

# Result Report: Swedish Pavilion at H<sub>2</sub> Mobility+ Energy Show

November 2021  
Business Sweden Seoul





# Agenda

- **Exhibition Overview**
- Swedish Pavilion at H2 Mobility+ Show
- 2022 H2 Mobility+ Show



# Sweden was the first Honour Country for the 2<sup>nd</sup> H<sub>2</sub> Mobility+ Energy Show 2021, the largest hydrogen exhibition in Korea, during 8-11 September in KINTEX



<b>Host/ Organiser</b>		
<b>Sponsor</b>		Ministry of Trade, Industry and Energy; Ministry of Environment; Ministry of Land, Infrastructure, and Transport
<b>Honor Country</b>		The Kingdom of Sweden
<b>Exhibition theme</b>	<p>Mobility</p>	FCEV, Hydrogen-powered Drones, Ships, Construction Equipment, Parts and Materials, bike and bicycles, etc.
	<p>Charing infrastructure</p>	Charging Stations, Hydrogen Production / Storage / Transportation, portable hydrogen mobility charger, etc.
	<p>Energy</p>	Fuel Cells for Mobility, Building and Power Generation, Renewable Energy (Solar, Wind)

Source: H2 Mobility+ Energy Show Final Report



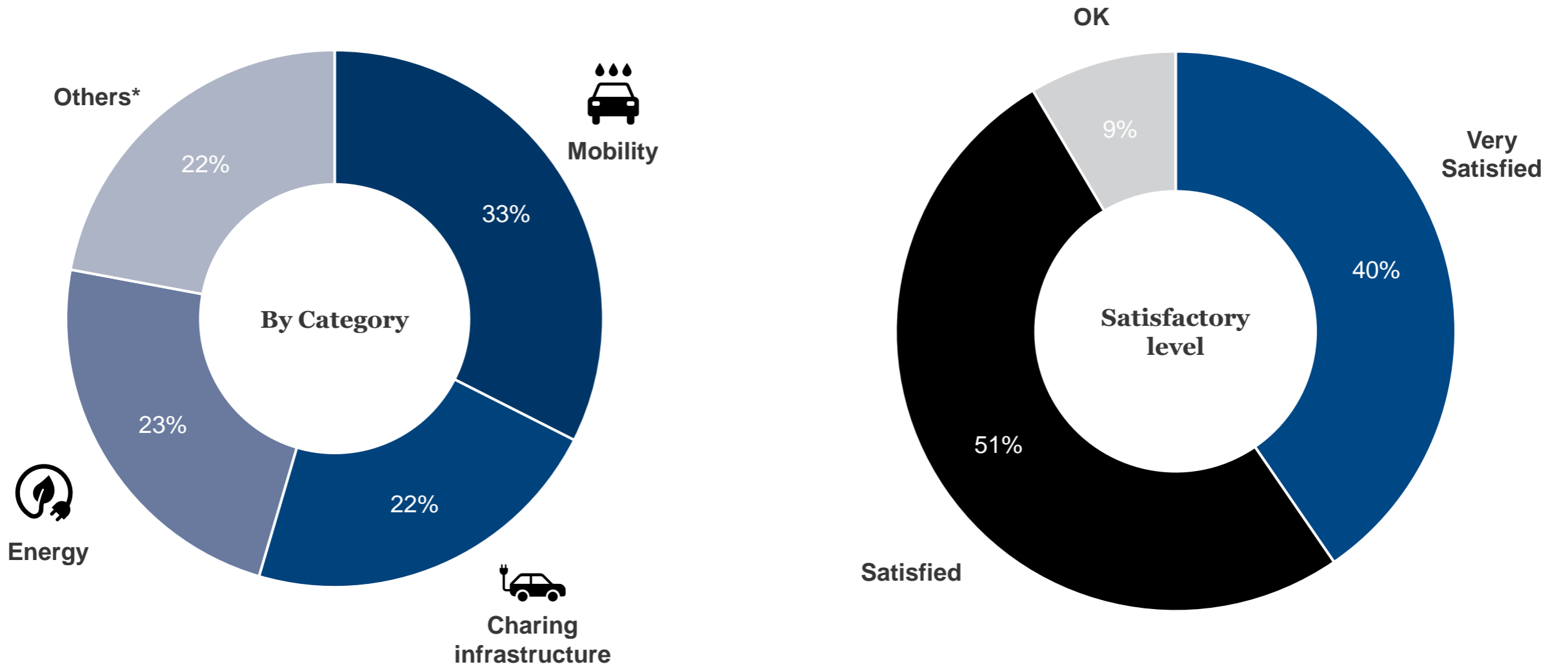
# Six main event programs were held during the exhibition that caught media attention and attracted large number of visitors (27 000 in total during the 3 days)

