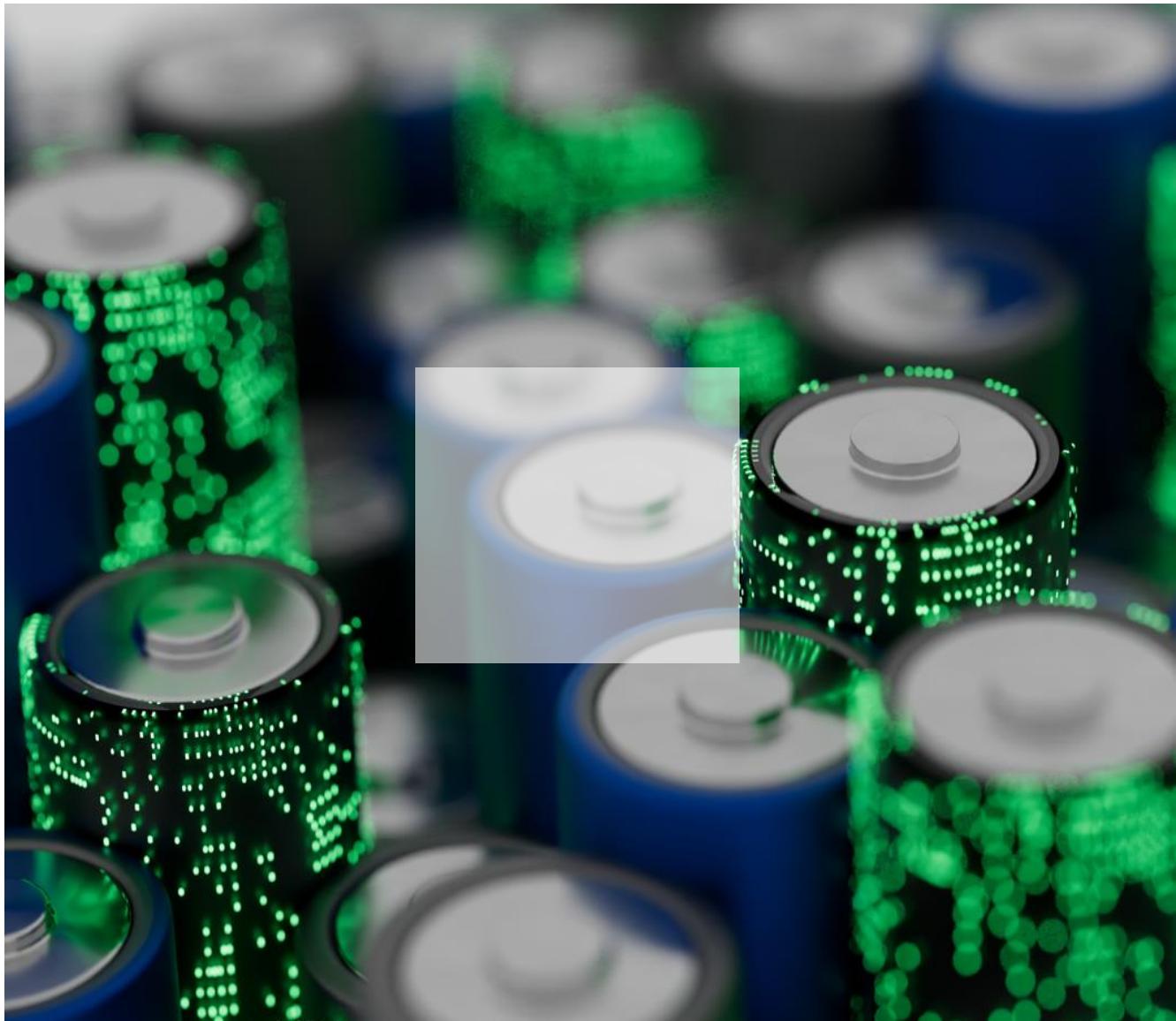


Seizing the EV Lithium Battery Market

Act proactively when new opportunities arise...

Electrification of transportation has also witnessed fierce competition within the lithium battery sector, requiring industry players to act proactively and position themselves strategically to capture a significant share of this burgeoning market.



To prepare for the new trend!

It involves strategic planning and actions aimed at capitalizing on the growing electric vehicle market. Get insights from EAC's investigation on how to position your business to thrive in the European EV lithium battery market and contribute to the sustainable future of electric mobility in the region.



Seizing the EV Lithium Battery Market The Opportunities and the Challenges

The globe has been witnessing a significant **increase in the adoption of electric vehicles**. Stringent emission regulations, government incentives, and a growing environmental consciousness among consumers have driven the demand for electric cars.

