

# European Hydrogen Week 2024

Brussels

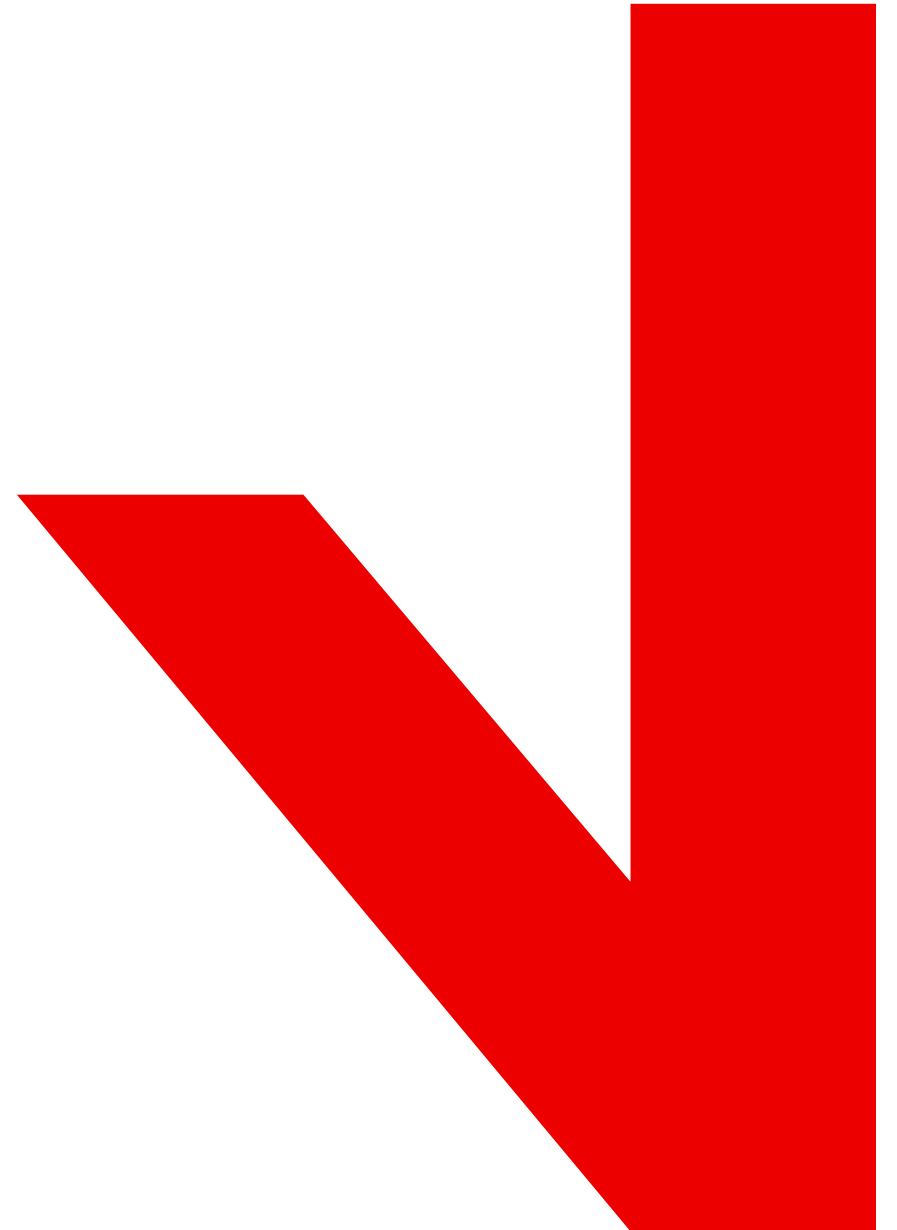
November 18-22th

Norwegian Pavilion

Team Norway collaboration

[Norway Pavilion at European Hydrogen Week 2024  
\(businessnorway.com\)](https://businessnorway.com)

[Home - European Hydrogen Week \(euhydrogenweek.eu\)](https://euhydrogenweek.eu)



# Annual Hydrogen Pavilion & Delegation Europe

World Hydrogen Summit, May Rotterdam  
European Hydrogen Week, Nov Brussel



# Ambition

*The goal of the Team Norway **hydrogen pavilion** at European Hydrogen Week is to promote, debate and elaborate on Norway's leadership and value proposition for the hydrogen economy.*