## Additional events during H2 Mobility+ Energy Show

1. Online opening ceremony and VIP tour
2. Korea H2 Business Summit
3. H2 Innovation Award
4. Global Hydrogen Industrial Association Alliance Forum
5. KOTRA Business Meeting
6. Global H2 Conference/ H2 Industry Online seminar

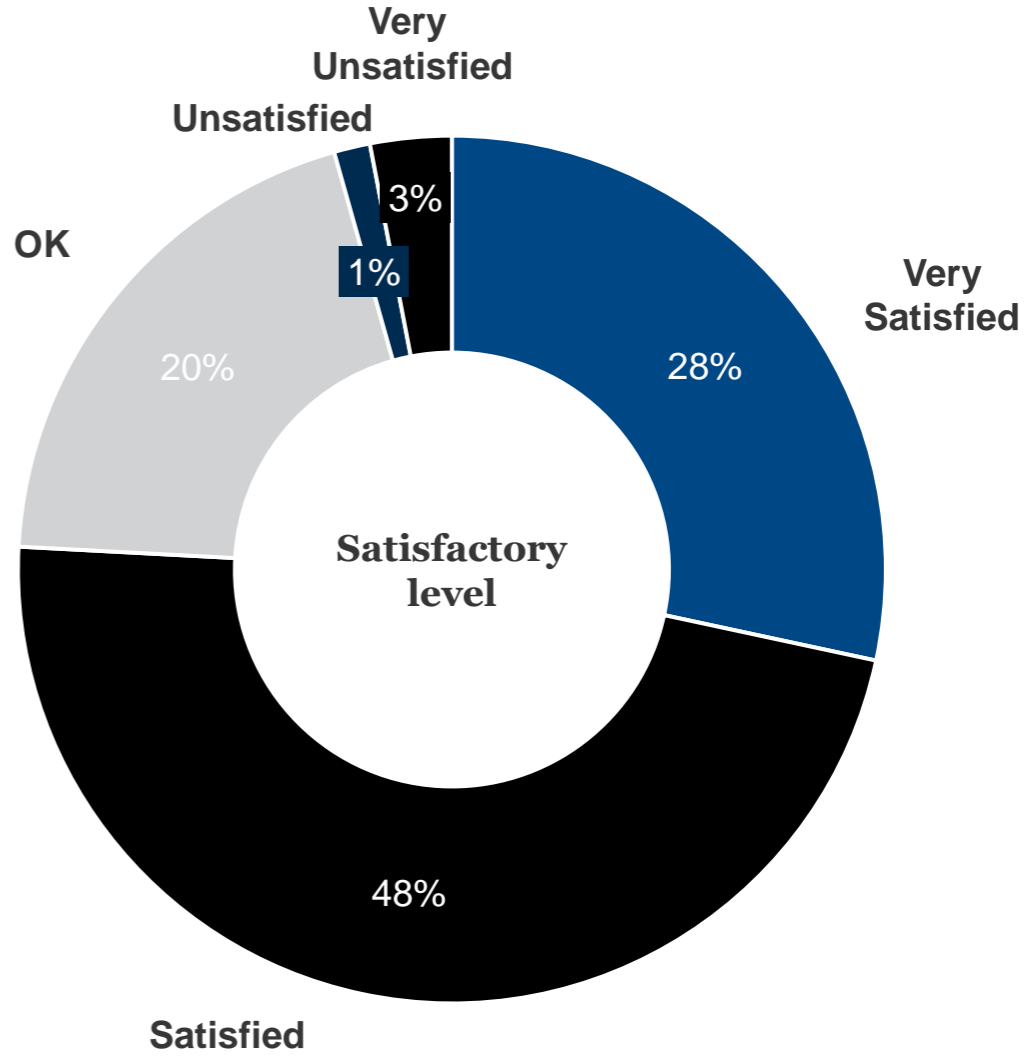
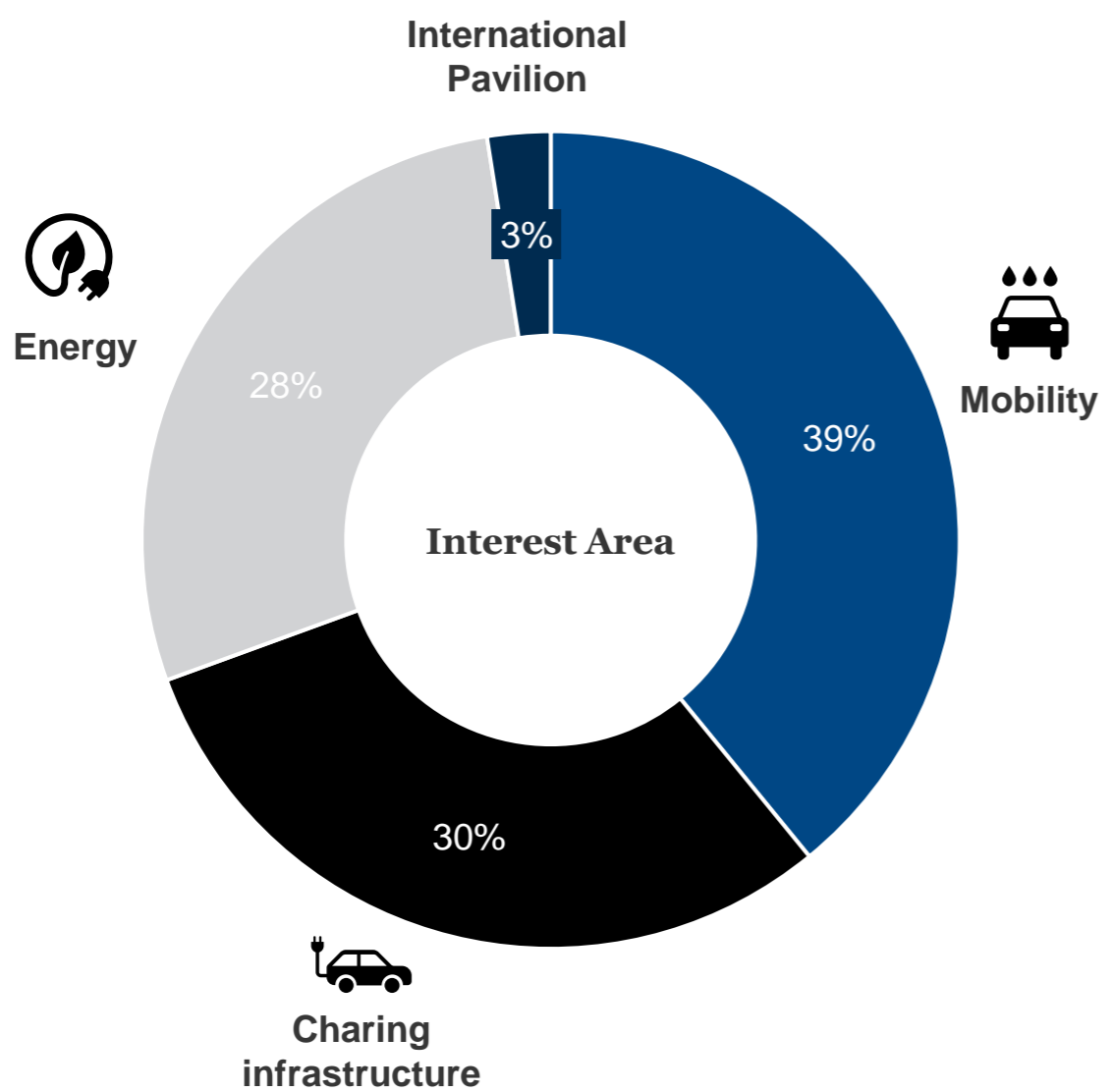


# 154 exhibitors from 12 countries showcased their hydrogen solutions; over 90% was satisfied with the exhibition



Source: H2 Mobility+ Energy Show Final Report \* Other includes embassies, local government(s), industry association and relevant institute(s)

# 76% among the 27 000 visitors were satisfied with the exhibition with most interest in the Mobility sector, followed by Charging infrastructure and Energy



Source: H2 Mobility+ Energy Show Final Report

# 16 press releases was distributed during the exhibition to local and international media; total 2 966 articles were published through on- and off-line channels

