

**18 – 22 November 2024**  
**Brussels, Belgium**

[euhydrogenweek.eu](https://euhydrogenweek.eu)



# EUROPEAN HYDROGEN WEEK 2024

## OPENING HOURS

	Monday, 18.11.2024	Tuesday, 19.11.2024	Wednesday, 20.11.2024	Thursday, 21.11.2024	Friday, 22.11.2024
<b>EXPO</b>	13:00 - 18:00	09:00 - 18:00	09:00 - 18:00	09:00 - 18:00	----
<b>High Level Policy Conference</b>	14:00 - 17:00	10:00 - 17:00	10:00 - 17:00	10:00 - 17:00	Online Sessions
<b>B2B Forum</b>	14:00 - 17:00	10:00 - 17:00	10:00 - 17:00	10:00 - 17:00	Online Sessions
<b>Networking Events</b>	18:00 - 20:00	18:00 - 20:00	18:00 - 20:00	----	----





**The hydrogen economy is redrawing the energy map.** There is no doubt that it will have a key role in the transition to clean energy, especially in harvesting the fast-growing amount of renewable energy. Therefore, hydrogen technologies are increasingly at the centre of attention in the global race to reach the Paris Agreement targets and are now considered crucial and lucrative opportunities.

**The hydrogen moment is now!** That's why more companies and investors are prioritising hydrogen. Yet, every business decision carries a risk, and connections and knowledge-sharing are vital to mitigating these risks.

Building on the success of European Hydrogen Week 2023, powerful and influential leaders, policymakers, researchers, consumers, and organisations attending the event will be able to meet customers, investors, and partners in the exhibition area, participate in thought-provoking sessions, and engage with the entire hydrogen value chain.

**The opportunities are endless, you just have to make sure you are there to capitalise on them!**



# #EUH2Week at a glance

Visitors will have access to **multiple conference streams, over 25 sessions** and **200 expected speakers** to deep dive into all things hydrogen - from industry trends, challenges and opportunities, innovation, new technology, and more. Participants will be able to navigate from session to session, as well as take part in captivating and interactive demonstrations on our **exhibition floor** and **get a taste of what the future clean energy system will look like** - with plenty of time for unmatched networking with like-minded individuals.

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AM	----	<b>High-Level Policy Conference</b>  <b>B2B Forum</b>  <b>Expo</b>	<b>High-Level Policy Conference</b>  <b>B2B Forum</b>  <b>Expo</b>	<b>High-Level Policy Conference</b>  <b>B2B Forum</b>  <b>Expo</b>	<b>Online Sessions</b>
PM	<b>High-Level Policy Conference</b>  <b>B2B Forum</b>  <b>Expo</b>	<b>High-Level Policy Conference</b>  <b>B2B Forum</b>  <b>Expo</b>	<b>High-Level Policy Conference</b>  <b>B2B Forum</b>  <b>Expo</b>	<b>High-Level Policy Conference</b>  <b>B2B Forum</b>  <b>Expo</b>	<b>Online Sessions</b>
Evening	<b>Networking Events</b>	<b>Networking Events</b>	<b>Networking Events</b>		



## HIGH-LEVEL POLICY CONFERENCE

**Duration:** Monday, 18 November – Thursday, 22 November

**Where:** Conference Auditorium, separate auditorium in Hall 11

This conference stream centres around global, European, and national hydrogen developments. It will have high-level policymakers, C-level industry representatives, and experts across the entire hydrogen value chain on stage. Alongside hundreds of experts from all over the world, the program will tackle some of the most pivotal topics in our sector.

### More info available in late spring!

By bringing together the brightest minds in the sector, we can inspire collaboration possibilities to find the best approaches towards a carbon-neutral economy.

## B2B FORUM

**Duration:** Monday, 18 November – Thursday, 22 November

**Where:** Exhibition area in Hall 7, this conference is open to all visitors of the expo area

The B2B Forum will be open to all expo visitors in the centre of the expo area. By attending, participants can find new sources of inspiration, discover new knowledge, and experience peer-to-peer exchanges.

