



# ASIA-PACIFIC HYDROGEN 2024

SUMMIT & EXHIBITION

12 - 13 SEPTEMBER 2024 | BRISBANE CONVENTION & EXHIBITION CENTRE

## POST EVENT MARKETING REPORT

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# UNITING GOVERNMENT & INDUSTRY TO ACCELERATE HYDROGEN DEVELOPMENT

This groundbreaking event brought together **influential leaders** and visionaries from the hydrogen industry on a global scale, providing a unique platform for collaboration and innovation. Proudly partnered with the Australian Hydrogen Council and supported by Austrade and host state Queensland Government, this event was a nexus of **cutting-edge discussions** and impactful connections.

We welcomed **3000+ global hydrogen enthusiasts** and experts across the two-day event as they enjoyed the strategic summit, the dynamic exhibition area which hosted **over 100 exhibitors** showcasing the latest advancements, technologies, and solutions in the world of hydrogen along with exclusive insights on the H2 Tech Series Stage.

## #APACHYDROGEN2024 IN NUMBERS:



**3000**  
INDUSTRY  
PROFESSIONALS



**600**  
DELEGATES



**36**  
COUNTRIES



**100**  
SPEAKERS



**100**  
EXHIBITORS



**25**  
SPONSORS



The exhibitor's hall was EXCELLENT!  
Made some great connections, including ones relevant to current projects that I'm sure will develop to significant business partnerships. Very well done!"

**Anne Caerdinael**  
Project Manager, Major Project Facilitation  
Queensland Treasury



“

Let me be very clear, Australia's green hydrogen pipeline is alive and healthy. Today, I'm very pleased to release Australia's new National Hydrogen Strategy, which moves beyond the early stages of the industry to a greater stage of development, reinforcing our policy commitments. Australia is ready for the world's top hydrogen investors, and our governments are committed to working together.

”

**The Hon Chris Bowen MP**  
Minister for Climate Change and Energy  
Australian Government



“

It's a real pleasure  
and an honour to be  
here today, and to  
talk about Germany's  
hydrogen ambitions  
and the importance  
of the Germany  
and Australia  
cooperation.

”

**Anja Hajduk**  
State Secretary  
Federal Ministry for Economic Affairs and  
Climate Action, Federal Republic of Germany







# ASIA PACIFIC HYDROGEN 2024 SUMMIT & EXHIBITION IN THE NEWS



## Labor's new 'renewable hydrogen' targets aim for Australia to produce 15m tonnes by 2050

The energy minister, Chris Bowen, said on Friday that Australia's green hydrogen pipeline of projects was "alive and healthy" as he released the government's new hydrogen production strategy, which updates the 2019 plan he inherited from the Coalition.

[Read More](#)



## Germany to hold special \$444m auction exclusively for Australian green hydrogen imports through H2Global

Germany will hold a special A\$660m (\$444m) auction exclusively for imports of green hydrogen from Australia, a senior German government official announced at the Asia-Pacific Hydrogen Summit in Brisbane yesterday (Thursday).

[Read More](#)



## Townsville projects showcased at Asia-Pacific Hydrogen Summit

Townsville's SunHQ Hydrogen Hub, located within the Sun Metals refinery precinct in Stuart, is being spotlighted as a pivotal project at Asia-Pacific Hydrogen 2024 Summit & Exhibition this week.

[Read More](#)



## Labor sets out greener hydrogen strategy, with big new targets and no room for coal

Federal Labor has set out a plan for Australia to produce at least 15 millions tonnes of renewable hydrogen a year by 2050, and at least 0.5 million tonnes a year by 2030, as part of a new national strategy published on Friday.

