



HYDROGEN DIALOGUE²⁰₂₂ SUMMIT & EXPO

SHOW REPORT

September 21 - 22,
Exhibition Centre Nuremberg & online



Bayerisches Staatsministerium für
Wirtschaft, Landesentwicklung und Energie

H2.B ZENTRUM
WASSERSTOFF
BAYERN

NÜRNBERG  MESSE

1. STRUCTURAL DATA

TOTAL ON SITE

Exhibitors	34
Participants	1,079
Total exhibition space (in m ²)	482
Exhibitor stand space (in m ²)	311

2. SUMMIT & EXPO

MORE THAN **100**
SPEAKERS

informed on **3** stages in **70** high profile lectures, talks and panel discussions about the most relevant topics in the industry.

Top **10** focus topics:

- **Hydrogen ramp-up in Germany**
- **Infrastructure and storage**
- **Hydrogen for energy-intensive industries**
- **Centralized and decentralized production**
- **Innovation & financing**
- **International markets for H2**
- **H2 value added for the region**
- **Application mobility**
- **Application heat market**
- **Import & logistics**

3. DIGITAL EVENT PLATFORM

501

participants registered on the digital event platform.

71%

of the registered participants were also on site in Nürnberg.

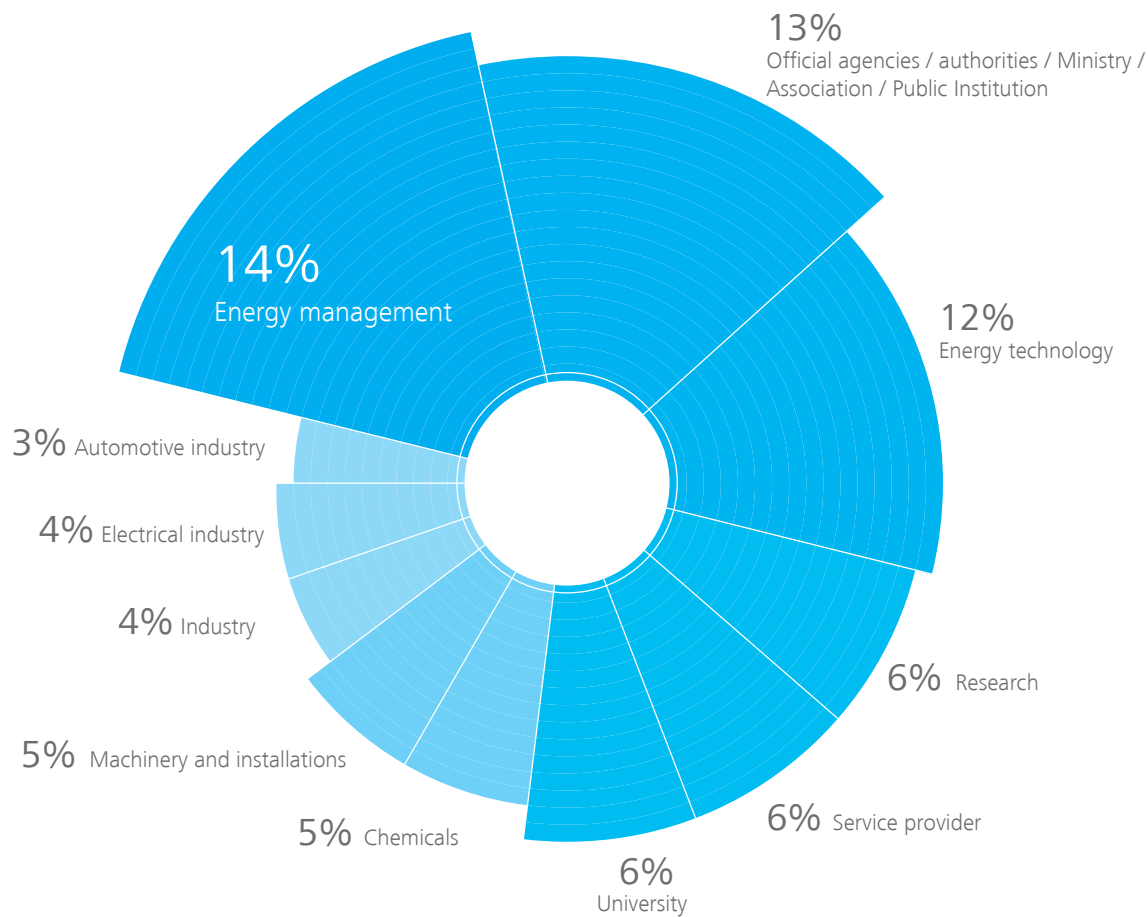
4. PARTICIPANT REGISTRATION

4.1 ORIGIN OF PARTICIPANTS

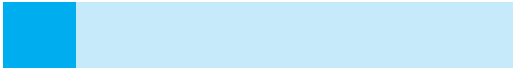
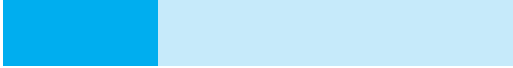
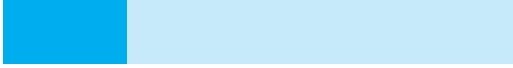
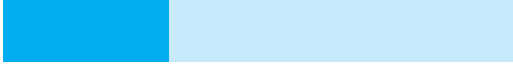
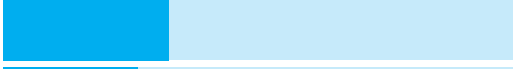



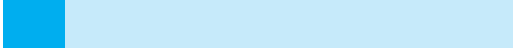


4.2 PARTICIPANTS' BRANCHES OF INDUSTRY

(extract)



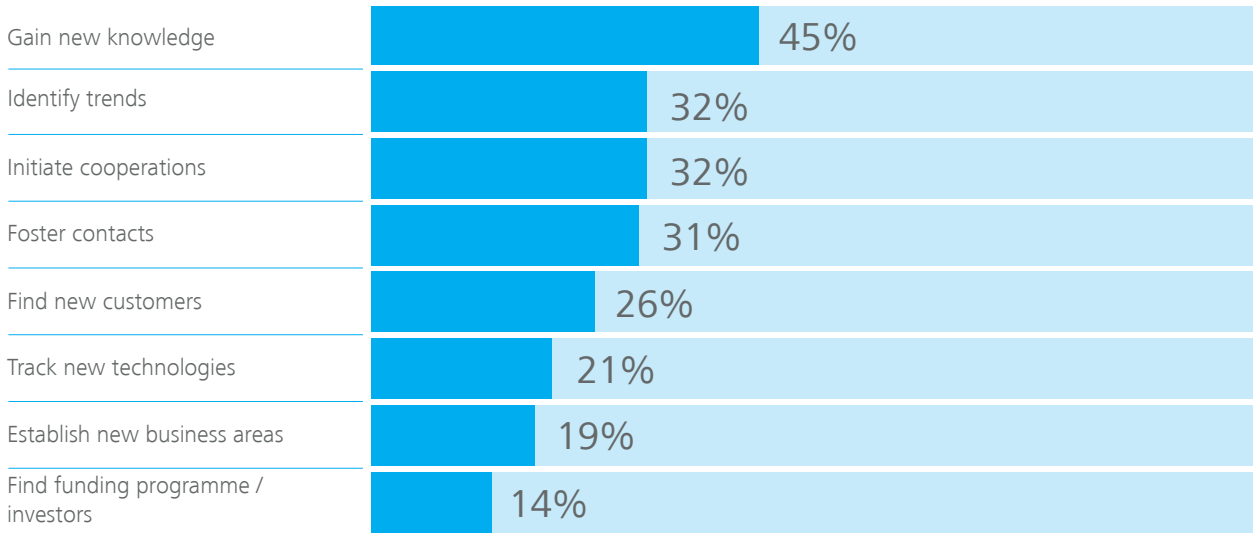
4.3 PROFESSIONAL STATUS OF PARTICIPANTS

Self-employed entrepreneur, co-owner, freelancer self-employed		7%
C-level, managing director, board member, administrator		15%
Division manager, operations manager and plant manager		12%
Department head, group manager, project manager		16%
Other employee, skilled worker		16%
Engineer / specialist		13%
Lecturer, teacher and research assistant		12%
Apprentice, Student		2%
Other position		6%

5. PARTICIPANT SURVEY

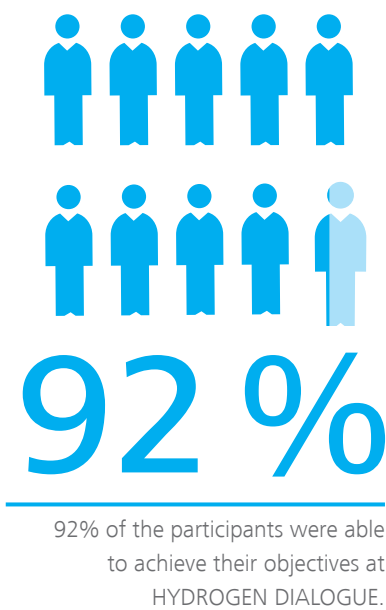
5.1 PARTICIPANTS' OBJECTIVES

What were your objectives for participating in the HYDROGEN DIALOGUE 2022? (multiple answers, extract)



