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IN PARTNERSHIP WITH:



SUPPORTED BY:



# ASIA-PACIFIC HYDROGEN 2023

SUMMIT & EXHIBITION

26 - 27 OCTOBER 2023 | ICC SYDNEY, AUSTRALIA

## POST EVENT MARKETING REPORT

### LEAD SPONSORS



### GOVERNMENT PARTNERS



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### KNOWLEDGE PARTNER



# CONNECTING HYDROGEN STAKEHOLDERS WITH GOVERNMENT OFFICIALS IN ASIA-PACIFIC

In partnership with the Australian Hydrogen Council, supported by the Australian Trade and Investment Commission and New South Wales Government, the Asia-Pacific 2023 Summit & Exhibition welcomed global attendees to the ICC, Sydney on 26-27 October for the inaugural event.

During 2 bustling days in Sydney, attendees were engaged in keynote addresses from government representatives, insightful panel discussions, as well as quickfire presentations from industry experts at our H2 Tech Series stage.

## #APACHYDROGEN2023 IN NUMBERS:



**2000**  
INDUSTRY  
PROFESSIONALS



**500**  
DELEGATES



**50**  
COUNTRIES



**106**  
SPEAKERS



**77**  
EXHIBITORS



**31**  
SPONSORS



**900**  
COMPANIES  
ATTENDED

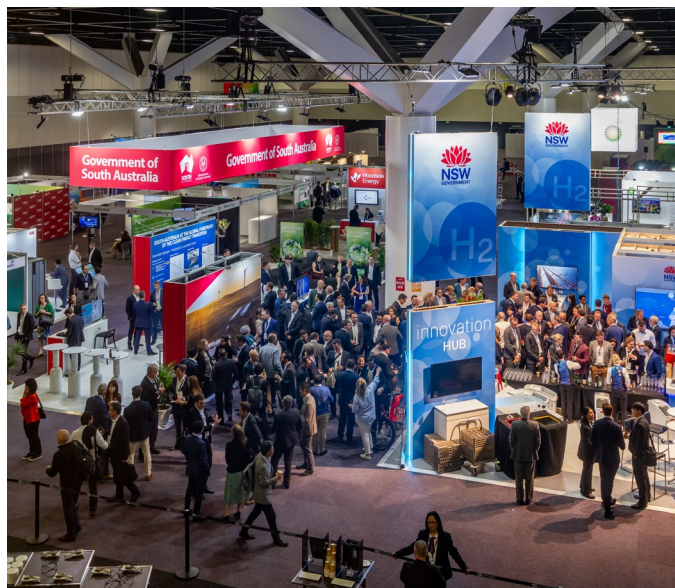


**61**  
SESSIONS

## VIDEO HIGHLIGHTS









# EXPERIENCING THE LATEST PRODUCTS AND SERVICES IN THE HYDROGEN SPACE

## PRESS COVERAGE



### Australian-based Star Scientific chooses New Mexico for North American expansion

New Mexico Gov. Michelle Lujan Grisham and Star Scientific Ltd. Global Group Chair Andrew Horvath announced that the Australia-based green hydrogen research and development company has chosen New Mexico as the location for its first North American operation.

[Read More](#)

### Why green hydrogen might require government support for the next ten years or more

Green hydrogen may be key to decarbonising many parts of the global economy, but it will remain more expensive than grey H<sub>2</sub> made from unabated fossil fuels until around 2040.

[Read More](#)



### UNSW delivers feasibility study on renewable energy technologies in NSW

A research consortium led by UNSW Sydney has delivered a report to the NSW government that establishes a roadmap to transforming the state into a global renewable energy superpower.

[Read More](#)



# EXPERIENCING THE LATEST PRODUCTS AND SERVICES IN THE HYDROGEN SPACE

## PRESS COVERAGE



### Sungrow Presents its Green Hydrogen Solutions at the Asia Pacific Hydrogen 2023 Summit & Exhibition

The flexible green hydrogen production solutions that Sungrow presented are ideal for tackling the fluctuations and intermittence of wind and solar power, improving the efficiency of large-scale hydrogenation, reducing energy consumption, and meeting the demand for large-scale and multi-scenario green hydrogen production.

[Read More](#)

### Lucy Nation on accelerating Australia's hydrogen industry

Read Lucy's speech from the event, focused on Australia's hydrogen industry.

