

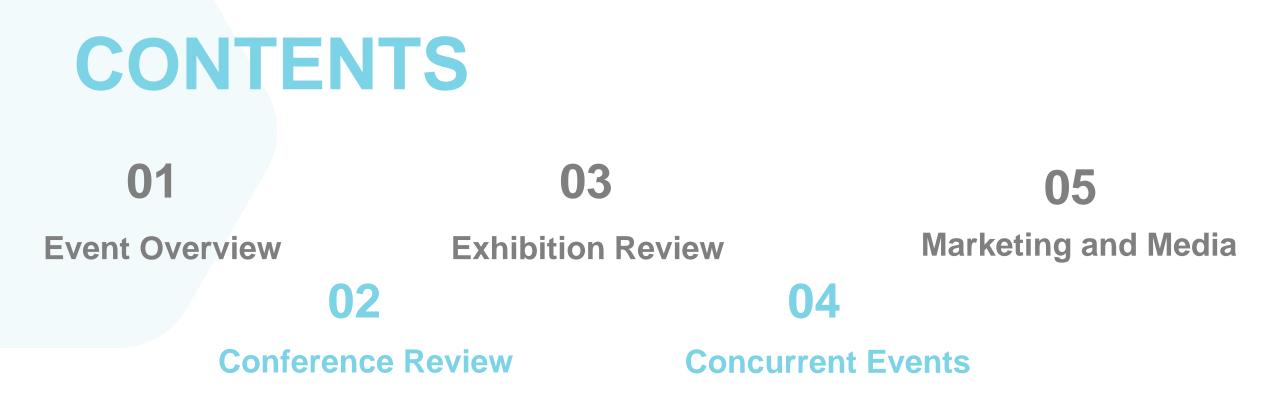
2024国际氢能与燃料电池汽车大会暨展览会

International Hydrogen and Fuel Cell Vehicle Congress & Exhibition 2024

3024年6月4-6日
 June 4-6, 2024
 L海汽车会展中心
 Shanghai Automobile Exhibition Center

Post Show Report

www.fcvc.org.cn







Event Overview

[1] Event Overview-Past Review

FEVC 2024



November 7-8, 2016 Beijing

- plenary session
 forums
 working group meeting
- 500 delegates

November 7-8, 2017 Rugao, Jiangsu

plenary session
 forums
 working group meeting
 exhibitiors
 1,100 delegates

October 23-25, 2018 Rugao,Jiangsu

plenary session
 leadership forum
 forums
 1,500 delegates
 exhibitiors
 6,000m² exhibition area
 2,626 professional visitors

September 26-28, 2019 Rugao, Jiangsu

plenary session
 forums
 side events
 1,500 delegates
 111 exhibitiors
 10,000m² exhibition area
 4,233 professional visitors

September 14-16, 2020 Jiading, Shanghai

1 plenary session 4 forums 1,000 delegates 127 exhibitiors 10,000m² exhibition area 5,567 professional visitors June 8-10, 2021 Jiading, Shanghai

1 plenary session 8 forums 2 side events 1,100 delegates 228 exhibitiors 14,000m² exhibition area

7,358 professional visitors

plenary session
 forums
 closed-door summits
 1,200+ delegates
 300+ exhibitiors
 20,000m² exhibition area
 9,643 professional visitors

July 5-7, 2023 Jiading, Shanghai

[1] Event Overview- 2024 Past Review

FEVC 2024

International Hydrogen and Fuel Cell Vehicle Congress & Exhibition 2024 (FCVC 2024) was held during June 4-6, 2024 in Shanghai Automobile Exhibition Center. The topic of FCVC 2024 was "Strive for Innovation, Hydrogen Powers Future, Firmly Promoting the High-Quality Development of Hydrogen Energy and Fuel Cell Vehicles," consisted of "1 Plenary Sessions, 7 thematic sub-forums, and 5 concurrent sessions." Alongside the event, a technical exhibition with an area of 25,000 m2 showcased 302 domestic and international enterprises and brands. Additionally, numerous exciting activities, including technical speeches, new product launches, technical tours, and science popularization events, were held concurrently. The FCVC conference and exhibition established an authoritative and professional international cooperation and exchange platform for the industry, jointly promoting the integrated development of hydrogen energy and fuel cell vehicle technologies to achieve industrial win-win results.

Hosts

- China Society of Automotive Engineers
- International Hydrogen Fuel Cell Association

Guided by

• Administration of Jiading District, Shanghai

Organizer

Anting-Shanghai International Automobile City

Special Thanks

Anglo American plc











02 Conference Review

12 Conference Review-Meeting Overview



Strive for Innovation, Hydrogen Powers Future, Firmly Promoting the High-Quality Development of Hydrogen Energy and Fuel Cell Vehicles

- Summit 1: Technological Breakthroughs in Fuel Cell Systems and Core Components
- Summit 2: Innovative Applications of Low-carbon Hydrogen Production and Hydrogen Energy Storage Technologies
- Summit 3: Diversified Innovative Practices in Hydrogen Energy Storage, Transportation
 and Infrastructure
 - Summit 7: Industry Trends, Technology Realization Paths and Investment Opportunities in the Hydrogen Parity Era
 - Opening Ceremony

