



PRESS RELEASE

German Pavilion at FC Expo 2013 in Tokyo:

All eyes on fuel cell, hydrogen and electric mobility "*Technik*" from Germany

"hydrogen, fuel cells and electric mobility made in Germany" – a label that suggests sophisticated technologies and trend-setting research results. Every year, a great many of Tokyo's FC Expo visitors are drawn to the German Pavilion to find out how their business can profit from German know-how. From February 27 - March 1, 2013 at the World Smart Energy Week in Tokyo, the joint presentation of German key companies once more provides ample opportunities for networking, expert talks and in-depth negotiations.

For decades Germany has been a pioneer in utilising renewable energies. The current energy concept of the German government continues this path with ambitious goals to increase the share of renewable energy to 60% of total energy consumption by 2050. Fuel cell and hydrogen technologies play an important role when it comes to balancing the fluctuating supply of renewable energies. Thus, the development and commercialisation of these innovative technologies is strongly encouraged by German governmental funds and innovation programmes. Within the framework of the National Innovation Programme Hydrogen and Fuel Cell Technology (NIP), managed by NOW GmbH National Organisation Hydrogen and Fuel Cell Technology, a total budget of € 1.4 billion is being invested in large-scale demonstration projects, research and development and market preparation initiatives.

Germany is taking the lead in fuel cell and hydrogen technologies - as a market, development platform and export hub. At the FC Expo in Tokyo, Japan (February 27 – March 1, 2013), trade fair visitors can experience "hydrogen, fuel cells and electric mobility made in Germany". The German Pavilion presents key players and their latest products and research results. The topics covered by the exhibitors include research in the fields of materials, components and manufacturing processes, manufacturing and quality testing technologies, ready to market fuel cell products and hydrogen storage and electric mobility solutions. Furthermore, national and regional sector organisations give valuable insights into ongoing projects and activities.

Whether through cooperations with German partners, involvement in demonstration projects or investment in German technologies - a great number of opportunities open up for foreign companies. Existing international partnerships, like the NOW-NEDO Memorandum of Understanding on German-Japanese cooperation or the collaboration between the German Clean Energy Partnership (CEP) and the California Fuel Cell Partnership, smooth the way for international cooperation projects.



At the German Pavilion, companies interested in doing business with German partners will receive valuable market insights and have the chance to get into direct contact with 18 of Germany's most interesting players in the fuel cell, hydrogen and electric mobility sector. Experienced Japanese interpreters will facilitate communication at the Pavilion.

The Exhibitors

Gebr. Becker GmbH

e-mobil BW GmbH Landesagentur für Elektromobilität und Brennstoffzellentechnologie

Ensinger Compounds GmbH

eZelleron GmbH

f-cell | The fuel cell | 13 forum for producers and users

ICT Fraunhofer-Institute for Chemical Technology

IKTS Fraunhofer-Institute for Ceramic Technologies and Systems

Fuel Cell and Hydrogen Network North Rhine-Westphalia

FuMA-Tech GmbH

Germany Trade & Invest

GP Solar GmbH

H2BZ-INITIATIVE HESSEN E.V.

Lohmann GmbH & Co. KG

McPhy Energy Deutschland GmbH

NOW GmbH National Organisation Hydrogen and Fuel Cell Technology

Peter Sauber Agentur Messen und Kongresse GmbH

Sunfire GmbH

ZBT Zentrum für BrennstoffzellenTechnik GmbH

A taste of Germany

Doing business with an empty stomach is not to be recommended – at the German Pavilion, we kindly invite trade fair visitors to enjoy German pretzels and world-famous German beer “Bitburger Premium Pils” while meeting up with Germany's top fuel cell, hydrogen and electric mobility experts.

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