[Read More](#)

Insightful event with plenty of very relevant hydrogen & ammonia sector stakeholders. Definitely worth attending and connecting to form a hydrogen coalition supporting the efforts in energy transition.



JAN KINSELA, VP, HSBC

# SPEAKERS



**THE HON. PENNY SHARPE**  
Minister for Climate Change,  
Minister for Energy, Minister  
for the Environment, and  
Minister for Heritage  
**Government of New  
South Wales**



**THE HON. TOM  
KOUTSANTONIS MP**  
Minister for Infrastructure  
and Transport, Minister for  
Energy and Mining  
**Government of South  
Australia**



**H.E. RACHMAT KAIMUDDIN**  
Deputy Minister for Infrastructure  
and Transportation Coordination  
**Coordinating Ministry  
of Maritime Affairs and  
Investment of the Republic  
of Indonesia**



**DR JUERGEN FRIEDRICH**  
Ministerial Envoy  
for International  
Hydrogen Projects  
**Federal Ministry for  
Economic Affairs and Climate  
Action, Federal Republic  
of Germany**



**SANDOR GAASTRA**  
Secretary-General  
**Ministry of Economic  
Affairs and Climate Policy,  
Government of the Kingdom  
of the Netherlands**



**MICHELLE LUJAN  
GRISHAM**  
Governor of the State  
of New Mexico  
**Government of  
New Mexico**



**CATHERINE ZERGER**  
Branch Head – Hydrogen  
Strategy, Department of  
Climate Change, Energy,  
the Environment and Water  
**Australian Government**



**TIM STOCK**  
Director Hydrogen and  
Clean Energy, Office of  
Energy and Climate Change  
within NSW Treasury  
**Government of  
New South Wales**



**CHRIS SHAW**  
Deputy Director-General,  
Hydrogen, Department of  
Energy and Public Works  
**Queensland Government**



**HAN FEENSTRA**  
Hydrogen International  
Program Manager  
**Ministry of Economic Affairs  
and Climate Policy, Government  
of the Kingdom of the Netherlands**



**DR FIONA SIMON**  
CEO  
**Australian Hydrogen Council  
(AHC)**



**MARTIJN COOPMAN**  
Program Manager International  
Hydrogen Supply Chains  
**Port of Rotterdam**



**VICENTE PINTO**  
Counsellor for Investment  
Affairs (Asia)  
**InvestChile**



**LUCY NATION**  
Vice President - Hydrogen,  
Australia and Asia Pacific  
**bp**



**ANDREW HORVATH**  
Global Group Chairman  
**Star Scientific Limited**



**JOHN HIRJEE**  
Head of Research & Analysis,  
Resources, Energy &  
Infrastructure  
**ANZ Banking Group**



**ADAM BACON**  
Regional Executive –  
Asia Pacific  
**Bloom Energy**



**MENNO WEUSTINK**  
Vice President New Energy APAC  
**Woodside Energy**



**STEFAN HAKANSSON**  
Chief Clean Energy Officer  
(CCEO)  
**GFG Alliance**



**JEREMY HASNIP**  
Head of Energy Transition,  
Australia  
**SMBC**



**KEISUKE MIYOSHI**  
Director General, Hydrogen and  
CCS Project Department  
**Japan Organization for Metals and  
Energy Security (JOGMEC)**



**JAMES KIM**  
President & CEO  
**Approtium**



**JOHN GUNN**  
Global Operations  
Executive Hydrogen  
**Bechtel**



**SAMUEL MORILLON**  
Managing Director, Australia  
**Siemens Energy**



**PHIL RICHARDSON**  
General Manager  
Hydrogen Projects  
**Stanwell Corporation**



**CLAUS NUSSGRUBER**  
CEO  
**Utility Global**



**RAFAEL FEJERVARY**  
Director – Hydrogen  
**SLB**



**DANIEL KIM**  
Chief Executive Officer  
**Ark Energy**



**KOHEI TOYODA**  
Director General for Energy  
Transformation Strategy, Energy and  
Natural Resources Finance Group  
**Japan Bank for International  
Cooperation (JBIC)**



**ALEXANDRA MCINTOSH**  
Director | Business  
Development &  
Transactions  
**Australian Renewable  
Energy Agency (ARENA)**

## JOB TITLES THAT PARTICIPATED



38%	DIRECTOR/CEO/COO/MD/CHAIRMAN/PRESIDENT/VP/HEAD
30%	GENERAL MANAGER/SENIOR MANAGER/COUNTRY MANAGER
10%	BUSINESS DEVELOPMENT/COMMERCIAL/SALES/MARKETING
9%	ADVISOR/ENGINEER/ANALYST
7%	LEGAL/GOVERNMENT REPRESENTATIVE
6%	PRESS/ACADEMIA

“

A refreshingly open and honest dialogue among all of the panels sharing insights and lessons to advance the industry.

