

PRODUCED BY:



# WORLD HYDROGEN 2024

SUMMIT & EXHIBITION

13-15 MAY | ROTTERDAM AHOY, NETHERLANDS

POST EVENT MARKETING REPORT

IN PARTNERSHIP WITH:



Government of the Netherlands



City of  
Rotterdam



Port of  
Rotterdam

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# THE WORLD'S LARGEST DEDICATED HYDROGEN EVENT

The **Official World Hydrogen Summit & Exhibition in Rotterdam** with partners the Government of the Netherlands, Province of Zuid-Holland, the Port of Rotterdam and the City of Rotterdam, were proud to welcome global attendees to the Rotterdam Ahoy, on 13-15 May for the largest edition yet.

Across the three bustling days, attendees enjoyed the **C-Level Summit**, the **largest hydrogen-focused Exhibition in the world**, the **Africa Hydrogen Forum**, **2 x H2 Tech Series Stages**, the **World Hydrogen Awards**, incredible **site visits to the Port of**

**Rotterdam** hydrogen projects along with **non-stop networking** accommodating the surging expansion of the sector as hydrogen takes centre stage in global debates, subsidy schemes and energy transition plans.

## #WORLDHYDROGEN2024 IN NUMBERS:



**15,000**  
INDUSTRY  
PROFESSIONALS



**2000**  
DELEGATES



**137**  
COUNTRIES



**350**  
SPEAKERS



**500**  
EXHIBITORS



**70**  
SPONSORS



I feel honoured to have been invited to address the esteemed audience at the World Hydrogen Summit, I want to address my sincere appreciation for the hospitality provided to the Namibian delegation.

**Dr. Nangolo Mbumba**  
President of the Republic of Namibia



I'm grateful to the organisers and gracious host country for the opportunity of being at the wonderful World Hydrogen Summit 2024.

**Bhupinder S Bhalla**  
Secretary at the Ministry of New and Renewable Energy,  
Government of India



“

It's a pleasure to be back here in Rotterdam and I would like to thank the organisers of this summit, with familiar faces from all over the world.

”

**H.E. Rob Jetten**  
Minister for Climate & Energy Policy  
Government of the Netherlands



PRODUCED BY  
  
Sustainable Energy Council

IN PARTNERSHIP WITH



**WORLD  
HYDROGEN  
2024**  
SUMMIT & EXHIBITION



# WORLD HYDROGEN 2024 SUMMIT & EXHIBITION IN THE NEWS



## Oman Commands the Global Stage at WHS2024

The Sultanate of Oman is marking its participation in the World Hydrogen 2024 Summit in Rotterdam, Netherlands on May 13-15, by showcasing its bold vision to become one of the largest exporters of low carbon hydrogen by 2023.

[Read More](#)



## “We should be taking FID on one of our largest hydrogen projects this year”

Developers of large-scale green hydrogen projects in Europe are being held up by excessive bureaucracy around subsidies and in some countries, poor regulation, a senior executive from Uniper has complained — citing these problems as the reasons behind the company’s decision to defer a final investment decision (FID) on the first phase of its flagship 500MW H2Maasvlakte renewable H2 project in the Netherlands.

[Read More](#)



## The World heads to Rotterdam to talk hydrogen

Represented by their national hydrogen associations or governments, many countries are present in Rotterdam for the World Hydrogen Summit. And there are some big pavilions too, including that of Canada. As for Asia, competition is on between Korea and Japan.

[Read More](#)



## The dawn of reality: Editor’s notes on the 2024 World Hydrogen Summit

It’s been quite the three days here in Rotterdam for the World Hydrogen Summit and Exhibition. In many ways it felt like most large hydrogen events: excitement, busy and a lot of optimism. However, this one was different.

[Read More](#)

# WORLD HYDROGEN 2024 SUMMIT & EXHIBITION IN THE NEWS



## Hydrogen tipped as ‘fifth wave’ of UAE clean energy drive

Middle East and North Africa emerge as key players in infant hydrogen trade at Rotterdam summit. The UAE and Netherlands were leading talks on Monday on how to massively scale up trade in the infant hydrogen industry.

