent load and energy management, storage-supported charging infrastructure, bidirectional charging, battery management including second-life and recycling concepts, as well as related consulting, service and training offerings. Modular, robust and scalable solutions that perform reliably under island conditions are especially sought after, playing to the strengths of German SMEs in system integration, quality and know-how transfer.

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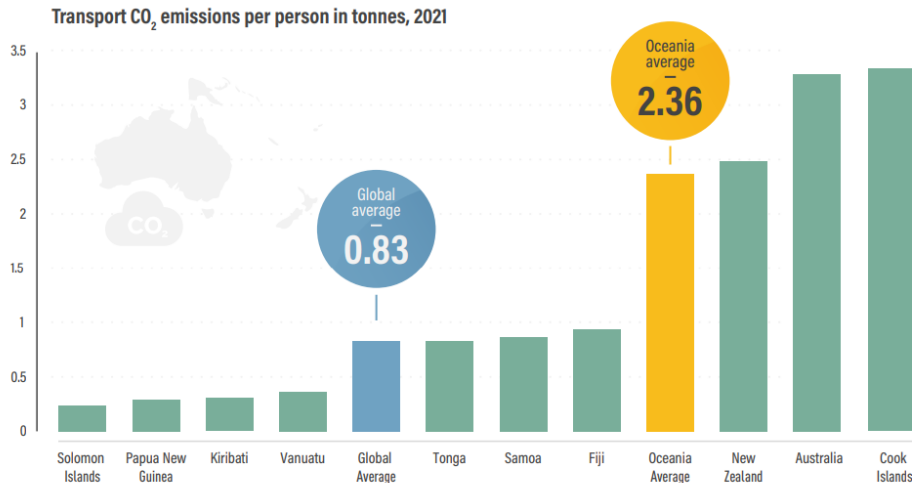


Figure 1: Transport CO₂ emissions per person in tonnes, 2021 (source: Oceania Regional Overview: <https://tcc-gsr.com/wp-content/uploads/2023/08/2.6-Oceania-Regional-Overview.pdf>)

How can the business trip support market entry?

The dGR provides a structured framework for market entry and business development. Market demand and framework conditions are analysed and consolidated, relevant stakeholders and project opportunities in the target markets are identified, and access is facilitated for German SMEs.

An online briefing prepares participants in terms of content, cultural context and practical considerations ahead of the digital expert conference and follow-up discussions. The dGR then supports targeted engagement through virtual B2B meetings and, where appropriate, thematic group sessions with stakeholders from business, public authorities and government.

Benefits

For German SMEs, the dGR offers a focused platform to present solutions in energy and charging infrastructure as well as e-mobility, assess market potential and develop concrete project approaches with prospective customers and partners. Market entry is significantly facilitated through consolidated market insights, contributions from local experts and curated matchmaking.

For the target markets, the dGR supports access to proven technologies and business models, encourages exchange on integrated infrastructure approaches and can help accelerate the implementation of sustainable energy and mobility solutions.

Implementation

The dGR is implemented under the Export Initiative Energy (EIE) of the German Federal Ministry for Economic Affairs and Energy (BMWE) by the implementing company RENAC AG. The German–New Zealand Chamber of Commerce (GNZCC) supports the project as a consultant, contributing to content development and coordinating implementation in the target markets of the Cook Islands, Fiji, Samoa and Tonga. This includes the preparation of consolidated market and demand assessments, such as a target market analysis, a market profile for participants, and inputs for delegation materials, as well as the activation of its local stakeholder network.

An online briefing is held in advance to prepare participants in terms of content and practical considerations. During the digital expert conference, German SMEs present their solutions and engage with expert contributions from the target markets. In addition, AHK New Zealand organises virtual B2B meetings with relevant counterparts. Project results and materials are compiled digitally and made available for structured follow-up.

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