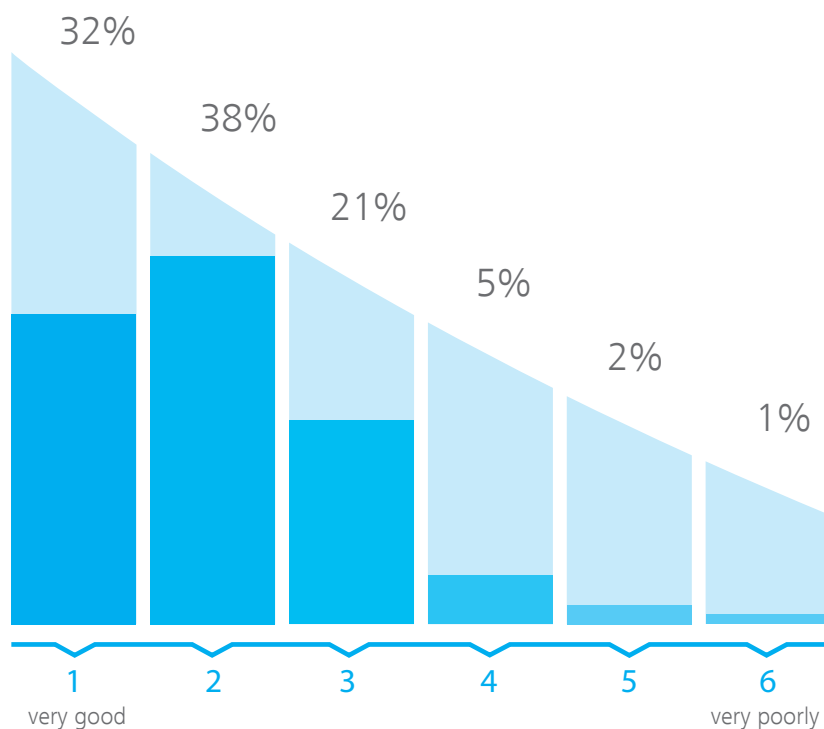
5.2 ACHIEVEMENT OF OBJECTIVES

How well have you been able to achieve your goals in total so far?



5.3 TOPIC SELECTION OF THE LECTURE PROGRAMME

Hoy do you rate the lecture programme in the framework of the HYDROGEN DIALOGUE 2022 with regard to topic selection?



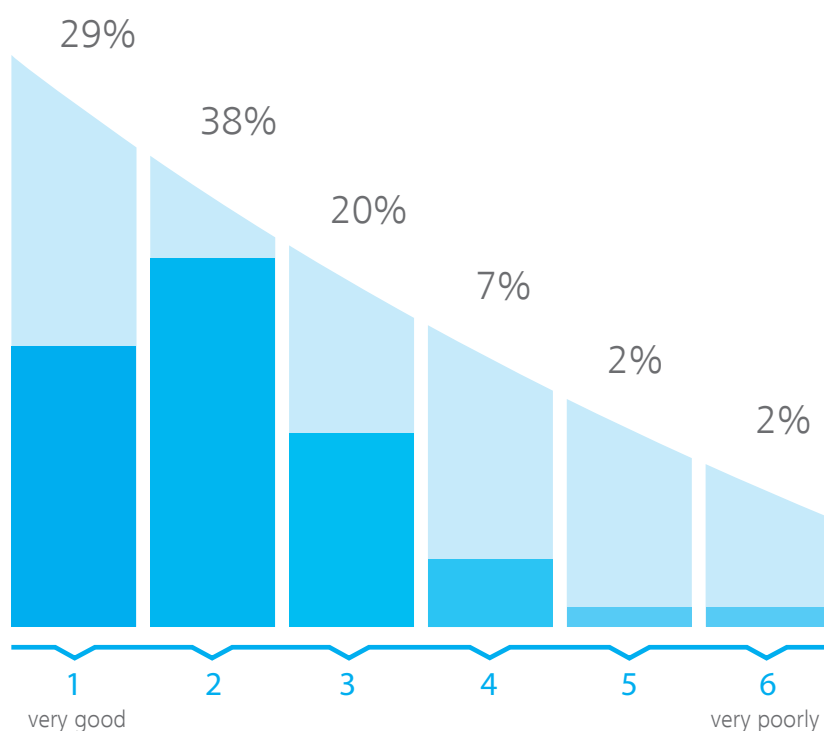
No answer: 1%

96%

96% of the participants were satisfied with the topic selection of the lecture programme in the framework of the HYDROGEN DIALOGUE 2022.