SR

June

4

June

June

6

- Keynote Speech: Outlook for New Trends in the Greening of the Global Hydrogen Energy Industry
- Keynote Speech: Plotting a New Chapter in the Promotion of Fuel Cell Vehicles
 - Keynote Speech: Exploring New Paths for Synergistic Development of the Whole Industry Chain
 - Summit 4: Exploring New Paths For Commercialized Operation of Fuel Cell Vehicles
 - Summit 5: Hydrogen Safety Risk Management, Control and Emergency Response Measures
 - Summit 6: Standards, Regulations and Testing Technologies for Hydrogen and Fuel Cell Vehicles







Concurrent Closed-door Meetings

- Close-door Session: The Road to the Hydrogen Parity Era
- Close-door Session: Green Hydrogen Industry Technology Development Symposium
- Close-door Session: Fuel Cell
 Vehicle Innovation and Development
 Strategy Exchange in the New Stage
- Side Meeting: The Global Hydrogen Industrial Association Alliance FCVC Summit (GHIAA-FCVC Summit)
- Close-door Session: The Executive Board Meeting of the International Hydrogen Fuel Cell Association

12 Conference Review-Plenary Session



- During the FCVC 2024, 5 academicians, 5 government leaders, 7 representatives of international organizations, and 8 leaders of domestic and foreign enterprises delivered speeches, indicating a continuous improvement in the level of internationalization compared with previous years.
- Head of the hydrogen energy field from various leading companies such as SAIC Motor, Hyundai Motor, Daimler Truck, REFIRE Group, FORVIA, Anglo American, LONGi Hydrogen Energy, and Qingdao SunHydro delivered speeches.

Academicians & Government Leaders	International Organization Representative	
ZHANG Xiaoqiang, The Director of the Senior Expert Advisory Committee of CCIEE, Former Vice Chairman of National Development and Reform Commission	Gunther Beger, Managing Director, United Nations Industrial Development Organization (UNIDO)	
XU Jing, Director of the National Science and Technology Library, Former Director-General of the Department of Strategy and Planning of the Ministry of Science and Technology	Gauri SINGH, Deputy Director-General, International Renewable Energy Agency (IRENA)	
OUYANG Minggao, Academician of Chinese Academy of Sciences (CAS), Professor of Tsinghua Unversity, Chairman of International Hydrogen Fuel Cell Association	Jaehong KIM, Chairman of H2KOREA	
WU Zhixin, Deputy General Manager, China Automotive Technology and Research Center (CATARC), Foreign	Jung Ran SUH, Vice President, Korea Automobile & Mobility Association (KAMA)	
Academician, Russian Academy of Engineering	Katerina ALEKSOSKA, General Manager, Australian Hydrogen Council (AHC)	
ZHANG Jiujun, Professor of Fuzhou University, Foreign Academician of the Chinese Academy of Engineering, academician of the Royal Canadian Academy of Sciences, academician of the Canadian Academy of Engineering,	Khaled NAGEIB, CEO of Hydrogen Egypt	
academician of the Engineering Institute of Canada	Bamidele ADEBISI, Director of African Hydrogen Partnership (AHP)	
TANG Wenkan, Vice Chairman of Shanghai Municipal Commission of Economy and Informatization.	Industry Organizations & University Experts	
LU Zufang, Jiading District Standing Committee, Executive Deputy District Governor.		
	ZHANG Jinhua, Chairman of China SAE, Standing Vice Chairman of IHFCA	
HAN Dadong, Director of the Smart Manufacturing Promotion Division of the Shanghai Commission of Economy and Informatization	HOU Fushen, Vice Chairman and Secretary General of China SAE	
YE Siyu, Academician of the Canadian Academy of Engineering, Chairman&CTO of Sinohykey Technology Company, Ltd., Professor of Guangzhou University	WANG Ju, Secretary General of International Hydrogen Fuel Cell Association	
SUN Jinhua, Director, Energy Fire Safety Institute, University of Science and Technology of China	YU Zhuoping, Professor of Tongji University, Standing Executive Board of IHFCA	

12 Conference Review-Opening Ceremony



On June 5, Zhang Xiaoqiang, Director of the Senior Expert Advisory Committee of CCIEE, Former Vice Chairman of National Development and Reform Commission, addressed the need for advancing highquality development of the hydrogen energy industry. He highlighted four key efforts for its future. On June 5th, Gauri SINGH, Deputy Director-General of IRENA, delivered a speech, highlighted that green hydrogen plays a crucial role in advancing global energy transition, decarbonizing industries, driving regional economic growth, and stabilizing employment.



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- Firstly, enhance the innovative capacity of the hydrogen industry and expedite the development of key core technologies.
- Secondly, seize opportunities to accelerate the development of green hydrogen.
- Thirdly, establish high-standard hydrogen infrastructure.
- Fourthly, further refine the policy framework.



Adhere to building an open and advanced economic system, actively engage in international hydrogen cooperation, strengthen collaboration with technologically advanced countries, promote mutual recognition of standards in hydrogen equipment, clean hydrogen trade, and carbon footprint, and actively participate in the formulation of international hydrogen standards."