### More information will come soon!



# 2023 Highlights



**8000 sqm exhibition**



**8000 visitors**



**High-level conference**



**Networking evenings**



**B2B Forum**



“

*The core business of the EUH2 Week is a place where government meets industry, companies meet customers, and ideas meet investors. It is a place where vision becomes reality.*

Ursula Von Der Leyen, President, European Commission

”

“

*The European Hydrogen Week is an important moment for us to take stock of where we are, and to plot the path ahead.*

Maroš Šefčovič, Executive Vice-President for EU Green Deal & Interinstitutional Relations, European Commission

”



“

*This is a brilliant stage that provides a platform for us all to tackle enormous challenges, fueled by the green energy transition and the European Green Deal, making all of it a reality.*

Dr Sopna Sury, Chair, Hydrogen Europe and COO, RWE

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*This event unites the foremost stakeholders in the field, providing a stark reality check. It underscores a collective knowledge and understanding among all.*

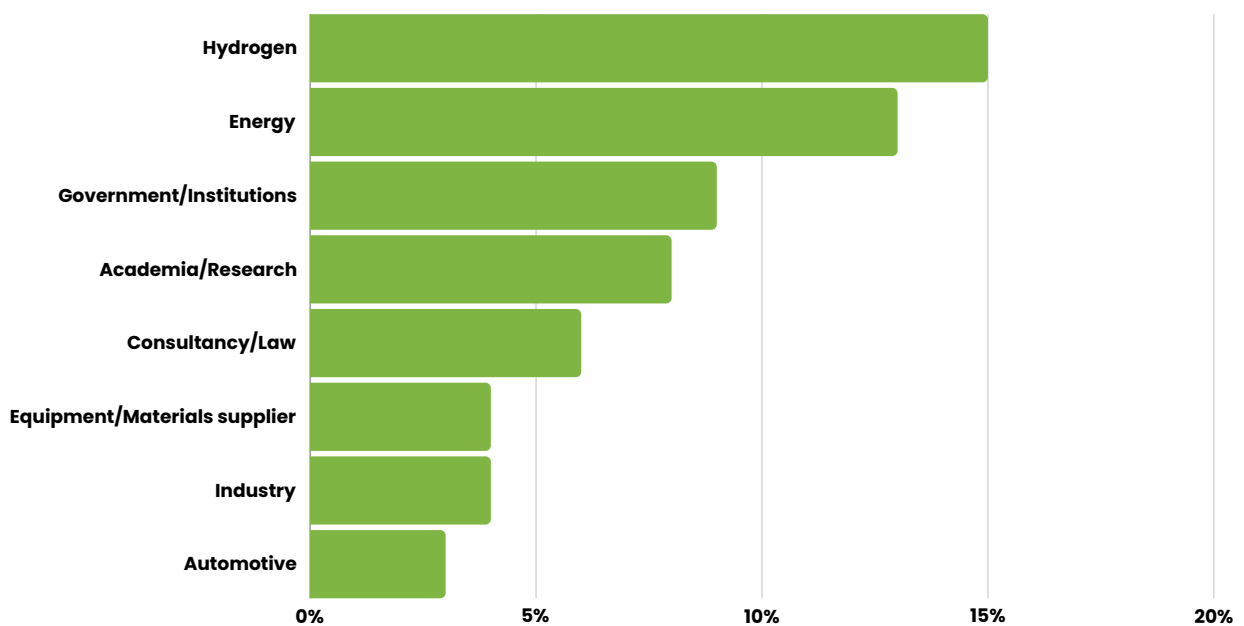
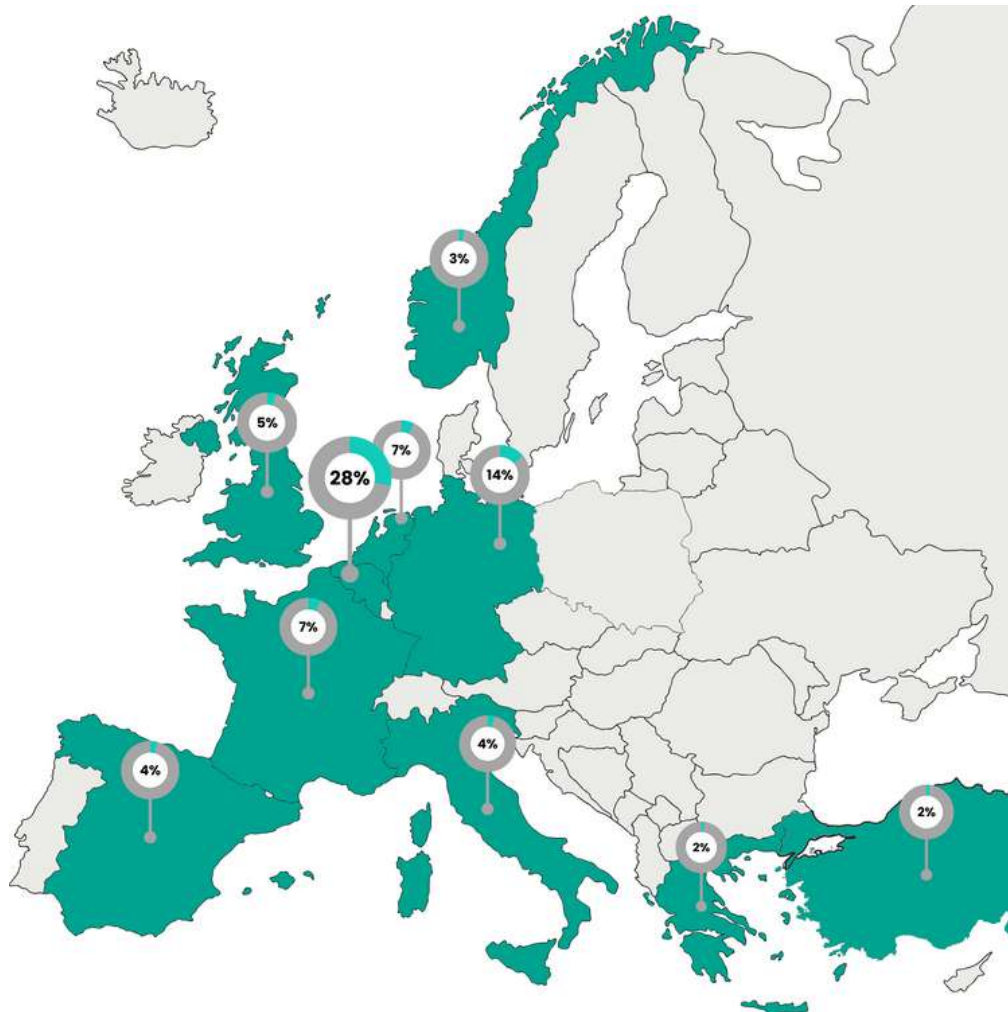
Christian Pho Duc, CTO, Smartenergy Group AG