”

**MARK ELLIOT**  
Commercial Lead – Hydrogen  
**Xodus**

## INDUSTRY TYPE BY PERCENTAGE

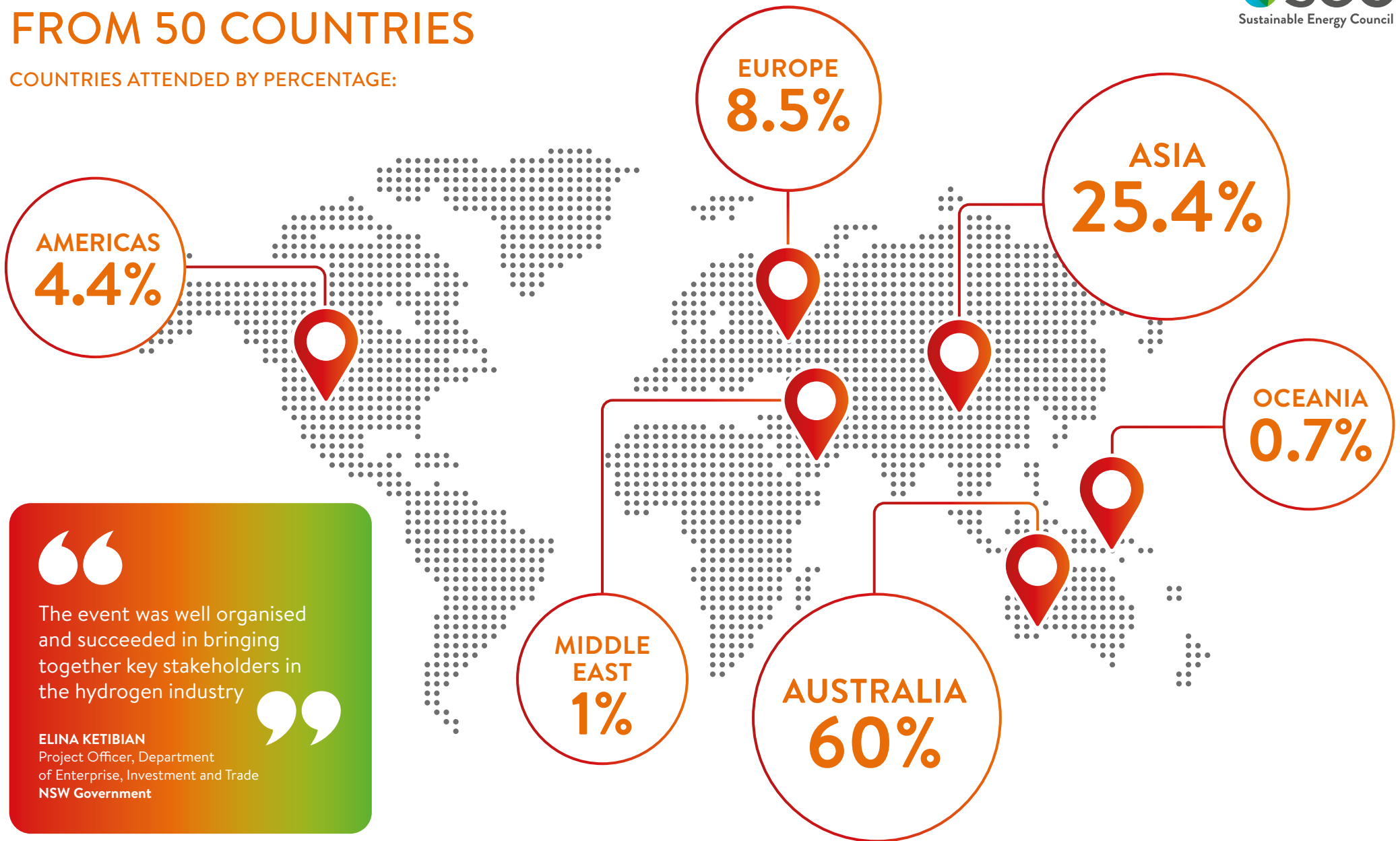


29.7%	HYDROGEN PRODUCERS (10.6%), ELECTROLYSERS (5%), FUEL CELL (0.8%), CHEMICALS (1%), GAS (4%), WATER/WIND/SOLAR (1.5%), EQUIPMENT & MATERIAL SUPPLIER (5%), COMPONENTS, PARTS & LNG (0.8%)
15.8%	TECHNOLOGY, INNOVATION & INTEGRATED SOLUTIONS (4%), BIOMASS (0.1%), RENEWABLES (6%), POWER GENERATION, BATTERY / STORAGE & BIOMASS 1.8%)
14.2%	GOVERNMENT (13%), MINISTRY & REGULATOR (0.4%), LEGAL (0.8%)
13.1%	CONSTRUCTION (1%), EPC COMPANY (2%), SYSTEM SUPPLIER (OEM) (1%), MAINTENANCE/SERVICE COMPANY & UTILITY COMPANY (1.2%), PROFESSIONAL SERVICES (6%), PROJECT CONTRACTOR/SUPPORT SERVICES & REAL ESTATE (0.9%), INFRASTRUCTURE (1%)
10.9%	HYDROGEN USERS (7%), INTERNATIONAL ENERGY COMPANY (2%), NATIONAL ENERGY COMPANY & CONGLOMERATE (0.9%), HEAVY INDUSTRY (1%)
9%	ACADEMIC / RESEARCH COMPANY (7%), PRESS & MEDIA (1%), NGO & ASSOCIATIONS (1%)
8.8%	ACCOUNTING, BANKS, FINANCE (7%), INVESTORS (1%), TRADING AND ENERGY BUYER (0.8%)
4.5%	AVIATION AND AUTOMOTIVE (1.5%), GAS TRANSPORT, TRANSPORT & MOBILITY (1.6%), LOGISTICS & SUPPLY CHAIN (0.6%), SHIPPING, PORTS AND PIPELINE (0.8%)



# 2000+ VISITORS FROM 50 COUNTRIES

COUNTRIES ATTENDED BY PERCENTAGE:



“

The event was well organised and succeeded in bringing together key stakeholders in the hydrogen industry

”

**ELINA KETIBIAN**

Project Officer, Department  