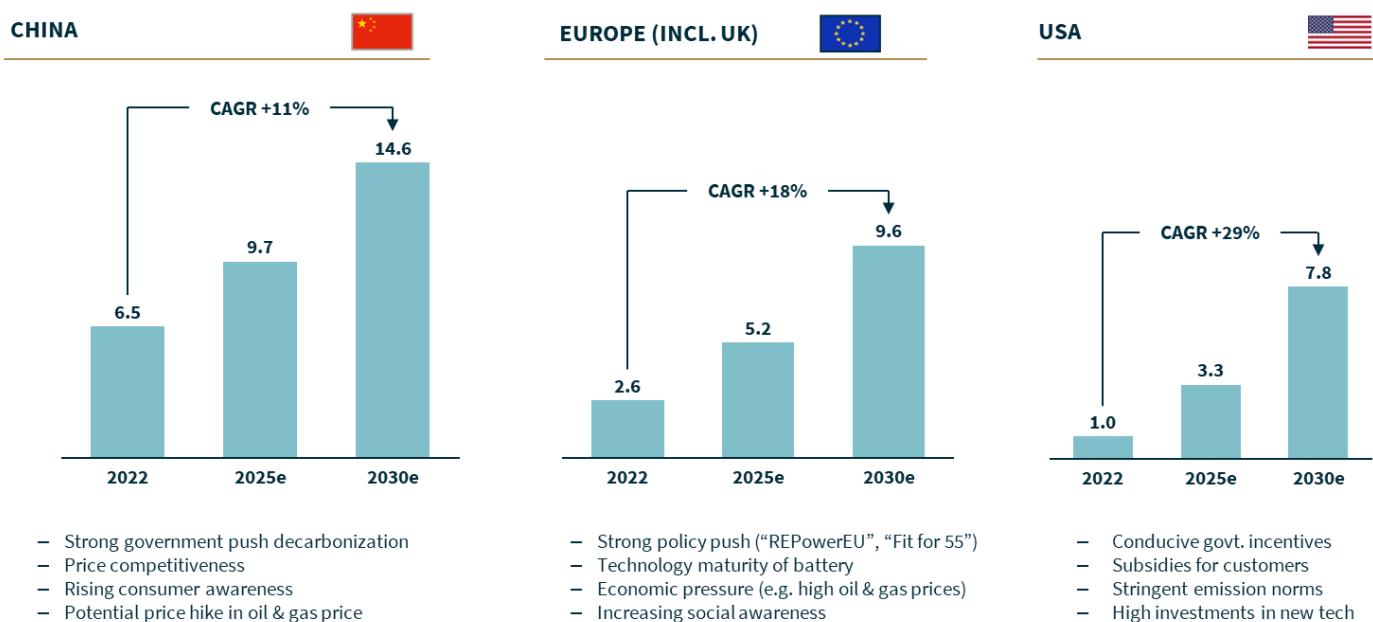
Lithium-ion batteries are the **dominant technology** used in electric vehicles due to their high energy density, reliability, relatively mature technology and manufacturing processes. Meanwhile, there is a **growing interest in advancing battery technology** to enhance performance and to reduce costs. Solid-state batteries and other advanced chemistries are under development.

Europe has been focusing on **building a sustainable and competitive battery supply chain**. This includes **securing raw materials** like lithium, cobalt and nickel, **building or expanding lithium battery manufacturing facilities**, as well as **developing recycling and reuse processes** to reduce environmental impact and dependence on imports

Global trend of e-mobility

The shift to e-mobility is picking up speed quickly, and disruption to traditional automotive industry is taking place stronger and sooner than previously expected.

ELECTRIC PASSENGER VEHICLE¹⁾ – GLOBAL KEY MARKET (SALES) DEVELOPMENT, MIO UNITS



1) Battery Electric Vehicles (BEV) and Plug-in Hybrid Electric Vehicles (PHEV), excl. Hybrid Electric Vehicles (HEV)
Source: IHS, IEA, CAAM, EAC research

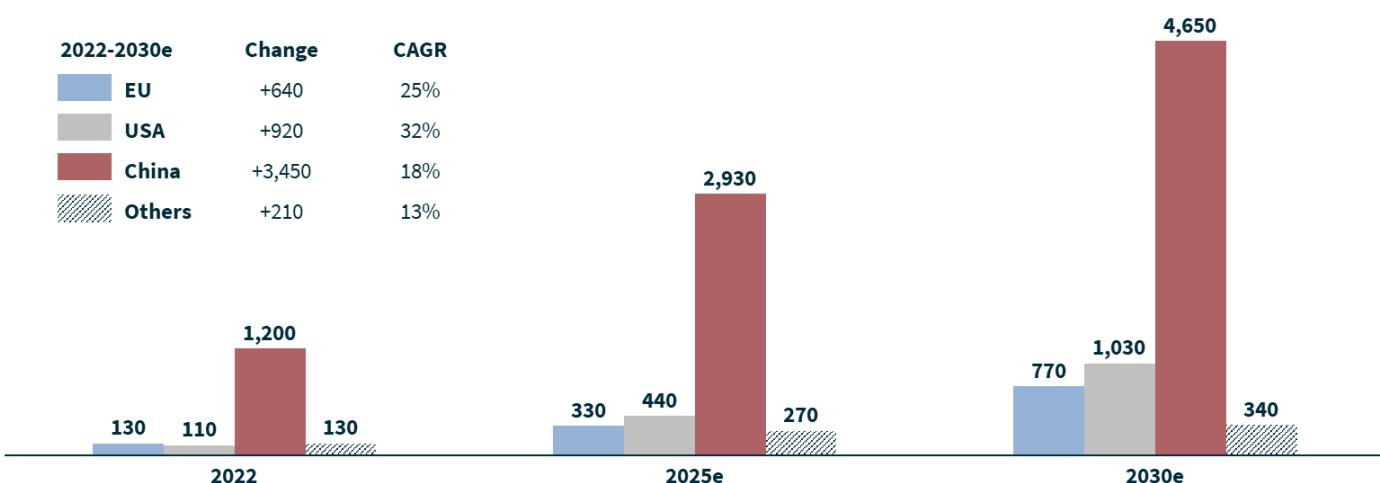


Seizing the EV Lithium Battery Market EAC Supports You to Seize New Growth Opportunities