*Highlighting the country's **competitive advantages** in production and use of **low-carbon and renewable** hydrogen ammonia. Further giving attention to the Norwegian value chain's **global asset footprint** and key expertise.*

*Provide a platform for Norwegian companies to network and collaborate with **international stakeholders in the hydrogen value chain**.*

*Innovation Norway highlight European Hydrogen Week as an important **policy & industry forum** and encourage a strong presence from the Norwegian hydrogen ecosystem.*



Innovation  
Norway



Norway and the EU  
Mission of Norway to the EU



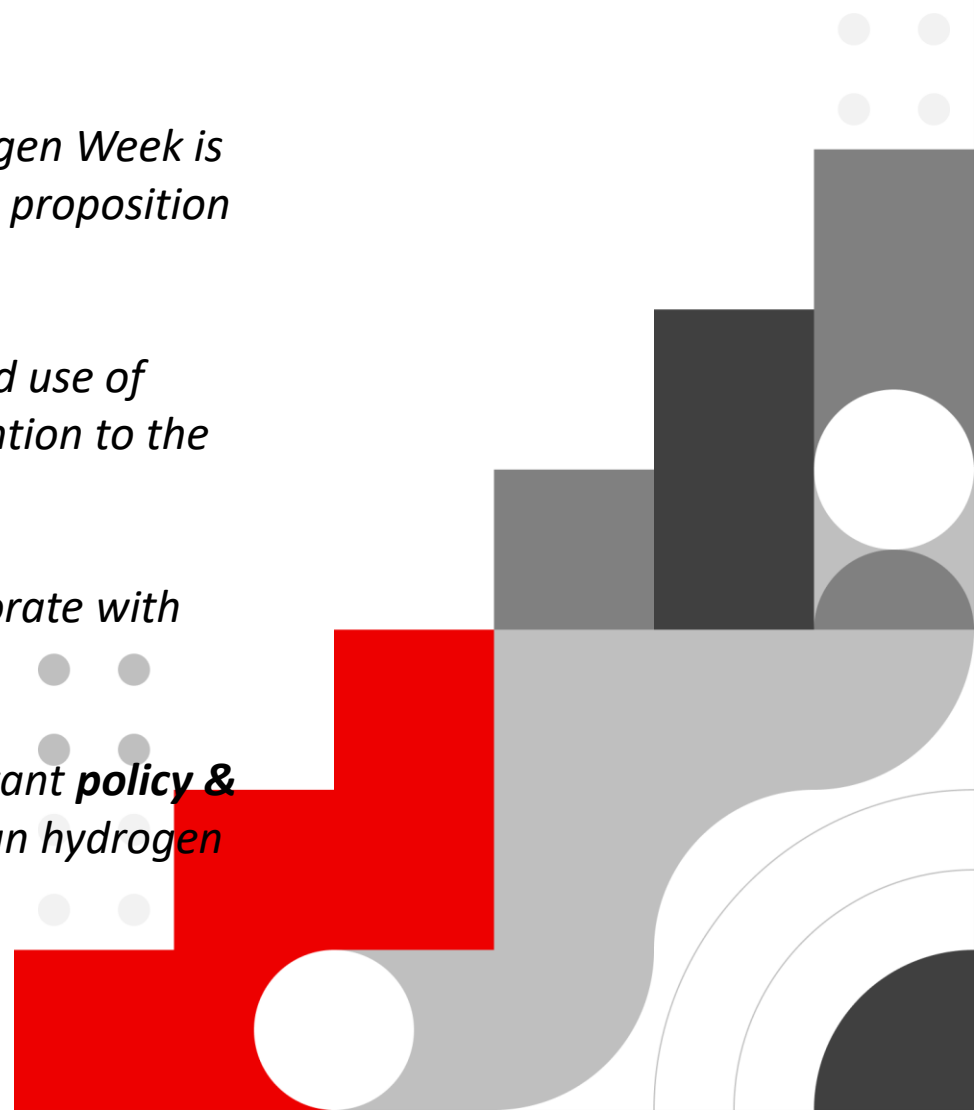
Norwegian  
Energy Partners

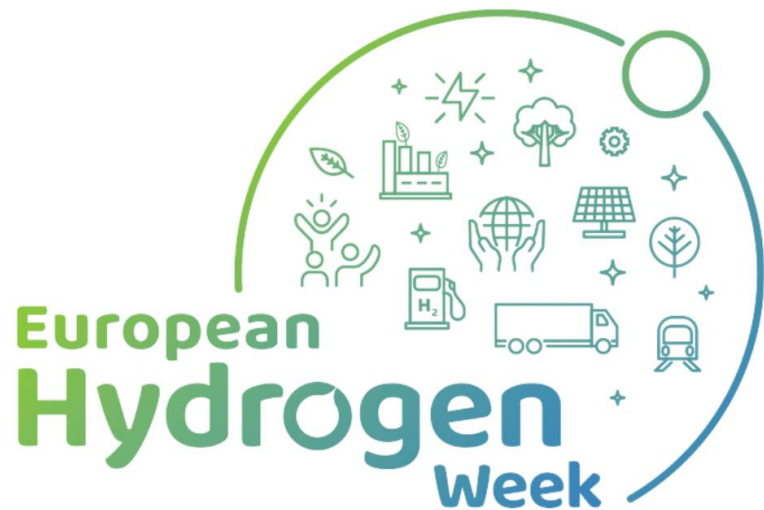


Norsk  
Hydrogenforum



Arena Pro  