[Read More](#)



## ‘The EU approach to subsidies will be better than the US for getting green hydrogen projects over the line’

Supply-side support might be politically popular, but has to be stacked with either mandates or other subsidies for projects to take FID, according to panel of industry executives

[Read More](#)



## Plug secures \$1.66bn US DOE loan guarantee for up to six green hydrogen plants

Andy Marsh, CEO of Plug Power, said the loan guarantee will prove “instrumental” to grow not only the company’s green hydrogen network, but the entire US industry. Speaking to H2 View at the World Hydrogen Summit in Rotterdam, Marsh said it was a “big deal” for the firm, admitting that financial troubles had limited its ability to fulfil its mission of building out liquid hydrogen plants across the US.

[Read More](#)



## Outgoing Minister of Climate and Energy, Rob Jetten receives the gold hydrogen medal

Due to his unwavering, enthusiastic and realistic commitment to a green society and sustainable economy - in which he actively contributes to strengthening the Netherlands’ Hydrogen Country - outgoing Minister for Climate and Energy Rob Jetten received a Gold Hydrogen Medal on the second day of the World Hydrogen Summit.

[Read More](#)

# 2024 SPEAKERS INCLUDED



**H.E. Rob Jetten**  
Minister for Climate and  
Energy Policy  
**Government of the  
Netherlands**



**Sang Hyup Kim**  
Co-Chairperson, Presidential  
Commission on Carbon Neutrality  
and Green Growth  
**Republic of Korea**



**Kajsa Rytberg Wallgren**  
Executive Vice President, Growth  
& Hydrogen Business  
**H2 Green Steel**



**Willemien Terpstra**  
CEO  
**Gasunie**



**Boudewijn Siemons**  
CEO  
**Port of Rotterdam**



**Daria Nochevnik**  
Director for Policy and  
Partnerships  
**Hydrogen Council**



**Sunita Satyapal**  
Director, Hydrogen and Fuel Cell  
Technologies Office and Hydrogen  
Interagency Taskforce Director  
**U.S. Department of Energy**



**Fiona Simon**  
CEO  
**Australian Hydrogen  
Council (AHC)**



**Alex MacIntosh**  
Director Business Development  
and Transactions  
**Australian Renewable Energy  
Agency (ARENA)**



**Bhupinder S Bhalla**  
Secretary, Ministry of New and  
Renewable Energy  
**Government of India**



**Pauline Chua**  
Deputy Director (Maritime  
Technology Capability)  
**Maritime and Port Authority  
of Singapore**



**Eng. Abdulaziz Al Shidhani**  
Managing Director  
**Hydrom**



**Shin Hosaka**  
Vice-Minister for International  
Affairs, Ministry of Economy,  
Trade and Industry (METI)  
**Government of Japan**



**Lotte Rosenberg**  
Chief Executive Officer  
**Carbon Recycling  
International**



**Ruud Kempener**  
Team Leader for Industrial  
Decarbonisation, Directorate-  
General for Energy  
**European Commission**



## JOB TITLES THAT PARTICIPATED



63.3%	DIRECTOR/CEO/COO/MD/CHAIRMAN/PRESIDENT/VP/HEAD/ GOVERNMENT REPRESENTATIVE
17.36%	GENERAL MANAGER/SENIOR MANAGER/COUNTRY MANAGER
13.86%	BUSINESS DEVELOPMENT/COMMERCIAL/SALES/MARKETING/LEGAL
3.10%	ADVISOR/ENGINEER/ANALYST
2.38%	PRESS/ACADEMIA

“

The event was well organized.  
Attracted all decision makers  
from all around the  
world to the  
hydrogen hub.