 "According to IRENA's analysis, energy scale is a powerful driver for investment. China has deployed a significant amount of renewable energy over the years, accounting for almost 60% of global steel production. Additionally, ammonia and methanol may represent significant future hydrogen demand and electrolyzer deployment, while large-scale production and competitive labor costs offer opportunities for electrolyzer suppliers from other countries."

12 Conference Review-Plenary Session

FC2024

Plenary Session: The declining costs driven by clean energy deployment is a major trend in the development of global green hydrogen supply systems. Countries will further explore diverse hydrogen applications and collaborate to improve the global clean energy ecosystem.



OUYANG Minggao

"The next step for the hydrogen energy industry's development should be driven by low-cost hydrogen production using surplus green electricity resources, and led by diversified and large-scale commercial demonstration applications, to promote the development of the entire green hydrogen value chain."



Jung Ran SUH

"Korea has adopted a series of policies and regulations, including the Korean Hydrogen Economy Roadmap and the Hydrogen Economy Act, to promote hydrogen infrastructure construction, establish **a global clean hydrogen supply system**, drive the scaled development of fuel cell passenger vehicles, and explore the application of hydrogen in commercial vehicles, rail transit, and shipping."



PIAO Guozhe

"Forming micro-scale hydrogen energy eco-hubs on a regional basis to independently construct a hydrogen-based social ecosystem. Hyundai is

currently carrying out similar resource recycling projects,

focusing on users' needs throughout the entire hydrogen production and application chain, and proposing optimal customized solutions."



Benny OEYEN

"Anglo American is actively promoting the successful experience of its projects in other European regions such as Hamburg, Brussels, and Paris, exploring sustainable business models, **building a hydrogen mobility ecosystem**, and promoting the rapid deployment and large-scale development of fuel cell vehicles."



Katerina ALEKSOSKA

"Australia has formulated a series of incentive policies to create a favorable development environment for the hydrogen energy industry. Leveraging its rich renewable energy resources, the country is actively exploring the largescale application of clean hydrogen in steel, industry, and power sectors.""

12 Conference Review-Plenary Session

FC2024

Plenary Session: The fuel cell vehicle industry should continuously improve policies and regulations. Its large-scale development requires not only technological innovation and product engineering validation of core components and key materials, but also the strengthening of vehicle infrastructure network construction. In the future, to open up new development paths for fuel cell vehicles, it is necessary to further reduce costs across the entire industry chain, pilot typical vehicle application scenarios, and establish viable business models.

ZHANG Jiujun, Fuzhou University

"Improving the reliability and durability of fuel cells relies on **key** technological research and innovations in membrane electrodes, catalysts, membranes, and carbon paper."



YE Siyu, Guangzhou University

"The bottleneck facing large-scale industrialization of key domestic materials lies in insufficient engineering capabilities. In the future, genuine cooperation between upstream and downstream industries, as well as strengthened product engineering validation, is required."

Louis XU, Faurecia Clean Mobility Division

"Hydrogen fuel cell vehicles are one of the best technological paths for long-distance heavy-duty transportation. Faurecia will continuously improve the **lifespan** and **hydrogen storage capacity** of hydrogen tanks, **driving down costs**."





ZU Sijie, SAIC Motor Group

Continuously improve hydrogen energy management, **expedite infrastructure development**, intensify technological cooperation and sharing, promote the industrialization of self-reliant materials, accelerate **hydrogen energy construction**, and streamline the **business model** for hydrogen fuel cell vehicles.



Manfred SCHUCKERT, Daimler Truck AG

The stringent emission legislation in Europe will promote the adoption of zero-emission trucks. Mass production of hydrogen-powered trucks will drive further cost reductions, and hydrogen refueling infrastructure is also of great significance."