**158**  
articles published on  
Newspapers

**2800**  
articles published on  
online channels

Published	Name of Articles (Korean articles)
2021-02-26	<u>H2 Mobility + Show Organizing Committee will hold an online briefing session to attract participating...</u>
2021-03-24	<u>"H2 Mobility + Show" postponed to September due to COVID-19</u>
2021-05-05	<u>Large international and local companies, e.g., Hyundai and POSCO, to participate in the H2 Mobility Show</u>
2021-07-01	<u>H2 Mobility Show, Extended exhibition from September 8<sup>th</sup> to 11th</u>
2021-07-26	<u>One out of 3 companies participating in the H2 Mobility Show is "mobility"</u>
2021-08-05	<u>Numbers of SMEs with hydrogen charging infrastructure participate in the H2 mobility show</u>
2021-08-16	<u>Hydrogen Mobility Show Organizer announced 10 companies to advance to the finals of the "H2 Awards"</u>
2021-08-19	<u>"Green Hydrogen" energy company in one place... "H2 Mobility + show is opening"</u>
2021-08-26	<u>H2 Mobility+ Show, Up to 2,206 people can enter...Pre-registration until the 7th of next month</u>
2021-08-31	<u>One step forward in realizing a hydrogen society... "Hydrogen Week" will be held next week</u>
2021-09-02	<u>Sweden, the EU's No. 1 low carbon player, participated in the H2 Mobility + Show 2021 as Guest of...</u>
2021-09-08	<u>"H2 Mobility + Show 2021" opens... "Hydrogen is a definite alternative to a carbon-neutral economy"</u>
2021-09-09	<u>"We need to increase investment on R&amp;D in green hydrogen and hydrogen mobility"...H2 Innovation...</u>
2021-09-09	<u>"How far has the global hydrogen industry technology come?"...Hydrogen mobility show online seminar</u>
2021-09-09	<u>Fuel cell diagnosis, separator technology and electrolysis solutions</u>
2021-09-10	<u>"We need to expand the ecosystem of the hydrogen industry and increase international cooperation."...</u>
2021-09-12	<u>H2 Mobility+ Show closed... "The core of carbon neutrality, confirming the potential of the hydrogen..."</u>



## Over 40 video contents were provided, and major nationwide news channels broadcasted news related to H2 Mobility+Energy Show

Date	Media	Subject
2021-09-06	SBS Biz	<u>Car, iron, and logistics... "K Hydrogen Avengers" gathers. "Hydrogen week" will have a grand opening at KINTEX</u>
2021-09-07	MTN	<u>The hydrogen industry is in full swing</u>
2021-09-07	TV Chosun	<u>Hyundai Motor Group revealed its future hydrogen business roadmap for everyone, everything, everywhere</u>
2021-09-07	SBS Biz	<u>Hydrogen Car and Drone...Chairman of Hyundai Motors Group says "hydrogen society to be realized by 2040"</u>
2021-09-07	SBS Biz	<u>"Boom of the Hydrogen Economy" market with 2,100 tn KRW by 2025...'Hydrogen Alliance' launch tomorrow</u>
2021-09-07	MBN News	<u>Jeong Eui Sun, "2040 Popularization of Hydrogen Energy"...The launch of a hydrogen cooperative</u>
2021-09-08	MBN News	<u>Hyundai Motor's "2040 popularization of hydrogen energy"...H2 Mobility+ show opened today</u>
2021-09-08	MTN News	<u>"Hydrogen Dream Team" is officially launched. Hyundai Motors, SK, POSCO being a "Chairpeople"</u>
2021-09-08	MBN News	<u>The leaders of the top 10 hydrogen economy groups launched an official hydrogen consultative body</u>
2021-09-08	SEN News	<u>Major hydrogen conglomerates gathered for the official launch of "Hydrogen Alliance"</u>
2021-09-09	MBN News	<u>Leaders of the major conglomerates obsessed with hydrogen...Consultative body launched to invest 42 tnKRW</u>
2021-09-09	SBS News	<u>Major conglomerates build an alliance for hydrogen...leading to "de-carbonized society" through investment</u>
2021-09-09	SBS Biz	<u>"Hydrogen Alliance"...The transition to the hydrogen economy is accelerating</u>
2021-09-08	Arirang TV	<u>Leaders of S. Korea's major conglomerates to launch hydrogen consultative body</u>
2021-09-08	Arirang TV	<u>Future of hydrogen mobility on show at H2 mobility+ show</u>
2021-09-08	Arirang TV	<u>Hydrogen's role in South Korea's push to go carbon neutral</u>

