

18 – 22 November 2024
Brussels, Belgium

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
EXPO	13:00 - 18:00	09:00 - 18:00	09:00 - 18:00	09:00 - 18:00	----
High Level Policy Conference	14:00 - 17:00	10:00 - 17:00	10:00 - 17:00	10:00 - 17:00	Online Sessions
B2B Forum	14:00 - 17:00	10:00 - 17:00	10:00 - 17:00	10:00 - 17:00	Online Sessions
Innovation Forum	----	10:00 - 18:00	10:00 - 18:00	----	----
Networking Events	18:00 - 20:00	18:00 - 20:00	18:00 - 20:00	----	----

FREE ACCESS FOR ALL VISITORS





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.

	Monday, 18.11.2024	Tuesday, 19.11.2024	Wednesday, 20.11.2024	Thursday, 21.11.2024	Friday, 22.11.2024
AM	----	<p>High-Level Policy Conference</p> <p>B2B Forum</p> <p>Innovation Forum</p> <p>Expo</p>	<p>High-Level Policy Conference</p> <p>B2B Forum</p> <p>Innovation Forum</p> <p>Expo</p>	<p>High-Level Policy Conference</p> <p>B2B Forum</p> <p>Innovation Forum</p> <p>Expo</p>	<p>Online Sessions</p>
PM	<p>High-Level Policy Conference (broadcast on all stages)</p> <p>Expo</p>	<p>High-Level Policy Conference</p> <p>B2B Forum</p> <p>Innovation Forum</p> <p>Expo</p>	<p>High-Level Policy Conference</p> <p>B2B Forum</p> <p>Innovation Forum</p> <p>Expo</p>	<p>High-Level Policy Conference</p> <p>B2B Forum</p> <p>Expo</p>	<p>Online Sessions</p>
Evening	<p>Welcome reception for all visitors</p>	<p>VIP dinner Booth parties</p>	<p>Clean Hydrogen Partnership & Hydrogen Europe Research Awards</p>	----	----



HIGH-LEVEL POLICY CONFERENCE

Duration: Monday, 18.11 – Thursday, 21.11

Where: Conference Auditorium, Hall 11

Access: Delegates only

This conference stream centres around the global, European, and national hydrogen developments and 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 programme will tackle some of the most pivotal topics in our sector.

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



[SEE PROGRAMME](#)



[SEE PROGRAMME](#)

B2B FORUM

Duration: Monday, 18.11 – Thursday, 21.11

Where: Exhibition area, Hall 7

Access: open to all visitors

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

This conference stream will go beyond the regulative framework, addressing different challenges of the hydrogen sector.

INNOVATION FORUM

Duration: Tuesday, 19.11 – Thursday, 21.11

Where: Conference Auditorium, Hall 7

Access: open to all visitors

The EU Hydrogen Research Days will be integrated in the Innovation Forum, featuring in-person sessions. It is an excellent opportunity to evaluate the progress and achievements in the various pillars of the Clean Hydrogen programme, facilitating discussions on the ways forward and key issues concerning research and innovation in the clean hydrogen sector.



[SEE PROGRAMME](#)

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

”



“

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

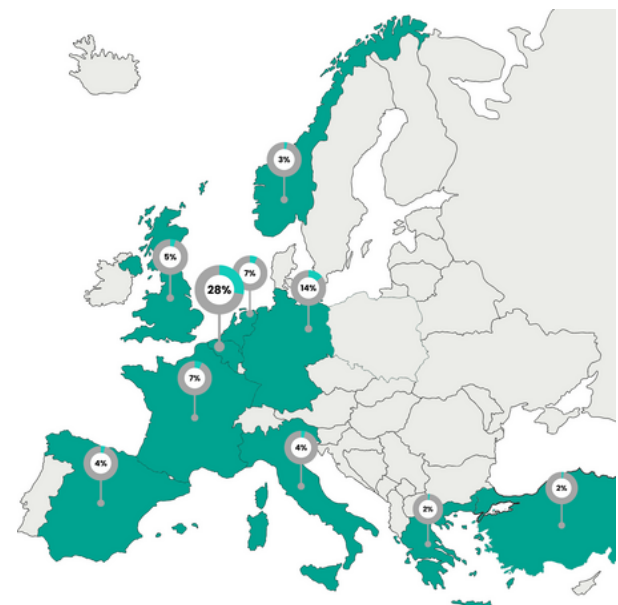
”