of Enterprise, Investment and Trade  
NSW Government



# WITH THANKS TO OUR 2023 EXHIBITORS



# THE PLATFORM TO BUILD YOUR RELATIONSHIPS IN THE HYDROGEN SPACE

97%



OF PARTICIPANTS RATED THE QUALITY OF THE  
SUMMIT PROGRAMME & SPEAKERS AS GOOD  
OR EXCELLENT

100%



OF PARTICIPANTS RATED THE QUALITY OF THE  
H2 TECH SUMMIT PROGRAMME & SPEAKERS  
AS GOOD OR EXCELLENT

100%



OF PARTICIPANTS RATED THE QUALITY OF THE  
REGISTRATION EXPERIENCE AS GOOD OR EXCELLENT

96%



OF PARTICIPANTS RATED THE QUALITY OF THE  
EXHIBITION GOOD OR EXCELLENT

92%



OF PARTICIPANTS WOULD RECOMMEND THE  
EVENT TO A COLLEAGUE

96%



OF PARTICIPANTS RATED THE QUALITY OF  
NETWORKING OPPORTUNITIES GOOD  
OR EXCELLENT

95%



OF PARTICIPANTS WOULD ATTEND OTHER  
SEC EVENTS



Great industry  
participation, quality  
participants, plenty  
of time and space  
for networking. ”

JOEL SMOUHA  
Senior Adviser – Hydrogen  
Austrade





# SUPPORTERS



This is a great event connecting hydrogen experts, project developers and investors.



MAOYI CHANG, CEO, GREENHARVEST





# ASIA-PACIFIC HYDROGEN 2024

SUMMIT & EXHIBITION

12 - 13 SEPTEMBER

SEE YOU NEXT YEAR

We look forward to welcoming you to Brisbane next year on  
**12 - 13 September #APACHydrogen2024** –  
your gateway to unite with the world's senior hydrogen leaders.

Contact **Elliott McGinn +44 207 978 0029**

Email: **AsiaHydrogen@sustainableenergycouncil.com**