Battery Capacity Surge

The global battery manufacturing capacity will grow from 1,570 GWh in 2022 to 6,790 GWh by 2023 with China still being the frontrunner but the EU and the US are slowly closing the gap.

BATTERY MANUFACTURING CAPACITY¹⁾ – GLOBAL KEY MARKETS DEVELOPMENT, GWH UNITS



1) refers to lithium-ion battery manufacturing capacity if all announced projects proceed as planned

Source: IEA, EAC research

EAC helps you to identify and safeguard new growth opportunities

1 Partner Screening

- Identify potential EPC, production line, equipment suppliers and technological partner
- Facilitate in establishing partnership with Chinese enterprises

2 M&A Advisory for Quick Market Entry

- Assess Chinese companies as potential candidates for mergers or acquisitions
- Accelerate market entry and technology development

3 New Application Exploration

- Exploration of potential applications and associated application market overview including major customer groups, competitor landscapes, as well as technical & commercial demand
- Develop strategic implications, growth roadmap

4 Operational Excellence, Smart & Green Manufacturing

- Support in performance improvement, efficiency optimization
- Assist in the implementation of digital and sustainable practices in production



Seizing the EV Lithium Battery Market Market Voice from Associations and Enterprises



中国化学与物理电源行业协会
China Industrial Association of Power Sources

*"In the past two years, some Chinese battery companies along the industry value chain have been actively expanding their presence in Europe. In the future, with the development of the market, **closer cooperation relationships between Chinese and European enterprises are needed**. To develop in Europe, Chinese enterprises first need to comply with regulations, and secondly, strengthen cooperation with local European supply chain enterprises, and **incorporate excellent European suppliers into the supply chain system of Chinese enterprises**. In addition, Chinese enterprises are still in the early stages of developing in Europe and lack experience. We also hope that local authorities can provide more guidance to Chinese enterprises ..."* - **Secretary General of CIAPS**



*"I have advocated for the EU to expand its support for all battery technologies. In my view, the **EU must accelerate its backing for diverse battery technologies and foster the growth of local businesses** if it aspires to become a global leader in green technologies. To **enhance the European battery industry**, I will continue to strongly support **international exchanges** in the battery industry, serving as an unimpeded communication bridge for battery-related companies from both home and abroad..."* - **General Manager of EUROBAT**



*"The **battery industry** is predominantly based in Asia and characterized by **a high level of secrecy**. Establishing this industry in Sweden presents challenges due to its **unfamiliarity** and **lack of expertise** in the region. Europe's heavy reliance on China for crucial raw materials like lithium and cobalt drives Northvolt to **develop sustainable supply chains, including partnerships** in Canada, Australia, and Portugal. While Northvolt competes technologically with Chinese battery manufacturers, it acknowledges the **need to learn and scale production more efficiently** to catch up with China's expertise in rapid scaling ..."* - **CEO of Northvolt**



Seizing the EV Lithium Battery Market Valuable experiences and successful cases from EAC

Over the past years, EAC has successfully conducted projects spanning from EV OEMs to battery material suppliers, gained deep market knowledge and well-established network.



EAC CASE STUDIES – OUR LATEST PROJECT EXAMPLES



SCREENING OF EQUIPMENT & ENGINEERING PARTNERS

- Engage in closer co-operation with suitable Chinese engineering partners.
- Conduct initial screening based on general request.
- Assess candidates to determine most suitable engineering companies and expediting support.

Raw materials for power batteries



E-MOBILITY TECHNOLOGY ROADMAP

- Exploration of new applications of electric drivetrain and battery technologies.
- Analysis and identification of technical routes for further deep-dive assessment.
- Study on customers requirements and competitive landscape in China.
- Identify partners for new technology co-development.

Automotive **component** supplier



OPERATIONAL MARKET SUPPORT

- Monthly analysis and updates on European market, including transparency on the macro policies and regulations, analysis on the electrolyte market and supply vs. demand.
- Developing logistics and warehouse solutions for Electrolyte hazardous chemical products in Europe/ Germany.

Electrolyte for power batteries



Seizing the EV Lithium Battery Market Benefit from our local network

Contact our experts directly to explore growth opportunities for your business

EAC Shanghai



Daniel Berger  
Partner
EAC Shanghai



John Deng  
Partner
EAC Shanghai



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For three years in a row, EAC has been one of the best management consultancies in Germany.



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