”

**Jamal Al Balushi**  
Head Corporate Affairs  
Energy Development Oman

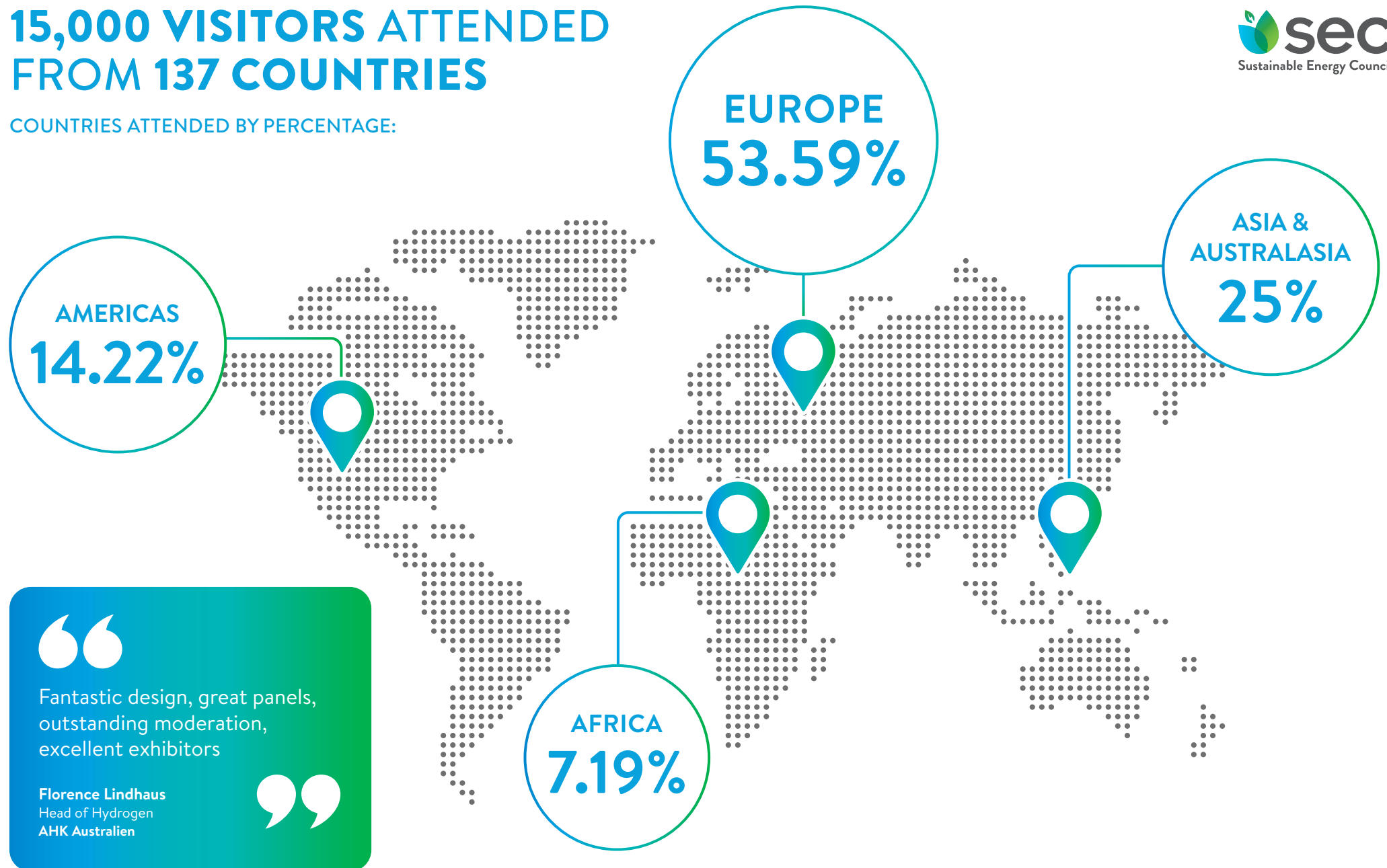
## INDUSTRY TYPE BY PERCENTAGE



27.85%	HYDROGEN PRODUCERS, ELECTROLYSERS, FUEL CELL, CHEMICALS, GAS, WATER/WIND, EQUIPMENT & MATERIAL SUPPLIER, COMPONENTS, PARTS
14.5%	GOVERNMENT, MINISTRY & REGULATOR, LEGAL
13.07%	CONSTRUCTION, EPC COMPANY, SYSTEM SUPPLIER (OEM), UTILITY COMPANY, PROFESSIONAL SERVICES, PROJECT CONTRACTOR/SUPPORT, INFRASTRUCTURE
10.98%	HYDROGEN USERS, INTERNATIONAL ENERGY COMPANY, NATIONAL ENERGY COMPANY & CONGLOMERATE, HEAVY INDUSTRY
10.55%	RESEARCH COMPANY, MEDIA, NGO & ASSOCIATIONS
9.40%	TECHNOLOGY, INNOVATION & INTEGRATED SOLUTIONS, BIOMASS, RENEWABLES, SOLAR/WIND, POWER GENERATION, BATTERY / STORAGE
8.04%	AVIATION AND AUTOMOTIVE, GAS TRANSPORT, TRANSPORT & MOBILITY, LOGISTICS & SUPPLY CHAIN, SHIPPING, REGULATOR, PORTS AND PIPELINE
5.61%	ACCOUNTING, BANKS, FINANCE, INVESTORS, TRADING AND ENERGY BUYER