”



# WHO ATTENDED?\*

## Top 10 countries in attendance



## Top sectors in attendance

\*data based on the 2023 EUH2Week edition

# Some of our 2023 speakers

## From governments and institutions (non-exhaustive list)



**Ursula Von Der Leyen**  
President  
European Commission



**Ruud Kempener**  
Cabinet Member Kadri Simson  
DG ENER, European Commission



**Maroš Šefčovič**  
Executive Vice-President for EU Green Deal & Interinstitutional Relations  
European Commission



**Franziska Brantner**  
Federal Ministry for Economic Affairs and Climate Action  
Germany



**Wopke Hoekstra**  
European Commissioner for Climate Action



**Kerstin Jorna**  
Director-General  
DG GROW, European Commission



**Kadri Simson**  
Commissioner for Energy  
European Commission



**Christian Maaß**  
Federal Ministry for Economic Affairs and Climate Action  
Germany



**Gillian Martin**  
Minister for Energy and the Environment  
Scotland



**Rosalinde van der Vlies**  
Director - Clean Planet  
European Commission



**Christian Ehler**  
Member of the European Parliament



**Harald Ruijters**  
Director  
DG MOVE, European Commission



**Terje Aasland**  
Minister of Petroleum and Energy  
Norway



**Kurt Vandenberghe**  
Director General  
DG CLIMA, European Commission







## From industry (non-exhaustive list)



**Dr Sopna Sury**  
Chair, Hydrogen Europe  
COO, RWE



**Melissa Verykiou**  
Chair of the Governing Board  
Clean Hydrogen Partnership



**Håkon Volldal**  
CEO  
Nel Hydrogen



**Roeland Baan**  
CEO  
Topsoe



**Nils Aldag**  
CEO  
Sunfire



**Olivia Breese**  
CEO  
Senior Vice President, Power-2-X, Orsted



**Raphael Tilot**  
CEO  
John Cockerill Hydrogen



**Werner Ponikwar**  
CEO  
thyssenkrupp nucera



**Marco Alvera**  
CEO  
TES-2



**Mark Wilson**  
CEO Hydrogen Technologies  
Johnson Matthey



**Vaitea Cowan**  
Co-Founder  
Enapter



**Nora Han**  
Vice President of the Hydrogen  
Product Group, ABB









**Wayne-Daniel Kern**  
VP Commercial Responsibility –  
Hydrogen/SOFC, Bosch GmbH  
Treasurer, Hydrogen Europe



**Valerie Bouillon-Delporte**  
Hydrogen Ecosystem Director  
Michelin



# List of 2023 exhibitors

 1st Energy							
							
							
							