Source: H2 Mobility+ Energy Show Final Report

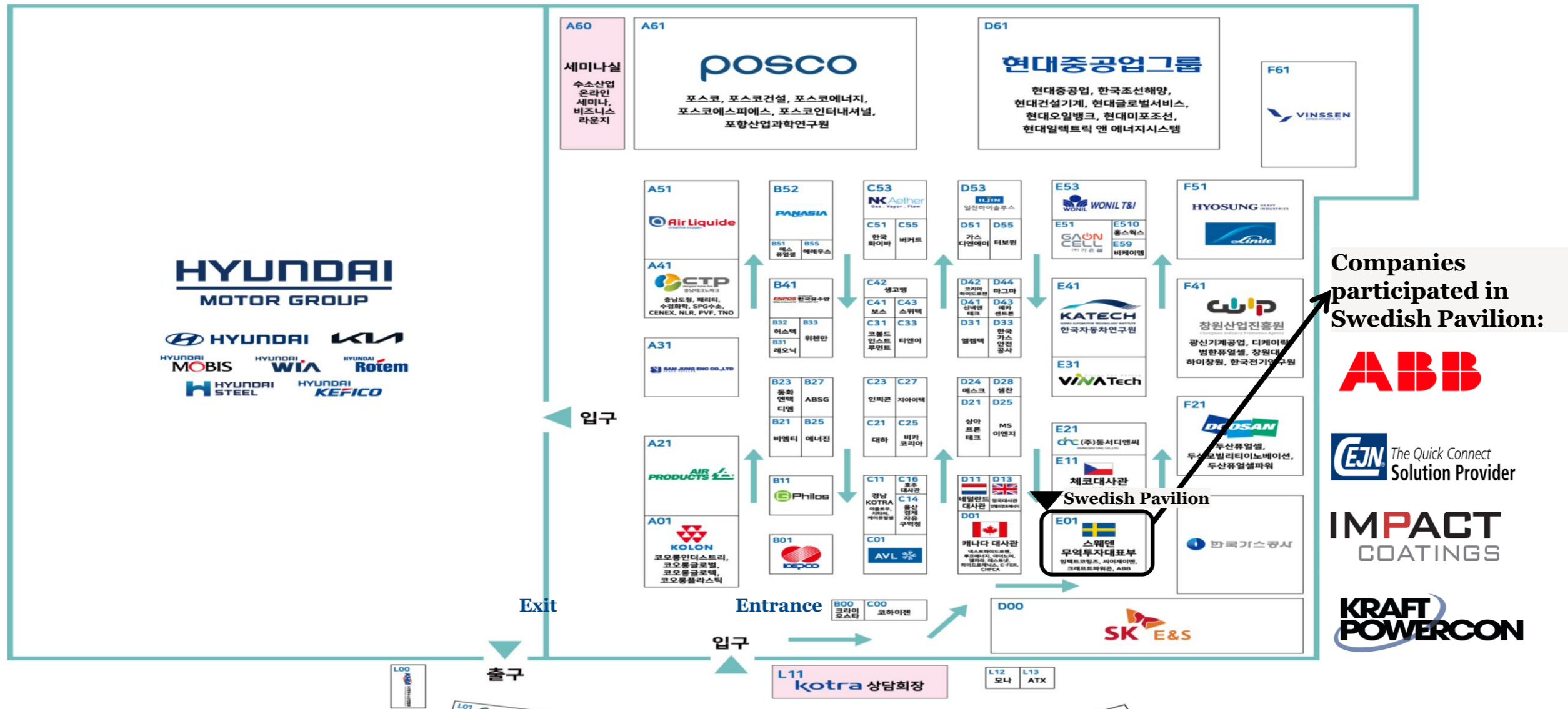


# Agenda

- Exhibition Overview
- **Swedish Pavilion at H2 Mobility+ Show**
- 2022 H2 Mobility+ Show



# Location of Swedish pavilion by the entrance, which was had high exposure and caught immediate attention to all visitors entering the exhibition hall



Companies participated in Swedish Pavilion:

- 
- 
- 
-



# Four Swedish companies showcased their hydrogen solutions in each corner of the Swedish Pavilion in an open design that was easy for visitors to pass through