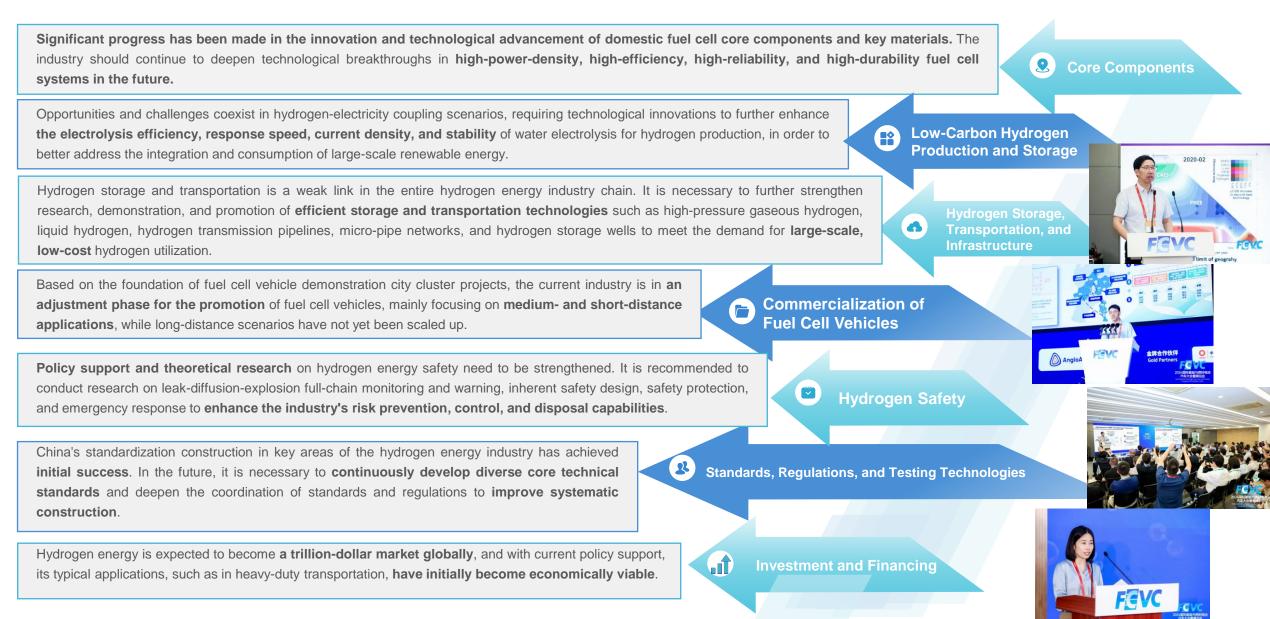
Robin LIN, REFIRE Group

"China's fuel cell vehicle industry still needs to continuously improve its industrial policies, **explore typical scenarios in depth**, strengthen global industrial chain collaboration, and accelerate the transition of industrial development from **policy-driven to market-driven**."



12 Conference Review-7 Thematic Summits

FC2024



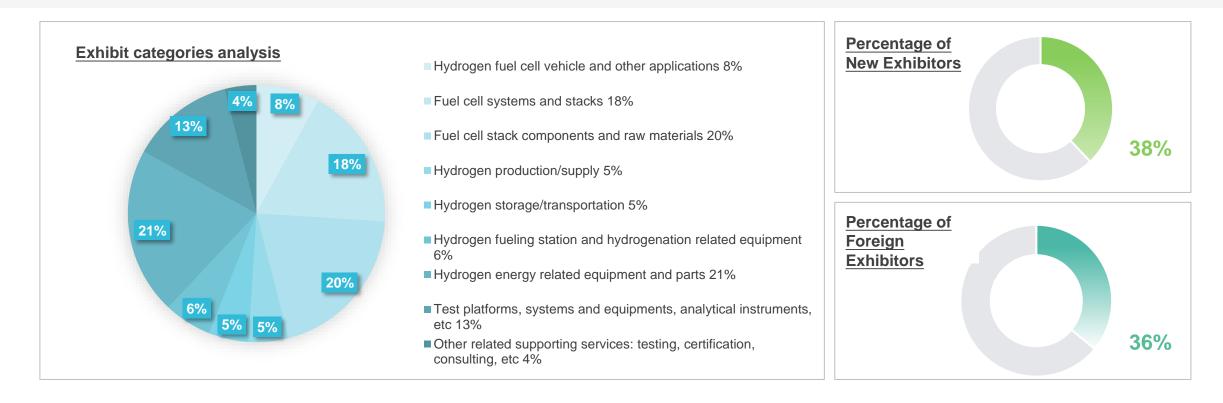


Exhibition Review

13 Exhibition Review-Exhibitor Overview



- Exhibition Highlights: One of the most professional, largest, and influential commercial technology exhibitions in the industry.
- Exhibitor Overview: The exhibition area covers 25,000 m², with 302 exhibitors, a **10%** increase compared to previous year. 114 exhibitors are newcomers, accounting for **38%**. There are 110 foreign enterprises and brands, accounting for **36%**, with overseas pavilions from Canada, Korea, etc., and a joint vehicle display area.
- **Category of Exhibits:** Hydrogen fuel cell vehicles and fuel cell stack systems account for **26%**, while hydrogen production, storage, transportation, and refueling-related products account for **16%**.



/ 3 Exhibition Review-Exhibitors

FEVC 2024



*Listed in no particular order

13 Exhibition Review-Exhibitors

FEVC 2024



**Listed in no particular order

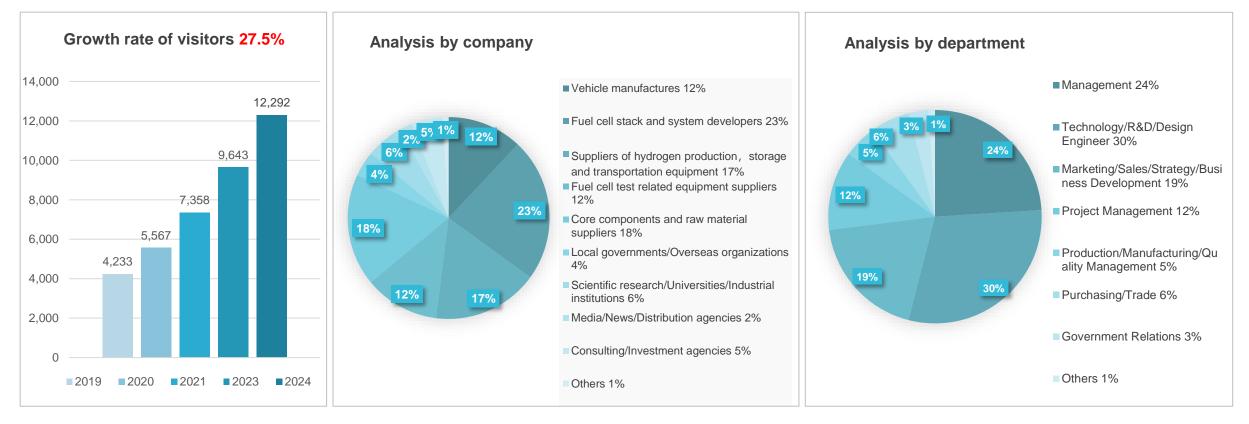
View the complete list of exhibitors: http://www.fcvc.org.cn/CN/ExhibitorList/

