

Press Release

f-cell und Battery+Storage: An international event alliance with a (new) distinctive face

Hydrogen, fuel cells and storage technologies – topics that are often closely related in practice today. Thus it is only logical that the world-renowned f-cell industry forum and the new Battery+Storage conference and trade fair will take place concurrently at the Stuttgart Trade Fair Grounds (Messe Stuttgart) from 8 to 10 October 2012. The topic structure for the symposia is already in place (www.f-cell.de).

Stuttgart (eos) – “With Battery+Storage we address the players all along the production chain for energy storage systems as well as their end customers, the users of industrially manufactured battery systems and other storage media. We want to become the industry meeting point in Europe for chemical companies that supply electrode material and for producers of complex battery systems and developers of e-vehicles,” explains Ulrich Kromer von Baerle, Managing Director of Messe Stuttgart, in an interview. With the f-cell fuel cell forum, which attracted some 1,000 visitors from 30 countries in 2011, he found the perfect partner for a vigorous start. In the same interview, Peter Sauber, Managing Director of Peter Sauber Agentur Messen und Kongresse GmbH, described the formula for success of the f-cell event, which his firm is organizing for the twelfth time in cooperation with Wirtschaftsförderung Region Stuttgart (WRS) from 8 to 10 October 2012: “Basic research is not our main focus. We are concerned with successful case-studies and concrete, practice-related issues from all fields of fuel cell application. Corresponding problem-solving approaches will be presented for further discussion at the accompanying f-cell trade fair. Practical relevance and a networking platform – these are the distinctive features we aim to carry over to the new Battery+Storage conference organized by the Peter Sauber Agency.”

"The next step is to work out the programme details"

The structure of the f-cell and Battery+Storage conferences is already in place. The programmes are interrelated and provide opportunities for dialogue among experts from both fields. At the programme committee meetings held early this year, the organizers compiled the conference topics in collaboration with numerous experts from research institutes and corporate enterprises. "We received a great deal of positive feedback on the new event concept – strong confirmation that our target groups recognize the benefits offered by the new format," says Peter Sauber. The programme structure for both conferences can be viewed at www.f-cell.de. The next step is to fix all individual lectures. Peter Sauber hopes to interest potential speakers and participants for f-cell and Battery+Storage in Japan. His agency is responsible for organizing the German Pavilion at the FC Expo in Tokyo from February 29 to March 2nd.

Promoting clean mobility and renewable energies

Ulrich Kromer von Baerle is confident that f-cell and Battery-Storage have an even more promising future as a joint event. "The industry is working hard to make energy storage systems more efficient and economical in support of broad-based market penetration for clean mobility and renewable energies. This process will keep companies busy for a long time to come and we expect it to bring numerous market players from various fields of technology together – a strong foundation for a successful long-term trade fair and conference concept."

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