Ocean Hyway Cluster





## Exhibiting at the EU Hydrogen Week will provide you with a number of benefits for your organisation, including:



### 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

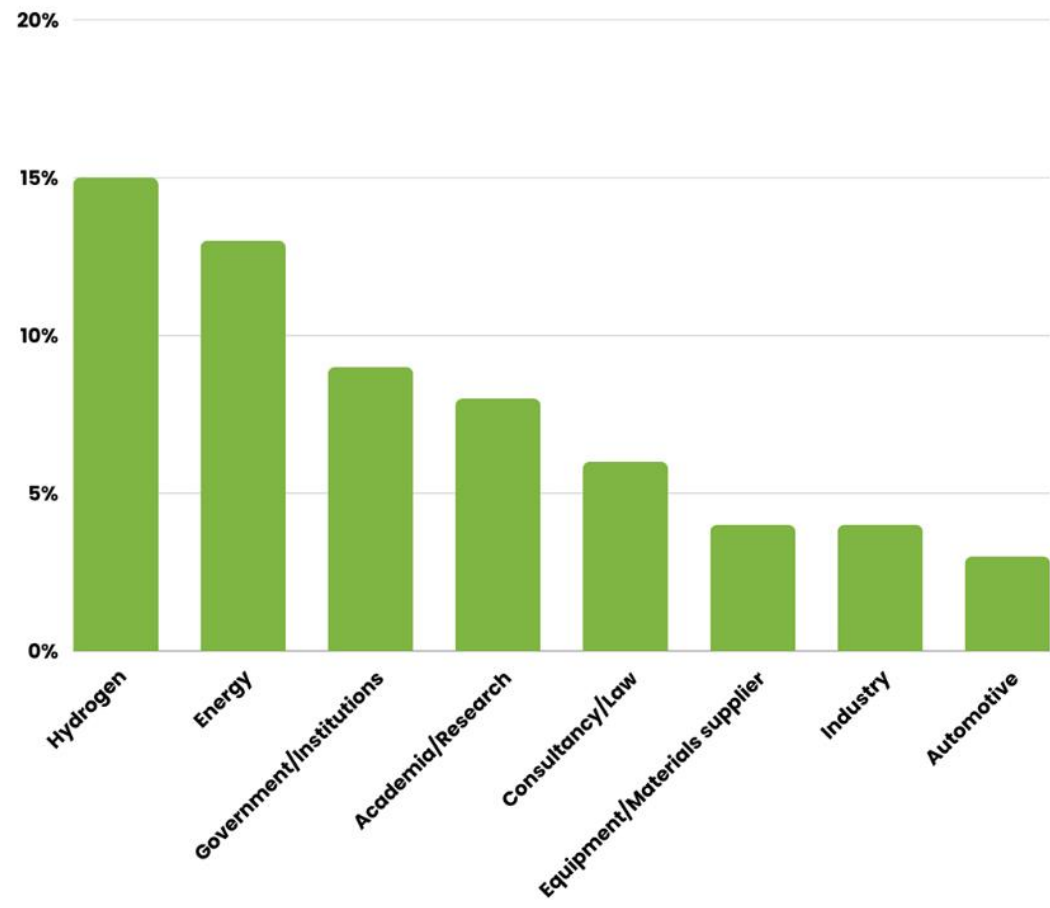
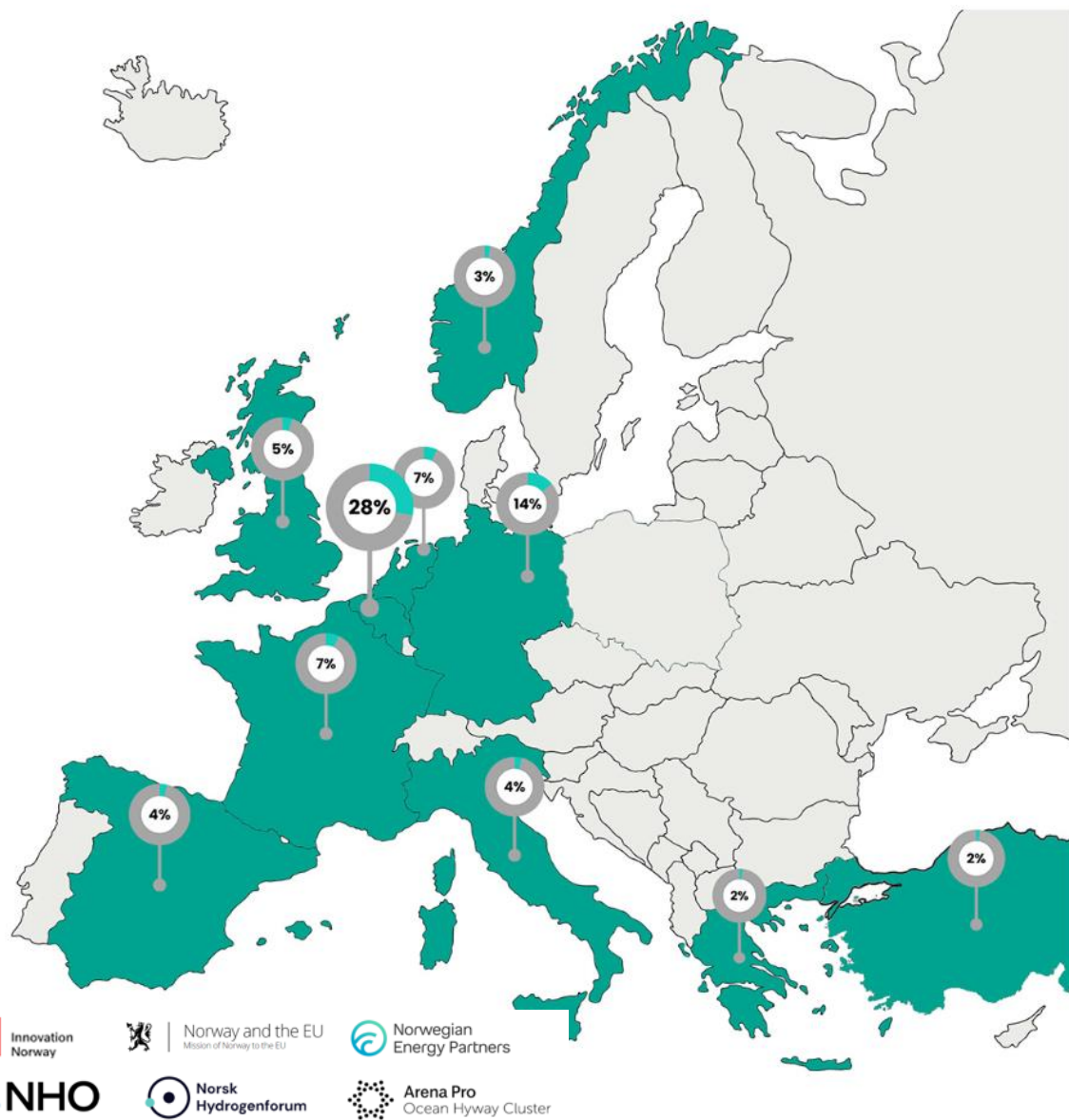
network and building relationships with other organisations and industry professionals.