Who attended?*

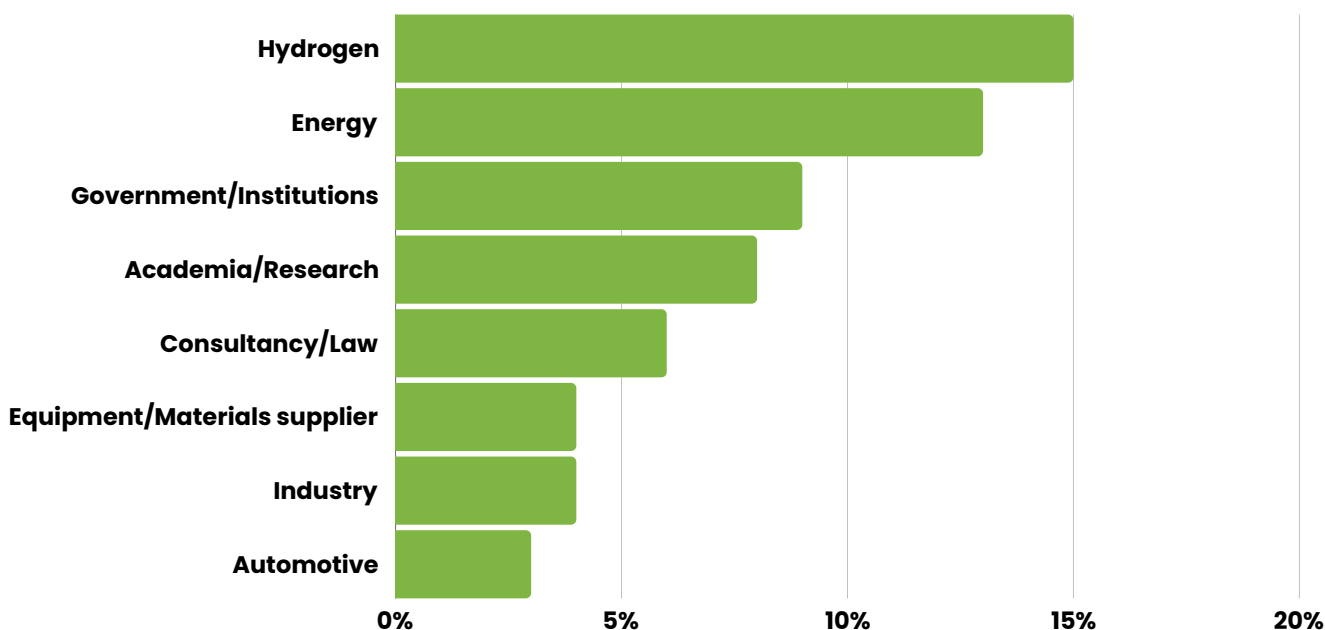


Top 10 countries in attendance



The number of visitors of the European Hydrogen Week has doubled between the 2022 and 2023 editions

Top sectors in attendance



*data based on the 2023 EUH2Week edition

What participants enjoyed the most



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



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.



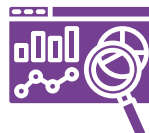
SALES

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/

Who is already there?
Check the full exhibitor list here:
www.euhydrogenweek.eu/exhibitors/

Exhibitor opportunities

	Early bird rate Until 31 July 2024		Full rate Until 31 October 2024	
Type	HE Members*	Standard	HE Members*	Standard
Basic package *	€330 + VAT per sqm	€383 + VAT per sqm	€420 + VAT per sqm	€493 + VAT per sqm
Full package **	€506 + VAT per sqm	€583 + VAT per sqm	€599 + VAT per sqm	€705 + VAT per sqm
Fee per co-exhibitor	€ 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*

*Basic package:

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



Basic package

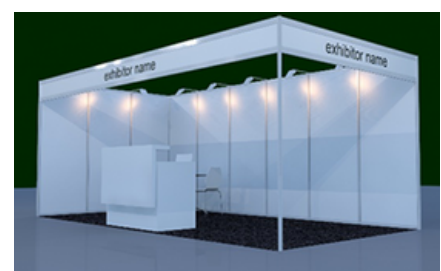
**Full package:

- 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.