# 15,000 VISITORS ATTENDED FROM 137 COUNTRIES

COUNTRIES ATTENDED BY PERCENTAGE:

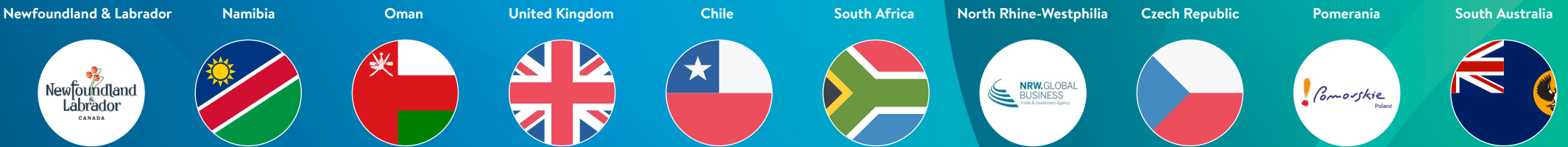
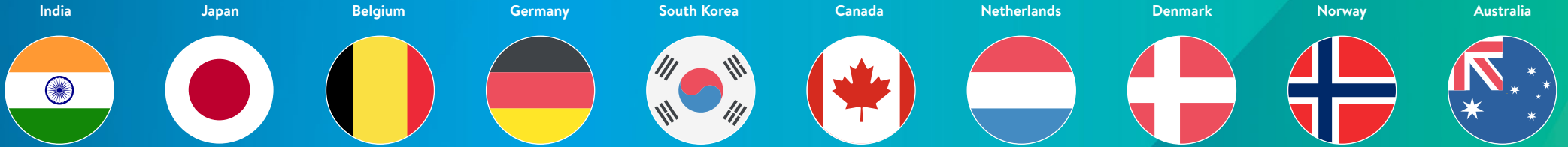


Fantastic design, great panels,  
outstanding moderation,  
excellent exhibitors

Florence Lindhaus  
Head of Hydrogen  
AHK Australien



# FEATURING OVER 20 COUNTRY AND REGIONAL PAVILIONS



# OUR 2024 EXHIBITORS INCLUDED



# INCREASE YOUR BRAND'S VISIBILITY TO OVER 2 MILLION PEOPLE BY BECOMING A SPONSOR

100%



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

98%



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

98%



OF PARTICIPANTS RATED THE QUALITY OF THE EXHIBITION GOOD OR EXCELLENT

98%



OF PARTICIPANTS RATED THE QUALITY OF NETWORKING OPPORTUNITIES GOOD OR EXCELLENT

96%



OF PARTICIPANTS WOULD RECOMMEND THE EVENT TO A COLLEAGUE

“  
The event  
keeps getting  
better and  
better!”

