

# Hydrogen Congress 2024 in EMEA

Date: 11.01. - 13.01.2025 | Venue: Emirates Palace, Abu Dhabi

## Background:

For economic growth in Germany, it is difficult to rely solely on "Made in Germany" to remain internationally competitive in sustainable energy markets.

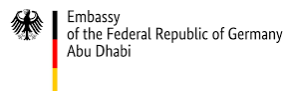
However, with European spirit, investments from the Middle East, and H2 production in Africa using German technology, competition with the USA, China, Asia, and the rest of the world becomes achievable.

EiA hydrogen strategy without the Middle East would be like plum pudding without plums..

## Congress Highlights:

- Introduction of the new **HYDROGEN QUIZ APP**.
- **Exciting presentations** on current **developments in the hydrogen sector**.
- Promotion **of economic cooperation** between Europe, the Middle East & Africa.

### Partners



# What exactly is EMEA?

EMEA stands for Europe, Middle East and Africa.

## Goal:

**Development of business, marketing and sales strategies**

## Markets:

- Europe: Industrially advanced
- Middle East: Rich in resources (oil, gas)
- Africa: Diverse, growing, but challenging

## Opportunities:

The individual players contribute their strengths and form a strong team:

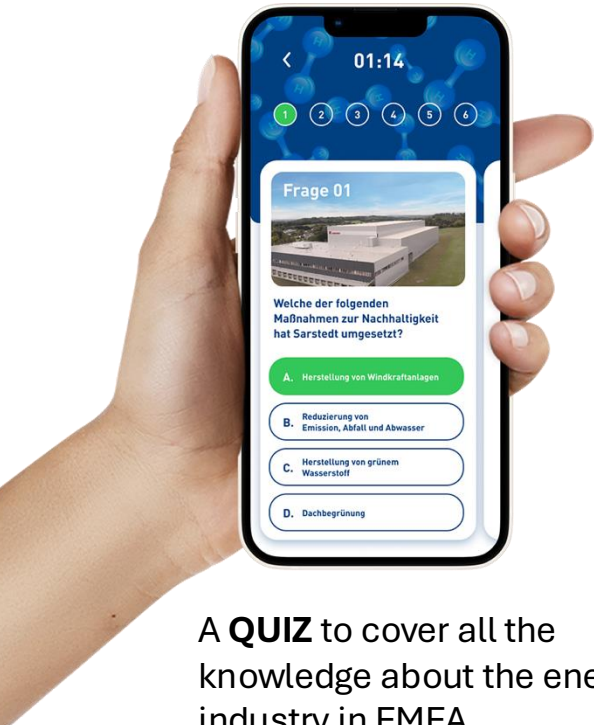
- Technology: Made in Germany
- Investments: From Europe and the Middle East
- H<sub>2</sub> production: In Africa and the Middle East with German technology



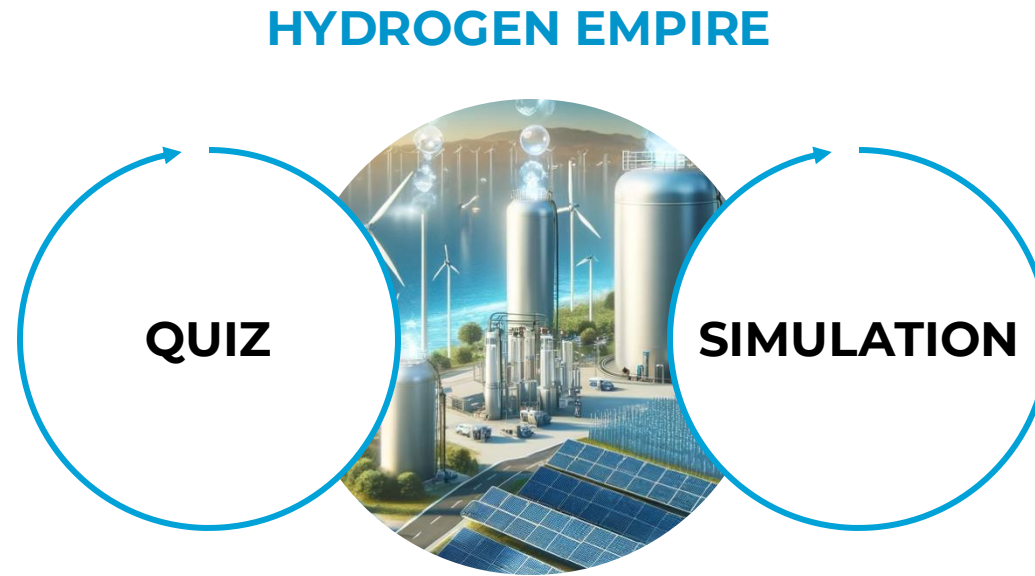
Take advantage of the synergies and **shape the future of the hydrogen market in EMEA!**

# Modules of the new hydrogen APP

Easily increase the speed of the hydrogen market ramp-up



A **QUIZ** to cover all the knowledge about the energy industry in EMEA



A **SIMULATION** of the entire value chain for sustainable energy management and knowledge transfer.

The game is intended to appeal to different target groups, which is achieved through features in the game.