What is included in the EU Project pavilion

Each project gets a **dedicated unit** with:

- Your project logo
- 2x High chairs
- 1x Electrical Socket
- 1x Led light
- 1x 43inch screen
- Shared storage room with lockable door
- Shared networking area with tables and chairs
- Project profile listing on the event website and event app

Mini technical forum

Each project also gets a 20min slot at the mini-theater area in the EU Projects Pavilion between Tuesday, 19.11 and Thursday, 21.11 to showcase their idea.

The theatre includes:

- 40 -50 chairs
- 80-inch screen connected to the PC with HDMI/USB
- PC for presentation and a clicker
- Lectern
- 3 handheld microphones
- 4 -5 high chairs for speakers

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 to find out more about it.

Price per project: €6.500,00 EUR + VAT

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

Get in touch with us at 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.

Note: In case a project wants to bring an installation/vehicle/model, the empty space next to the pavilion can be rented out for a price of € 330 + VAT per sqm.



Sponsorship opportunities

Sponsorship Rate	Early bird rate Until 31 July 2024	Full rate Until 31 October 2024
Bronze	€ 16.535,00	€ 18.365,00
Silver	€ 27.560,00	€ 29.940,00
Gold	€ 39.635,00	€41.620,00

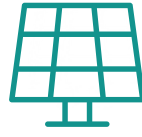
	Gold	Silver	Bronze
Panel Discussion at High-Level Policy Conference*	✓	—	—
Panel discussion at B2B forum*	—	✓	—
Branding on EU H2 Week Website	✓	✓	✓
Branding on EU H2 Week Event App	✓	✓	✓
1x Acknowledgment in the EU H2 Week Newsletter (150 words*)	✓	✓	✓
Social Media Announcements*	3	2	1
Passes to the 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.

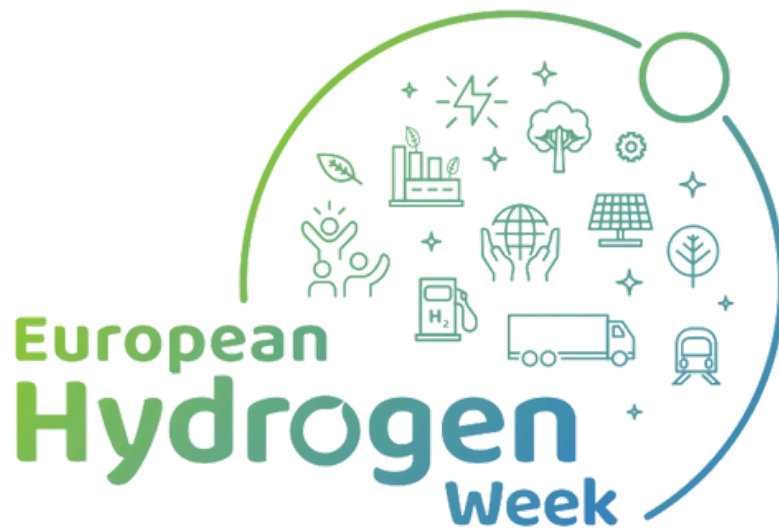
For more information, please visit www.hydrogeneurope.eu.



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.



QUESTIONS?

For more information about the different opportunities: info@euhydrogenweek.eu

For any updates on the EU Hydrogen Week: www.euhydrogenweek.eu

Follow us on Twitter and LinkedIn!

We are looking forward to seeing you in Brussels!