							
							
							
							
							
							
							
							
							
							
							
							






# What to expect in 2024



**Over 8000 sqm**



**High-Level Policy Conference**



**B2B Forum**



**Networking Evenings**



**8000 Visitors**



**Trade show**



**Networking & B2B meetings**



**Startups**



**Showcases & Demos**



# Why exhibit?



*"The opportunities are endless, you just need to make sure you are there to capitalize on them"*



## **INCREASED VISIBILITY**

Raise your organisation's visibility to a large audience of potential customers.



## **BRAND BUILDING**

Exploit the chance to build your brand recognition and establish your business as a leader in the industry.



## **LEAD GENERATION**

Don't miss the opportunity to generate leads by meeting interested attendees.



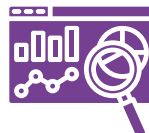
## **SALES**

Our exhibition can provide a platform for sales, allowing organisations to showcase and sell their products or services directly to interested clients.



## **NETWORKING**

network and building relationships with other organisations and industry professionals.



## **MARKET RESEARCH**

Fairs can provide valuable insights into consumer preferences and industry trends, helping businesses to stay competitive and adapt to changing market conditions.

Check here the interactive floorplan  
[www.euhydrogenweek.eu/floorplan/](http://www.euhydrogenweek.eu/floorplan/)

Who is already there?  
Check the full exhibitor list here:  
[www.euhydrogenweek.eu/exhibitors/](http://www.euhydrogenweek.eu/exhibitors/)

# Exhibitor opportunities

	Pre-Early bird rate Until 1 March 2024		Early bird rate Until 30 June 2024		Full rate Until 31 October 2024	
Type	<b>HE Members*</b>	Standard	<b>HE Members*</b>	Standard	<b>HE Members*</b>	Standard
Space only *	€315 + VAT per sqm	€365 + VAT per sqm	€330 + VAT per sqm	€383 + VAT per sqm	€420 + VAT per sqm	€493 + VAT per sqm
Equipped booth **	€482 + VAT per sqm	€555 + VAT per sqm	€506 + VAT per sqm	€583 + VAT per sqm	€599 + VAT per sqm	€705 + VAT per sqm
Fee per co-exhibitor	(Co-exhibitors 1 per 12sqm)			€ 1.000,00		

*\*Hydrogen Europe members benefit from the reduced rates. Forgot if you are a member? [Click here to check](#) or contact Hydrogen Europe membership team at [membership@hydrogeneurope.eu](mailto:membership@hydrogeneurope.eu)*

## \*Space only is:

- Empty allotted spaces without facilities or dividing boards.
- Please be aware that the minimum size is 9sqm.



**Space only**

## \*\*Equipped booth includes:

- Perimeter dividing panels
- Carpet floor covering
- Fascia board on the top of the booth with exhibitor's name in standardized lettering
- Lighting fixtures
- Universal power sockets,
- Welcome desk and high chair,
- A table and two chairs,
- Bin