13 Exhibition Review-Scale of Visitors

FEVC 2024

- Number of visitors: 12,292 Total visits: 35,000+ visits in 3 days
- **52%** of visitors were from vehicle manufacturers, fuel cell stack systems, and hydrogen production, storage, and transportation companies
- 24% of visitors were from management, 30% were technical/R&D/design engineers

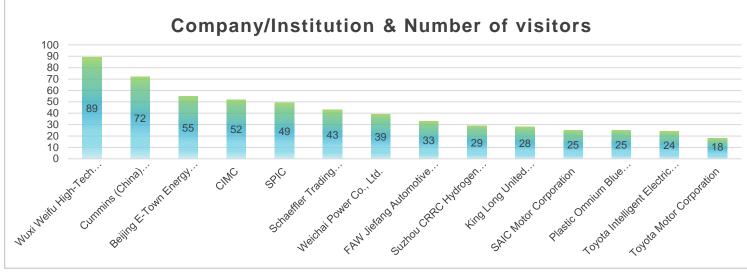




13 Exhibition Review-Group of Visitors



FCVC 2024 organized **30+** group visits, inviting **key research institutions, universities, vehicle manufacturers, energy companies, and core component enterprises** from the industry to visit the exhibition.



Other professional visitor groups:

- Beiqi Foton
- Parker Hannifin
- Suzhou Wujiang Venture Capital Co., Ltd.
- Deran (Zhejiang) Power Technology Co., Ltd.
- Eaton (China) Investment Co., Ltd.
- Aerospace Hydrogen Energy (Shanghai)
 Technology Co., Ltd.
- Shanghai Jiao Tong University
- Garrett
- Yangzhou University

- Yancheng Municipal Government Foreign Affairs Office
- Anhui Tomorrow Hydrogen Energy Technology Co., Ltd.
- Suzhou Fersai Energy Technology Co., Ltd.
- Yidong (Shanghai) Automotive Technology Co., Ltd.
- Tongji University
- Shanghai Usui Engine Parts Co., Ltd.

- Shanghai Jichun Hydrogen Energy Technology Co., Ltd.
- Tonghui New Energy Vehicle Innovation Research Institute in Huishan District, Wuxi
- Fengqingyang Hydrogen Technology (Shanghai) Co., Ltd.
- Xingqingyuan (Shanghai) Technology Co., Ltd.

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13 Exhibition Review-Highlight Events

FEVC 2024

- As a highlight of the FCVC 2024, the Technical Theater in 2024 continues to maintain its "high popularity." A total of five themed events were organized: 3
 overseas activities, 1 tech session, 1 testing session, providing exhibition visitors with the latest industry and cutting-edge technology content for a rich
 participation experience.
- The 3 overseas events included Japan/Canada/Sweden sessions, with 18 executives from overseas institutions and companies introducing the latest industrial development trends, technological advancements, and commercial applications. Collaborating with the JETRO Shanghai Office, NEDO Beijing Office, and the Consulate General of Japan in Shanghai, the "China-Japan Hydrogen Energy Forum" was held for the first time. We also invited the Consulate General of Canada in Shanghai, the Canadian Hydrogen Association (CHA), and Business Sweden to organize the Canada and Sweden sessions respectively.
- 2 exhibitor talks featured 12 experts sharing latest tech & products from hydrogen fuel cell core component and testing firms.

Date	Time	Agenda
June 4	10:20-11:40	Testing Session: Testing technology and solutions
	14:00-16:10	Sino-Japan Hydrogen Forum
June 5	09:40-12:00	Tech Session: Technology and application status of hydrogen fuel cell core components
	14:00-16:20	Canada Session
June 6	10:00-11:30	Sweden Session



13 Exhibition Review-Highlight Events



- FCVC 2024 featured two open forums, including the **TecH2 Stage**, which organized 3 industry events with partners, highlighting the latest market trends, cutting-edge technologies, and hydrogen applications.
- Sharing of Market Development Trend: Discussed the development status of hydrogen fuel cell industries in mainland China and Chinese Taipei.
- TecH2 Session: Co-hosted with the **Shanghai Hydrogen Energy Utilization Engineering Technology Research Center**, **10** representatives from industry institutions and enterprises shared insights on hydrogen industry overview, core technologies, and commercialization.
- Co-hosted with the **China Orange Group**, the Media Session was organized for the first time in FCVC. The speech report, media face to face and other activities were carried out on site.

