

PRESS RELEASE

eFuel Alliance Appoints New Board and Expands Global Reach

Berlin, 22 July 2025: At its hybrid general assembly in Brussels, the eFuel Alliance announced the [election of a new board](#), reaffirming Dr. Monika Griefahn as Chair and welcoming Thorsten Herdan, CEO of HIF EMEA, as the new Vice Chair. The appointments reflect the Alliance’s commitment to both continuity and strategic growth.

A key focus of the assembly was the increasing regulatory pressure facing the European eFuels industry. Members voiced concerns that cornerstone legislation—such as the Renewable Energy Directive and its delegated acts—has become overly bureaucratic and complex, undermining investment certainty and long-term planning. In the coming years, revisions to major regulatory frameworks, including ReFuelEU Aviation, FuelEU Maritime, and the CO₂ fleet standards for passenger cars and commercial vehicles, are on the horizon. The Alliance is urging EU policymakers to create more flexible regulatory conditions to unlock the full climate potential of renewable fuels.

The meeting also marked a turning point for the Alliance’s international strategy. With growing momentum in markets beyond Europe, the organization is increasing its engagement in Japan and the United States. Japan, in particular, is emerging as a key partner thanks to a national eFuel strategy and the participation of more than ten Japanese companies. Additionally, the Alliance plans to ramp up market research and pursue strategic partnerships in China, aiming to bring more transparency to what is fast becoming the world’s most dynamic eFuels market. According to Porsche Consulting, by 2030, Chinese firms could account for one-third of global eFuel production capacity.

“The eFuel Alliance is ready to lead in shaping the next phase of global market development—strategically, industrially, and with a clear international outlook. China’s rapid emergence as a serious player in this space raises the stakes for everyone,” said Ralf Diemer, Managing Director of the eFuel Alliance.

>>>The eFuel Alliance e.V.<<<

The eFuel Alliance is an interest group committed to promoting political and social acceptance of eFuels and to securing their regulatory approval. We represent more than 160 companies, associations and consumer organizations along the eFuel production value chain. We stand for fair competition and equal competitive condition for all relevant emission reduction solutions. We are firmly committed to further climate change mitigation and seek recognition for the significant part eFuels can play in sustainability and climate protection. Our aim is to create the conditions for the industrial production and widespread use of CO₂-neutral fuels from renewable sources of energy.

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