**Equipped booth 3x3**



**Equipped booth 3x6**

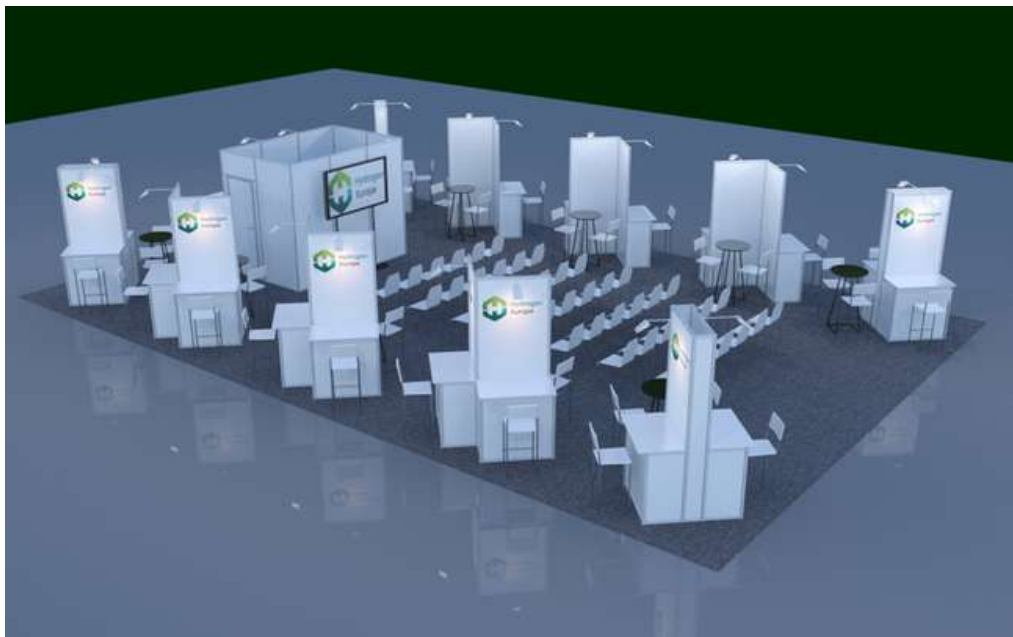
# EU Projects Pavilion

We are happy to announce that we will again have a whole pavilion dedicated to EU projects this year. The hydrogen ecosystem moved forward also thanks to these EU-funded activities, which contribute to the development and progress of the European Union as a whole.

EU projects are instrumental in promoting innovation, supporting regional development, tackling global challenges, and enhancing European integration.

Overall, EU projects are important because they support the achievement of shared goals and priorities across the European Union and can help to create a more prosperous and sustainable future for all.

**Are you an EU project in the field of hydrogen? Would you like to showcase your achievements, present your activities, and get visibility for your deliverables? Join the EU projects pavilion! Get in touch with us at [info@euhydrogenweek.eu](mailto:info@euhydrogenweek.eu) to find out more about it.**



## Want to have your own pavilion at the EU Hydrogen Week?

Get in touch with us at [info@euhydrogenweek.eu](mailto:info@euhydrogenweek.eu) and we'd be more than happy to liaise you with the providers as well as provide you with all needed information.



# Sponsorship opportunities

Sponsorship Rate	Pre-Early Bird rate Until 1 March 2024	Early bird rate Until 30 June 2024	Full rate Until 31 October 2024
<b>Bronze</b>	€ 15.750,00	€ 16.535,00	€ 18.365,00
<b>Silver</b>	€ 26.250,00	€ 27.560,00	€ 29.940,00
<b>Gold</b>	€ 37.750,00	€ 39.635,00	€41.620,00

	Gold	Silver	Bronze
Panel Discussion at High-Level Policy Conference*	✓	—	—
Panel discussion at B2B forum*	—	✓	—
Branding on EU H2 Week Website	✓	✓	✓
Branding on EU H2 Week Event App	✓	✓	✓
1x Acknowledgment in the EU H2 Week Newsletter (150 words*)	✓	✓	✓
Social Media Announcements*	3	2	1
Passes to the High-Level Policy Conference including VIP lounge access	10	7	5
Push notifications on Event App*	2	2	1
Video testimonial in the highlights (recorded during the event)	✓	—	—

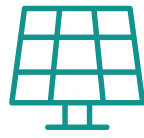
\*subject to organisers approval  
 \*\*Stand requirement equal to or greater than 9sqm to 50sqm

\*subject to Hydrogen Europe approval  
 \*\*Stand minimum equal to or greater than 9sqm

\*subject to Hydrogen Europe approval  
 \*\*Stand minimum equal to or greater than 9sqm







# Book your space now & be part of the 2024 EU Hydrogen Week!



# The Organisers

The European hydrogen Week sees a common cooperation of the European Commission, Hydrogen Europe, and the Clean Hydrogen Partnership.



## About the European Commission

The Commission represents and upholds the interests of the EU as a whole and is independent of national governments. The European Commission prepares legislation for adoption by the Council (representing the member countries) and the Parliament (representing the citizens). It administers the budget and the policy programmes (agriculture, fisheries, research etc.) in cooperation with authorities in the member countries.

For more information, please visit <https://commission.europa.eu/>.



## About Hydrogen Europe

Hydrogen Europe is the European association representing the interest of the hydrogen industry and its stakeholders and promoting hydrogen as an enabler of a zero-emission society. With more than 400+ members, including 25+ EU regions and 30+ national associations, we encompass the entire value chain of the European hydrogen and fuel cell ecosystem. We aim to propel global carbon neutrality by accelerating the European hydrogen industry. The European Commission prepares legislation for adoption by the Council (representing the member countries) and the Parliament (representing the citizens). It administers the budget and the policy programs (agriculture, fisheries, research, etc.) in cooperation with authorities in the member countries.