Front view



Perspective view





# Exhibition theme of the Sweden pavilion was ‘Hydrogen value chain’ – green production, storage, distribution and application

## ABB – Green Hydrogen Production

- ABB provides broad portfolio encompassing the full hydrogen value chain from production, storage, distribution to consumption. ABB's offering enabling opportunities in the green hydrogen production and covers majority of H2 production equipment except electrolyser and compressor

## Kraftpowercon – Powering Green Hydrogen

- Green hydrogen is driven by our need to reduce carbon emissions. However, the cost of Hydrogen must come down rapidly to be a viable alternative to carbon intensive energy sources like coal and diesel. KraftPowercon can optimize the power supply with focus on lowest total cost of ownership

## CEJN – Liquid cooling

- CEJN has developed quick connect solution following the values; Innovation, Environment, Safety, Quality, Performance. CEJN's quick couplings for liquid are applicable to various methods, such as compressed air, fluids and ultra-high pressure.

## Impact Coatings – Fuel cell and electrolysis

- Impact Coatings has been at the forefront developing and delivering clean coating technologies for more than two decades. They provide highly efficient coating solutions for metal bipolar plates

## Sweden country promotion

- Sweden's Hydrogen Strategies to reach fossil free competitiveness in the 22 industry roadmaps was presented
- Hydrogen industry clusters were marked in the map of Sweden
- Information and illustration was provided by Fossil Free Sweden

**Swedish Hydrogen Strategy**  
스웨덴의 수소 전략

Examples of potential hydrogen clusters in Sweden  
스웨덴 지역별로 진행되고 있는 수소 프로젝트

- Kemira
- Nyda
- Dorasin
- Högsteds
- Proxim Göteborg
- Proxim Lysekil
- AMK
- Hålsjöbaden
- Liquid Wind 1
- LKAB SSAB Västernorrland
- Noryon Bohus
- Noryon Årge
- Oeska Boshelm
- Oeska Hofors
- Oeska Hällefors
- Oeska Smedjebacken

Hydrogen will play an important role for Swedish industry when implementing the 22 roadmaps for fossil-free competitiveness

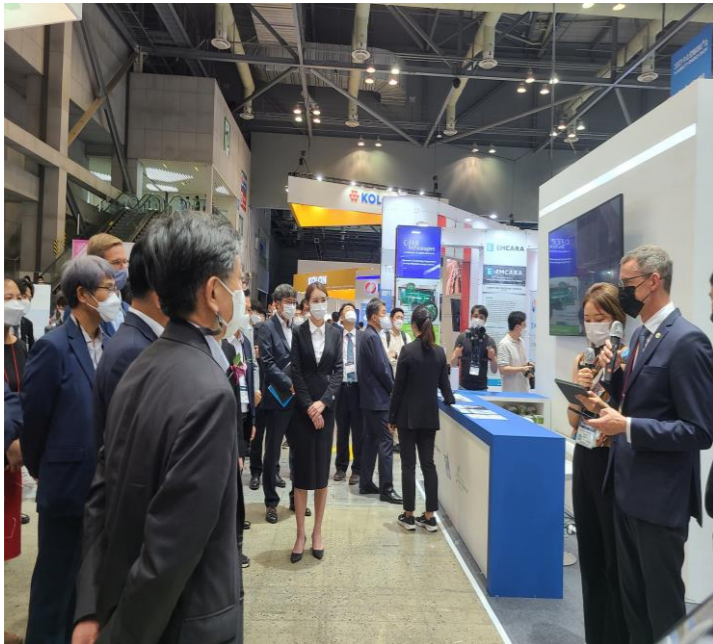
22 industry roadmaps describe how they can contribute to the Swedish climate target of climate neutrality by 2045. Fossil Free Sweden has developed a strategy to use hydrogen to achieve the climate goals but also with a focus on new industrial initiatives to create innovations, jobs and export products.

수소는 2045년까지 탄소중립을 목표로 하는 스웨덴 산업에 중요한 역할을 할 것입니다.

스웨덴의 22 산업 로드맵은 기후 목표에 대한 기여 뿐만 아니라 국가 산업 경쟁력을 강화하고 혁신, 일자리 및 수출을 창출하기 위한 새로운 패러다임에 중점을 둡니다. 이런 배경으로, 스웨덴 수소 전략은 다양한 범용 제련의 이해관계자들과 수평적으로 협력 개발하여 계획해 나가고 있습니다.