Date	Time	Agenda
June 4	10:20-12:00	Sharing of Market Development Trend
	14:00-16:30	Media Session
June 5	10:00-15:50	TecH2 Session
June 6	09:00-10:30	Hydrogen Energy Science Popularization Events



13 Exhibition Review-Highlight Events

FEVC 2024

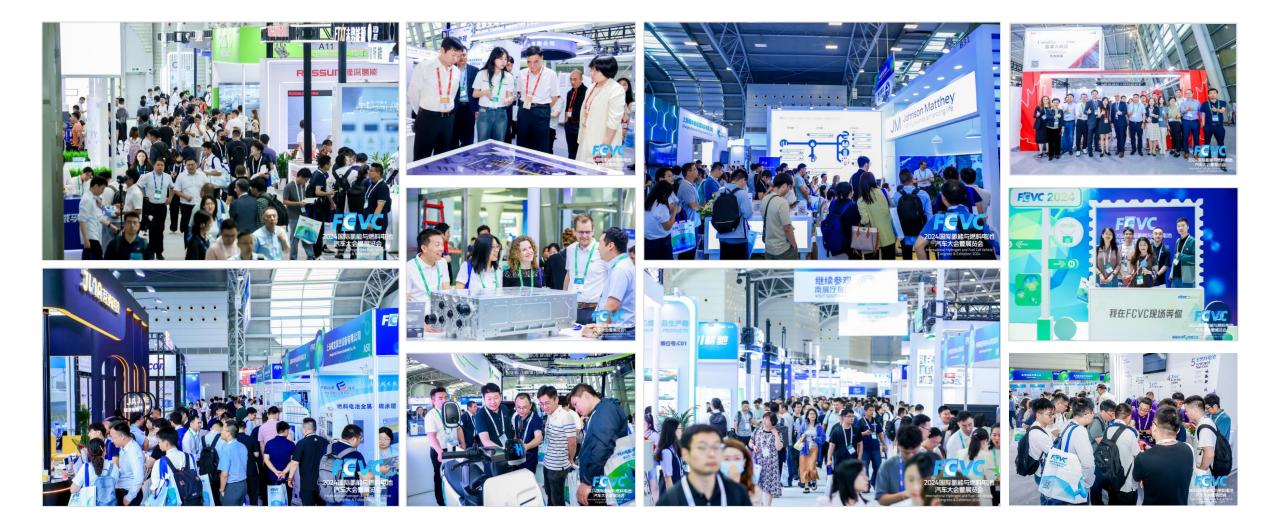
A number of release and signing activities were held at the site, working together to achieve the effect of "1+1>2". Some of the activities include:

- New product release: Bosch launched new PEM electrolysis cell test platform, SinoFuelCell released a new generation of high-power graphite plate fuel cell reactor - Gen4 P5X series fuel cell stack, Guofu Hydrogen Energy released "Ram-1200" vehicle liquid hydrogen supply system, Dongde Industrial releasesd high pressure liquid hydrogen plunger pump and hydrogen common rail system DG56, Youon released the world's first solar electrolytic water hydrogen storage energy system.
- Signing ceremony: Shanghai Engineering Technology Research Center of Hydrogen Utilization signed strategic cooperation agreements with TÜV Rheinland and China Certification and Testing Group Shaanxi Co., LTD, Shanghai Mandian Future Intelligent Technology Co., Ltd. and HYDREAM ENERGY held the signing ceremony of "Light hydrogen electric power scenario promotion Strategic cooperation", Hydrexia Holding Limited and Shanghai Pujiang Gases Co., Ltd. signed a batch magnesium based solid state storage and transportation hydrogen vehicle purchase agreement, TÜV Rheinland held a strategic cooperation signing ceremony with G-Power.



13 Exhibition Review-Spotlight Moments







04 Concurrent Events

/ Concurrent Events-IHFCA Executive Board Meeting



The Fourth Session of the First Executive Board Meeting of the International Hydrogen Fuel Cell Association (IHFCA) was successfully held on-site and online in Shanghai, concurrent with 2024 International Hydrogen and Fuel Cell Vehicle Congress and Exhibition (FCVC).



Professor Ouyang Minggao, Chairman of IHFCA, Professor from Tsinghua University, Academician of Chinese Academy of Sciences (CAS), delivered a video speech. Mr. Zhang Jinhua, Standing Vice Chairman of IHFCA, Chairman of China SAE, Mr. Xu Jing, Special Consultant of IHFCA, Mr. Shuji Yuda, Vice Chairman of IHFCA, Deputy General Manager of Toyota Motor (China) Investment Co. were presented at the meeting. Ms. Wang Ju, Secretary General of IHFCA, hosted the meeting, with executive members around the world attending the meeting.

The following resolutions were adopted: The "IHFCA 2023-2024 Annual Work Report " was reviewed and PASSED by vote; The "Regulations for Distinguished Expert Management of the International Hydrogen Fuel Cell Association " was reviewed and PASSED by vote; The "List of Candidates for Vice Chairman Alteration" was reviewed and PASSED by vote.