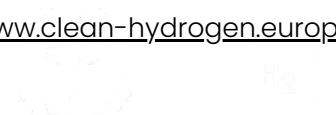
For more information, please visit [www.hydrogeneurope.eu](http://www.hydrogeneurope.eu).

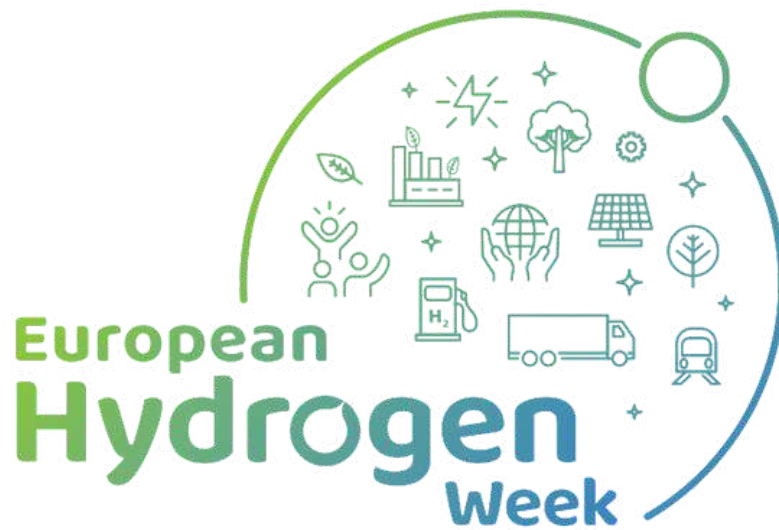


## About the Clean Hydrogen Partnership

The Clean Hydrogen Partnership is a unique public private partnership supporting research and innovation (R&I) activities in hydrogen technologies in Europe. Its aim is to strengthen and integrate EU scientific capacity, in order to accelerate the development and improvement of advanced clean hydrogen applications. The three members of the Joint Undertaking are the European Commission, Hydrogen Europe and Hydrogen Europe Research.

For more information, please visit [www.clean-hydrogen.europa.eu](http://www.clean-hydrogen.europa.eu).





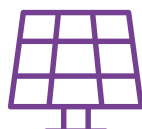
# QUESTIONS?

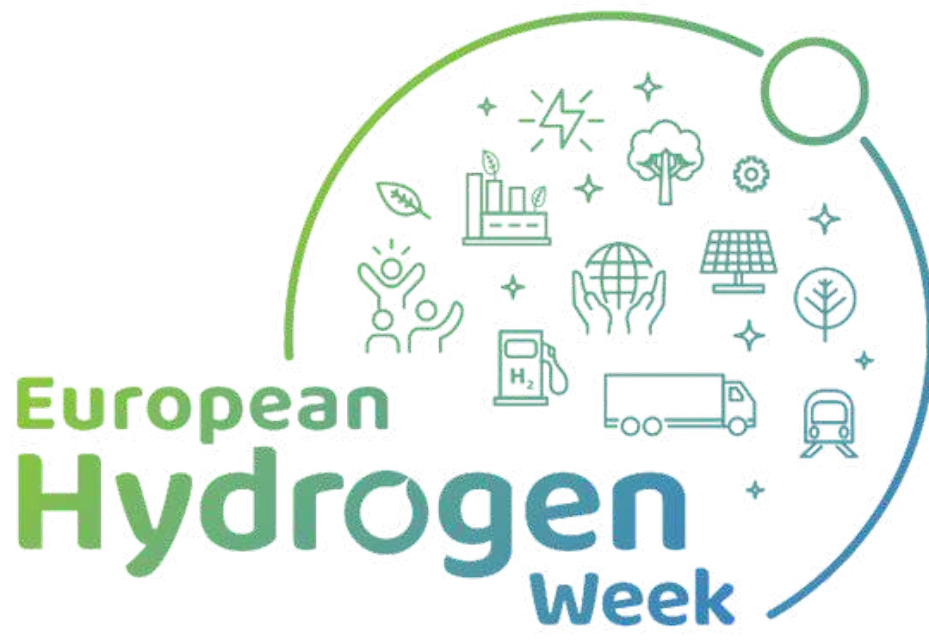
For more information about the different opportunities: [info@euhydrogenweek.eu](mailto:info@euhydrogenweek.eu)

For any updates on the EU Hydrogen Week: [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu)

Follow us on Twitter and LinkedIn!

We are looking forward to seeing you in Brussels!





European  
**Hydrogen**  
Week