22 Roadmaps for fossil free competitiveness

# Team Sweden facilitated the VIP tours and media interviews together with the companies to emphasize the Swedish competences and exhibited solutions



Content of VIP\* tour at the Sweden pavilion included the introduction to Sweden's fossil free competitiveness and Hydrogen strategy and the specific solutions provided by the exhibiting companies



Leaders of major conglomerates in South Korea, including Hyundai, SK and POSCO, visited Swedish pavilion after attending the launch of "Hydrogen Alliance"



Congressperson in the energy committee visited Swedish pavilion; Business Sweden introduces Swedish Hydrogen Strategy and 22 fossil free roadmaps

\* VIP includes Embassy of Sweden, SK E&S, KOGAS, Doosan, Hyosung Group, POSCO Group, Air Liquid, Kolon Group, Hyundai Motors Group; Changwon City, KHIA; Hynet; KOTRA



# Kraftpowercon was awarded the H2 Innovation 'Excellence Award for Hydrogen Energy segment' for their electrolyzer solution



Kraftpowercon presenting their electrolyzer solution at H2 Innovation Award



H2 Innovation awarding Kraftpowercon an Excellence Award for Hydrogen Energy segment



Group Photo of all the winners at the H2 Innovation Award (5<sup>th</sup> from the left)



# Sweden hydrogen expert from SEI\* attended the Global H2 Conference as keynote speaker and panelist with POSCO, Hyundai and MOTIE\*\*



Global H2 Conference was opened by the host KAMA\*\*\* and congratulatory remarks was provided in recording by Korean Minister of Trade Industry and Energy Sungwook Moon and Swedish Minister of Enterprise and Innovation, Ibrahim Baylan



Dr. Gokce Mete, SEI and Head of Secretariat of LeadIT\*\*\*\*, delivered a keynote speech on the role of hydrogen in industry transition in Europe and Sweden and the importance of collaboration at the Global H2 Conference



Dr. Gokce Mete was in the panel with MOTIE, Executive Vice President of Hyundai Motor Group and Professor from Hanyang University to discussion the development of hydrogen mobility industry and the global outlook

\*SEI: Stockholm Environment Institute \*\*MOTIE: Minister of Trade Industry and Energy \*\*\*KAMA: Korea Automobile Manufacturers Association \*\*\*\*LeadIT: Leadership Group for Industry Transition





# The whole exhibition, including the Swedish pavilion, was broadcasted online on YouTube as the social distancing restriction was still being implemented



Dr. Anders Hektor, Science and Innovation Counsellor at the Embassy of Sweden, had interviews with Korean media – *Arirang TV*, sharing Swedish competence within hydrogen technologies and promoting national hydrogen strategy and fossil free roadmaps



Business Sweden | [www.business-sweden.se](http://www.business-sweden.se)

it as a platform for expansion. Our clients range from start-ups via small- and medium-sized businesses to multinational enterprises – with tailor-made services catering to all of these segments.

Business Sweden interviewed with media, introducing national strategy and fossil free roadmap; and participating companies – ABB, CEJN, Impact Coatings and Kraftpowercon – and their hydrogen solutions





# Agenda

- Exhibition Overview
- Swedish Pavilion at H2 Mobility+ Show
- **2022 H2 Mobility+ Show**





# Next and the 3rd H2 Mobility+ Energy Show is planned August/September 2022; early-registration discount is offered if we decide to register before January 2022

<b>Date</b>	August 31 to September 3, 2022	
<b>Venue</b>	KINTEX	
<b>Host/ Organiser</b>		
<b>Sponsor</b>	Ministry of Trade, Industry and Energy; Ministry of Environment; Ministry of Land, Infrastructure, and Transport	
<b>Honor Country</b>	TBC	
<b>Exhibition theme</b>	 <b>Mobility</b>	FCEV, Hydrogen-powered Drones, Ships, Construction Equipment, Parts and Materials, bike and bicycles, etc.
	 <b>Charing infrastructure</b>	Charging Stations, Hydrogen Production / Storage / Transportation, portable hydrogen mobility charger, etc.
	 <b>Energy</b>	Fuel Cells for Mobility, Building and Power Generation, Renewable Energy (Solar, Wind)



**BUSINESS  
SWEDEN**

THE SWEDISH TRADE & INVEST COUNCIL