/04 Concurrent Events- The Launch of Global Hydrogen Initia

During the Plenary Session on June 5, China-SAE, IHFCA, Australian Hydrogen Council (AHC), Korea Automobile & Mobility Association (KAMA), Hydrogen Egypt (H2EG), and African Hydrogen Partnership (AHP) reached consensus to jointly promote the development of the hydrogen energy industry and launch the **Global Hydrogen Initiative** together.

The Global Hydrogen Initiative focuses on the following areas:

- Developing collaborative platforms to promote investment in advanced hydrogen technologies to make hydrogen affordable and financeable, accelerating the diffusion and expansion of hydrogen for multi-scenario applications, and working to foster regional and global hydrogen industry cooperation;
- Investing in hydrogen infrastructure, innovating business models, harmonizing standards to achieve breakthroughs in large-scale hydrogen applications, and working to foster crosssectoral cooperation and international partnerships;
- Developing hydrogen supply chains, facilitating hydrogen trading, advancing manufacturing technologies to bring clean hydrogen and fuel cell vehicles to the mass market, and working to advance global industry value chains through collaborative innovation;
- Promoting best practices, facilitating information exchange, raising public awareness of the lowcarbon hydrogen sector, and working to build the capacity of global hydrogen talent.



Concurrent Events- Fuel Cell Vehicle Innovation and Development FEVC 2024 Strategy Exchange in the New Stage

The meeting was successfully held on June 4, 2024 in Shanghai, hosted by Ms. Zheng Yali, Assistant Secretary-General of China SAE and Vice President of the State Automotive Strategy Institute. Renowned experts in the industry and representatives of the demonstration city cluster units conducted in-depth exchanges and discussions on the current situation of the industry, the problems faced and the development proposals, and made suggestions for the high-quality development of China's fuel cell automobile industry.



During the meeting, Mr. Zhang Xiaoqiang, Director of the Senior Experts Advisory Committee of China Center for International Economic Exchanges and former Deputy Director of National Development and Reform Commission, and Mr. Lu Qiang, Researcher of National Automotive Strategy Institute of China SAE, delivered keynote speeches on "Promoting the High-quality Development of the Hydrogen Energy Industry" and "The Current Situation of China's Fuel Cell Vehicle Industry and Policy Suggestions".

Participants expressed their views on how to improve the economy of hydrogen energy and fuel cell vehicles and promote the demonstration and promotion of a wider range, larger scale and higher quality. Together, they discussed the problems that constrain the high-quality development of the industry in demonstration work, shared the specific problems faced by the industry, and put forward targeted and practicable policy recommendations.

/OConcurrent Events- FCV-CRL Results Release

FEVC 2024

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On June 6, the results of FCV-CRL Research Program was officially released during FCVC. The study was led and initiated by China SAE, with Shanghai International Automobile City (Group) Co., Ltd, Shanghai Electric Vehicle Data Center, Zhonghexinxing Energy Science and Technology Research Institute, and Foshan Institute of Environmental and Energy Technology, participating in the work.



The study shows that the technology level and promotion scale of fuel cell vehicles have achieved remarkable results, and the conditions for largescale promotion are already in place, with the characteristics of typical application scenarios are becoming clearer and the industry entering the adjustment phase. There is an urgent need to focus on the improvement of hydrogen supply capacity and market scale, integrate resources, increase support, promote the application in crossregional scenarios, accelerate the enhancement of product competitive advantages, and promote the industry as a whole.



<mark>虽氨能科普宣传,推动形成社会共识。</mark>一方面,加强氢能**安全法规、安全标准宣贯**工作,增强 车用氢能安全利用基础:另一方面,通过广泛的国内外项目合作、学术交流、行业活动等,**加强社会公**

池汽车的认知。消除发展顾虑,**促进发展共识**

/04 Concurrent Events-Seminars/Forums/Close-Door Session

FEVC 2024

2

On June 4, IHFCA held a seminar on green hydrogen industry technology development during FCVC. Around the report "Global green hydrogen outlook: advancing the industry value chain for a low-carbon future", participating experts exchanged and discussed their ideas.

On June 4, the Global Hydrogen Industry Association Alliance (GHIAA) FCVC Summit was successfully held in Shanghai, China. Representatives from Europe, Australia, Egypt, Africa and other countries and regions discussed the development of global hydrogen energy industry and international cooperation.



<u>...</u>

On June 4, a closed-door meeting on hydrogen energy industry investment, organized by Anglo American and co-organized by YONGHUA CAPITAL and SINOLINK Securities, was held during the FCVC, which invited first-line industry leaders and investors in hydrogen energy to discuss how far away we are from hydrogen energy parity?



/04 Concurrent Events-Plant Tour and Signing Ceremony



Plant Tour

On June 3, IHFCA organized a delegation of international experts to participate in the 2024 FCVC Plant Tour. Members are from H2Korea, Australian Hydrogen Council (AHC), Hydrogen Egypt (H2EG), Hydrogen Europe, African Hydrogen Partnership (AHP), Hydrogen Consortium of Taiwan, and Hyundai Motor Korea. The delegation of international experts visited REFIRE, SHPT and Sunwise, having in-depth exchanges and discussions with these companies.