5.4 SPEAKERS OF THE LECTURE PROGRAMME

Hoy do you rate the lecture programme in the framework of the HYDROGEN DIALOGUE 2022 with regard to the speakers?



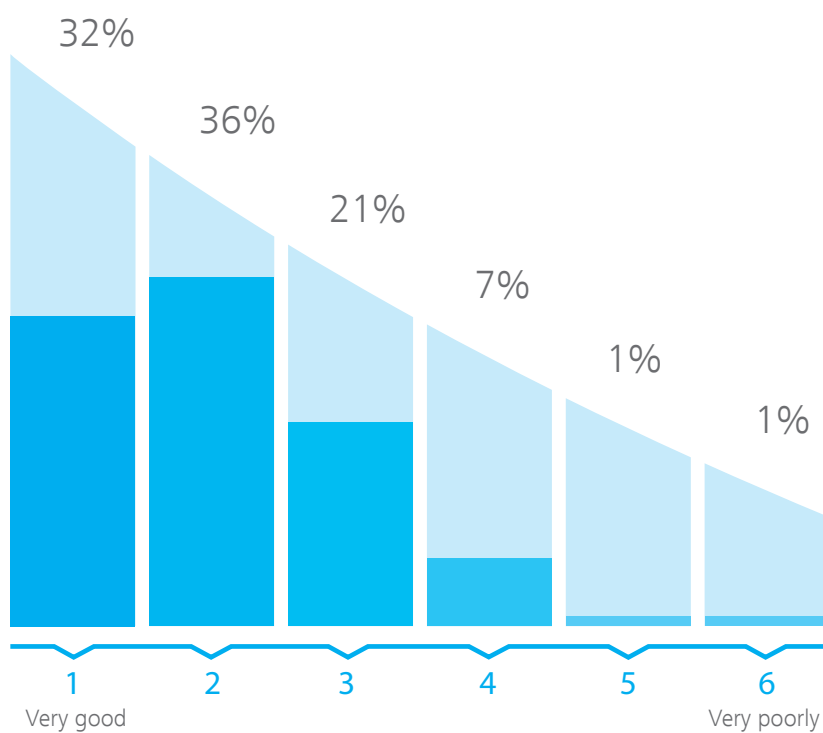
No answer: 1%

94%

94% of the participants were satisfied with the speakers of the lecture programme.

5.5 QUALITY OF THE LECTURES

How do you rate the lecture programme in the framework of the HYDROGEN DIALOGUE 2022 with regard to the quality of the lectures?



No answer: 1%

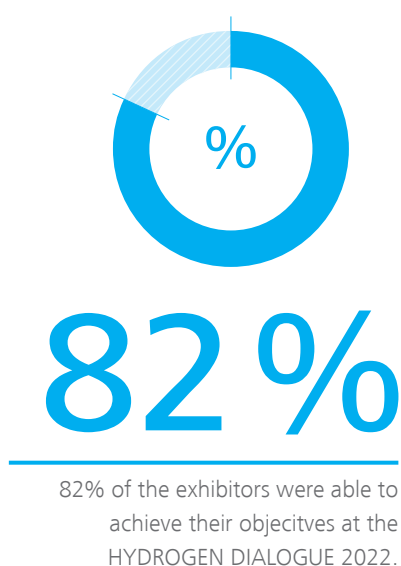
96%

96% of the participants were satisfied with the quality of the lectures.