### MARKET RESEARCH

Fairs can provide valuable insights into consumer preferences and industry trends, helping businesses to stay competitive and adapt to changing market conditions.

# WHO ATTENDED IN 2023?



# H2 Topics at European Hydrogen Week 2024

## High-level Policy Conference

- Global hydrogen dynamics in a complexifying world
- The Hydrogen Bank and other de-risking strategies
- Implementing the Green Deal targets and obligations
- Clean tech and European competitiveness
- Storage and grid services
- Hydrogen backbone: a hydrogen core infrastructure
- Hydrogen imports: how to get hydrogen to Europe
- Hydrogen in road and off-road mobility
- Hydrogen Valleys
- COP29: on the way to a Hydrogen pledge?

## B2B Forum

- Hydrogen standards & certification
- E-fuels for aviation and maritime
- Start-up pitches
- Exhibitor pitches
- Pyrolysis
- Hydrogen & defence
- Production pathways
- E-methane as solution?

# Norwegian Pavilion offering (128 sqm)

- Standard stand space (One wall approx. 1,5 x 2,5 m): approx. EUR 6500 -7200,- excl. VAT
- Large stand place (2 walls or 1 large wall): contact [Veronica Broholm](#)
- Logo on a common wall, looping presentation and access to all facilities at the pavilion: EUR 1800 excl. VAT
- Participate in the Norwegian delegation Join the Norwegian side events and invite your contacts to these events. EUR 300 excl. VAT per company per person
- Cluster/ membership stand – contact for separate price offering





# Pavilion:

- large stand
- standard stand



Illustration: MessetjenesteMe

# Logo & Looping presentation & Side events

- Looping presentation to the pavilion that presents all the companies in Team Norway and programme
- Photos (hi res) from all companies
- Description text + logos missing from:



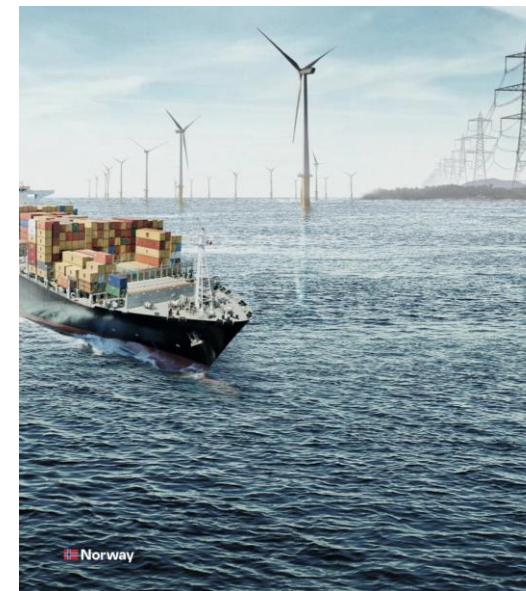
10 Innovasjon Norge World Hydrogen Summit 2024

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## Equinor

Equinor is an international energy company committed to long-term value creation in a low-carbon future. Equinor is present in around 30 countries worldwide.



## DNV

DNV is an independent assurance and risk management provider, operating in more than 100 countries, with the purpose of safeguarding life, property, and the environment.



# Norwegian Pavilion – EHW 2023

Very strong company participation on the pavilion

Own stands:

- NEL
- Hydrogeni/ Sintef
- Umoe Advanced Composites



# World Hydrogen Summit – Rotterdam May 2024

## LARGE STAND



## STANDARD STAND



*Hydrogen Valley Agder*



**Yara Clean Ammonia**

## LOGO & LOOPING PRESENTATION



# Side events/ Activity plan (draft)

## Marketing

3 weeks before

2 days before

## Monday:

Possible side event (key theme/ topic)\*

Stand party

## Tuesday:

Possible side event (key theme/ topic)\*

German-Norwegian social evening (TBD)

## Wednesday

Site visit industrial site (TBD)

Reception TBD

\* IN is looking for partners for thematic side event. IN can discuss cost split for conference room and support preparation & execution.

# Marketing Plan

- 3 LinkedIn posts on Business Norway
  - 2 weeks ahead
  - 3 days ahead
  - Post message
- Looping-presentation of Team at the pavilion
- Invitation(s)
- SoMe-kit for Team Norway with 3 posts for sharing in own channels; film, photos, text.



# Thank you for your attention!

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