On June 4, China SAE and State Power Investment Corporation Hydrogen Energy Co., Ltd held a strategic cooperation agreement signing ceremony during FCVC. Mr. Hou Fushen, Vice Chairman and Secretary General of China SAE, and Mr. Wang Meng, Chief Economist of SPIC Hydrogen Energy, attended the ceremony. Mr. Zheng Yali, Assistant Secretary General of China SAE, and Mr. Chen Ping, Assistant General Manager of HST, signed the strategic cooperation agreement on behalf of both parties.

/ 14 Concurrent Events-Technical Tour

FEVC 2024

On June 4-5, FCVC organized a "**Tech Tour**" for conference delegates and exhibition visitors, with a total of more than 80 industry colleagues participating in the two-day event. The TECH Tour visited two sites, including the data platform, hydrogen testing base and hydrogen refueling station, which further demonstrated the development achievements of hydrogen energy in Jiading and enriched the experience of the participants.



Visit Sites:

First station: Jiading EV Zone

- National Fuel Cell Vehicle Demonstration Application Shanghai City Cluster Hydrogen Energy Achievement Exhibition
- Shanghai Hydrogen Refueling Station and Hydrogen Fuel Cell Vehicle Public Data Platform

Second station: Shanghai Auto Inspection Hydrogen and Fuel Cell Testing Base

- EMC (Electromagnetic Compatibility) Laboratory, Fuel Cell Stack Laboratory
- Other laboratories include light and heavy duty vehicle rotating hub environment laboratory, fuel cell vehicle four-drive power assembly laboratory, fuel cell engine laboratory, etc.
- Hydrogen refueling station at Hydrogen Port

104 Concurrent Events-Hydrogen Energy Science Popularization Events **FEVC 2024**

FCVC 2024, together with Shanghai International Automobile City and Hyundai Motor Group, organized the "Hydrogen Energy Science Popularization Activity" on site for the first time to further promote hydrogen science popularization. Relevant leaders of Shanghai Economic and Information Commission, Shanghai International Automobile City, industry experts and enterprise representatives were invited to attend, and 40 teachers and students from Shanghai Jiading Zhuqiao School participated. The event consists of three sessions:

- Shanghai City Cluster fuel cell demonstration application science Innovation research map 2.0 released
- · Investigation of the current situation and future development of hydrogen vehicles (new energy vehicles)
- Hydrogen energy science popularization activities by Hyundai Motor Group





Marketing and Media

/05 Marketing and Media

01

Media Partners

60+ Media Partners: Xinhua News Agency, CCTV Auto, China Daily, Global Times, China.org.cn, CRI Online, CNR, THE PAPER, Bloomberg News, 21st Century Business Herald, National Business Daily, China Automotive News, China Energy News, China Industry News, CLS, Sina Auto, Souhu Auto, etc

90+ reporters attended and participated in activities such as conference coverage and high-level interviews



03

Live Broadcasting

<u>Plenary Session</u>: **25** units of live broadcasting, including Xinhua News Agency, CCTV Auto, China.org.cn, CNR, 21st Century Business Herald, China Auto News, CLS, Sina Auto, Sohu Auto, We-media platforms of China SAE, IHFCA and FCVC channel. **2.6 million+** online watching

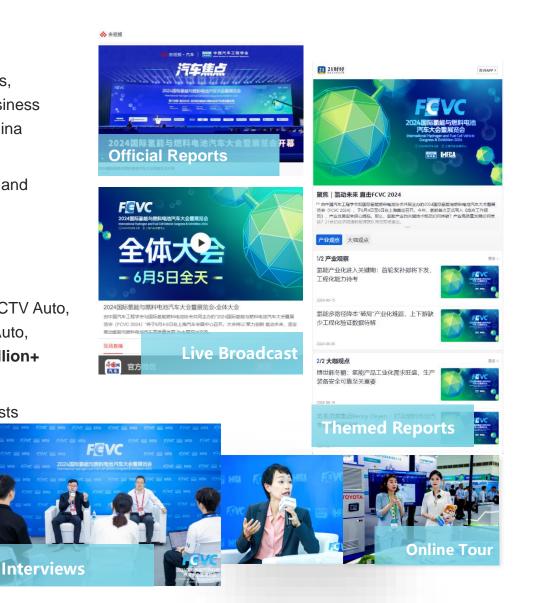
FEVC

Online Tour: first online tour via FCVC Channel, with more than 10,000 online guests

Spot Coverages

30 Interviews in total

13 Exclusive interviews for sponsors, **18** Exhibitors video interviews



FEVC 2024

/05Marketing and Media

Content Output

20+ Core press releases
15 Conference Shorthand manuscripts collated
500+ Original manuscript & video
40+ Posters and long drawings for conferences and exhibitions

Internal Promotion Channels

05

06

04

200,000+ Official website views 2,000+ Electronic invitation readers
150+ Ems-cnpl article 100,000+ Total reading
6,000+ Followers increase 400,000 Edm&Sms

External Promotion Channels

3.5 million+ Advertising impressions
1 million+ WeChat Ads impressions
1.2 million+ PR script readings
2,000+ visitors invited by the exhibitors



Exhibition On-site Activities

Theme postcards and FCVC WALK

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