6. EXHIBITOR SURVEY

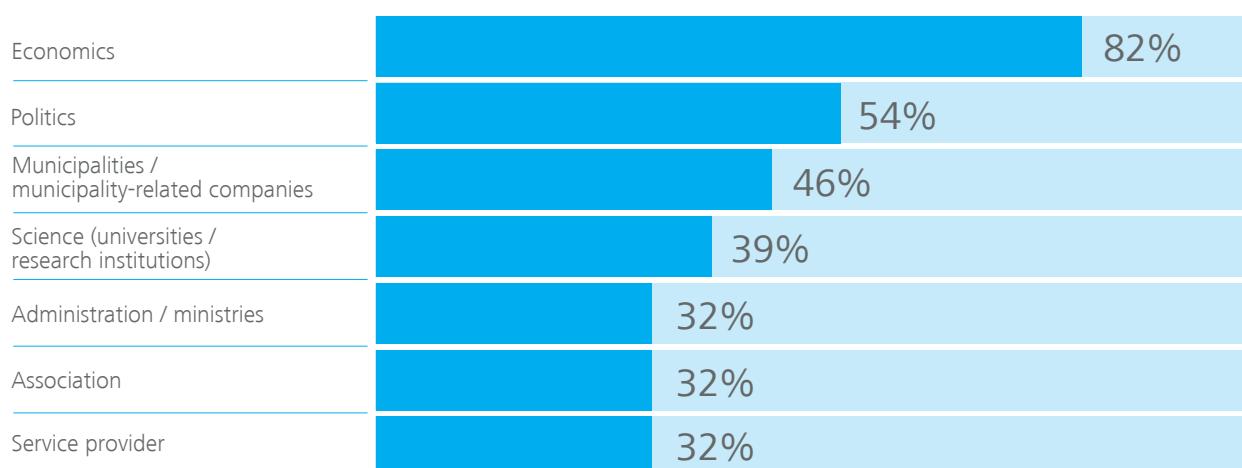
6.1 ACHIEVEMENT OF OBJECTIVES

How well were you able to achieve your objectives as a whole?



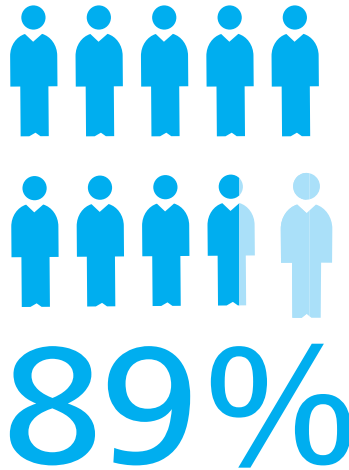
6.2 TARGET GROUPS OF THE EXHIBITORS

Which target groups do you wish to reach by exhibiting at HYDROGEN DIALOGUE 2022? (Multiple answers, extract)



6.3 TARGET GROUP ACCURACY

Did you reach your most important target groups at HYDROGEN DIALOGUE 2022?



89% of the exhibitors reached their most important target groups during HYDROGEN DIALOGUE 2022.

6.4 QUALITY OF PARTICIPANTS

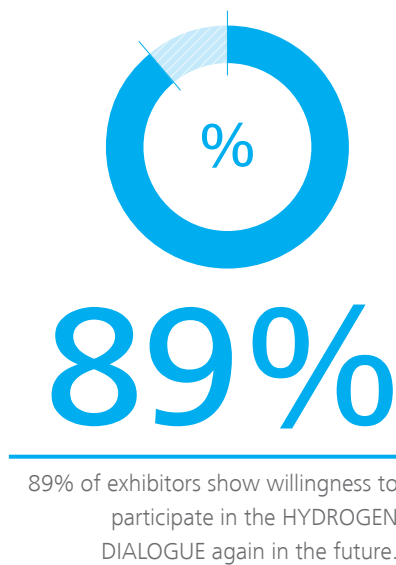
How do you rate the quality of the participants at your stand?



92% of the exhibitors were satisfied with the quality of the participants at their stand.

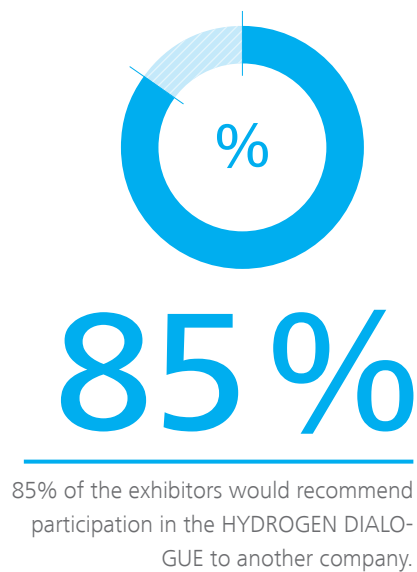
6.5 RE-PARTICIPATION

How high is your company's willingness to take part in the HYDROGEN DIALOGUE in the future?



6.6 RECOMMENDATION

How high is the probability that you would recommend participating in the HYDROGEN DIALOGUE to another company?



MISCELLANEOUS

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Business Analytics & Strategy,
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NürnbergMesse GmbH
- Business Analytics & Strategy -