Randolf Weterings  
Program Manager  
Port of Rotterdam

# GET YOUR BRAND SEEN BY OVER 2 MILLION THROUGH SPONSORING



**31,000**

EMAIL SUBSCRIBERS



**1,572,593**

GOOGLE IMPRESSIONS



**234,313**

SOCIAL IMPRESSIONS



**5,487**

REPOSTS/MENTIONS  
/REACTIONS



**496,285**

WEBPAGE VIEWS



**2,583,159**

REACH FROM EXTERNAL  
ORGANISATIONS



It was an awesome summit to understand the state of the industry (you get a snapshot view of the current state of the hydrogen industry), make valuable connections and insightful discussions, and pave the way for a low-carbon hydrogen future. Only together, can we close the gap and the World Hydrogen Summit does exactly that - brings us all together.



**Adi Maha**  
Business Development Manager  
Ramboll Denmark

# THE NETWORKING APP

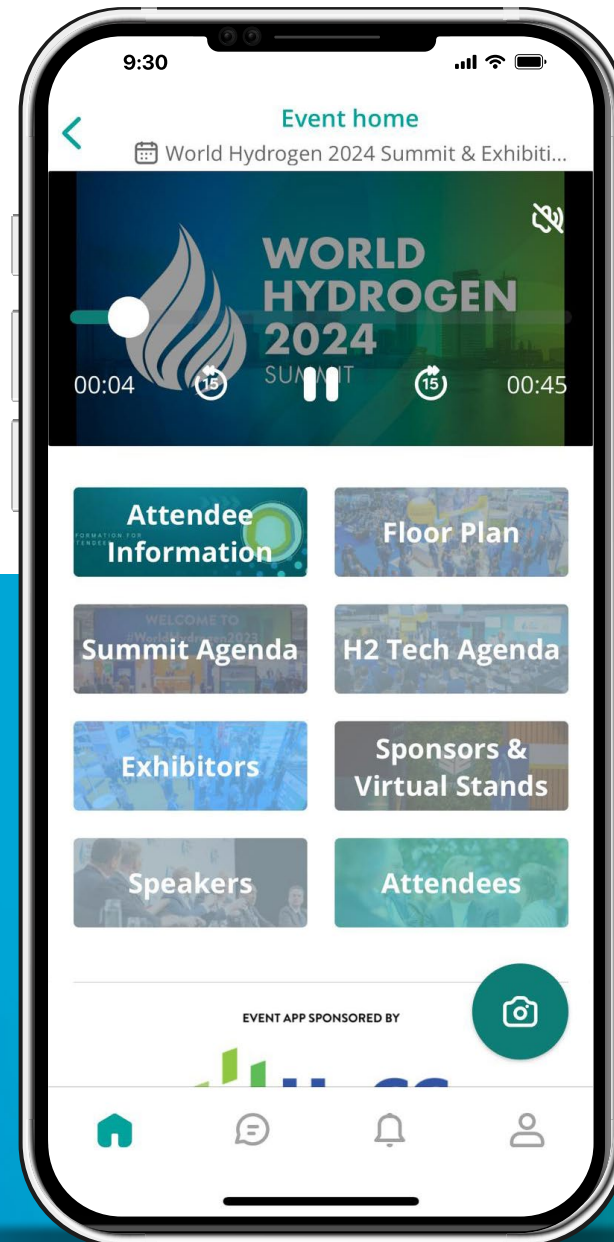
The World Hydrogen 2024 Summit & Exhibition networking app was the official platform for attendees to utilise their event experience, sponsored by HyCC. Visitors, delegates, exhibitors and speakers were able to connect with each other ahead of time and schedule those all-important meetings.

**9,197**

MESSAGE EXCHANGES ON  
THE APP

**3,728**

SCHEDULED MEETINGS AND  
CONNECTIONS MADE



# THANKS TO OUR 2024 INDUSTRY SUPPORTERS FOR EXPANDING THE SUMMIT'S MARKETING REACH









# WORLD HYDROGEN 2025

SUMMIT & EXHIBITION

21 - 23 MAY 2025 | ROTTERDAM, NETHERLANDS

SEE YOU NEXT YEAR!

We look forward to welcoming you back to Rotterdam next year for **#WorldHydrogen2025** – The World’s Largest Dedicated Hydrogen Event.

Get in touch with the team to discuss your participation:

Contact

[hydrogen@sustainableenergycouncil.com](mailto:hydrogen@sustainableenergycouncil.com)



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