[Read More](#)



# 2024 SPEAKERS INCLUDED



**The Hon Chris Bowen MP**  
Minister for Climate Change and Energy  
**Australian Government**



**Honourable Mick de Brenni**  
Minister for Energy and Clean Economy Jobs  
**Queensland Government**



**Anja Hajduk**  
State Secretary  
**Federal Ministry for Economic Affairs and Climate Action, Federal Republic of Germany**



**H.E. Ms. Daiva Garbaliuskaitė**  
Vice-Minister of Energy  
**Republic of Lithuania**



**Sam Crafter**  
Chief Executive Officer  
**South Australia Government**



**Tim Stock**  
Director Hydrogen and Clean Energy, Department of Climate Change, Energy, the Environment and Water  
**NSW Government**



**Katie Cook**  
Director, Energy Transition Strategies, Department of Jobs, Tourism, Science and Innovation  
**Government of Western Australia**



**Dr Yuichiro Fujiyama**  
Senior Vice President, CTO  
**ENEOS Holdings, Inc.**



**Lucy Nation**  
Country President Australia & Vice President Hydrogen, Australia and Asia Pacific  
**bp**



**Menno Weustink**  
Vice President New Energy APAC  
**Woodside Energy**



**Jeremy Hasnip**  
Head of Energy Transition, Australia  
**Sumitomo Mitsui Banking Corporation**



**Steve Quilter**  
Executive General Manager, Growth and Future Energy  
**Stanwell Corporation**



**Michael Choi**  
Chief Executive Officer  
**Ark Energy**



**Angela Walker**  
Group Manager - APAC  
**Fortescue**



**Taisuke Horimi**  
Executive Counsellor, Green Transformation Development  
**Nippon Steel Corporation**



**Ren Jiang**  
Sales President, APAC  
**LONGi Hydrogen**



**Dr. Hans Dieter Hermes**  
Executive Vice President Hydrogen & Clean Energies  
**SEFE Securing Energy for Europe GmbH**

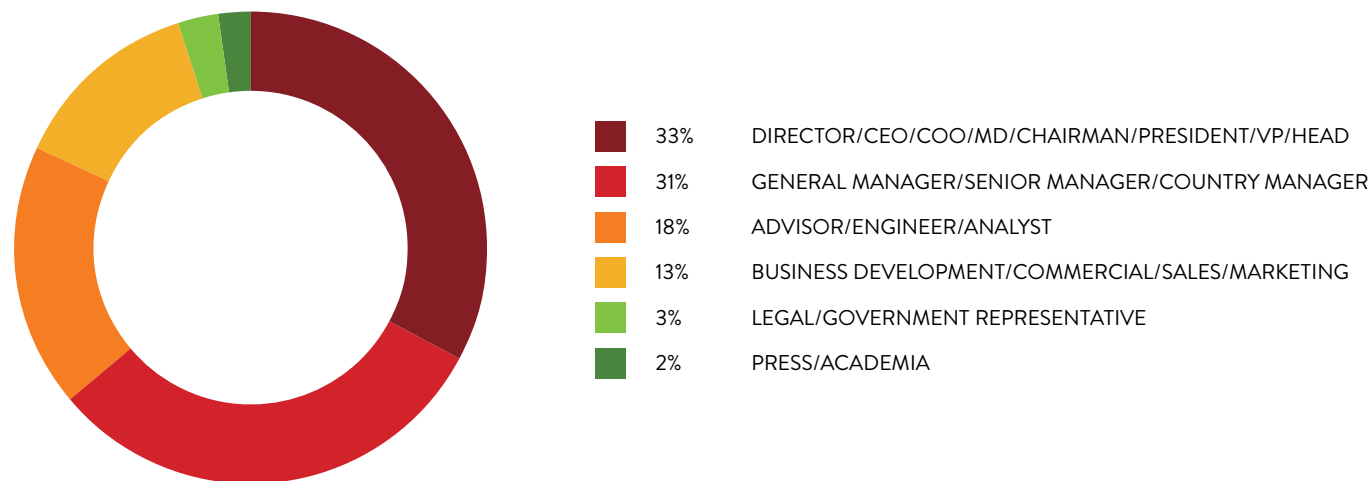


**Yuji Kobayashi**  
Senior General Manager, e-methane Business Development Department, Green Transformation Company  
**TOKYO GAS CO., LTD.**



# ATTENDEE PROFILE

## ATTENDEES' JOB TITLES



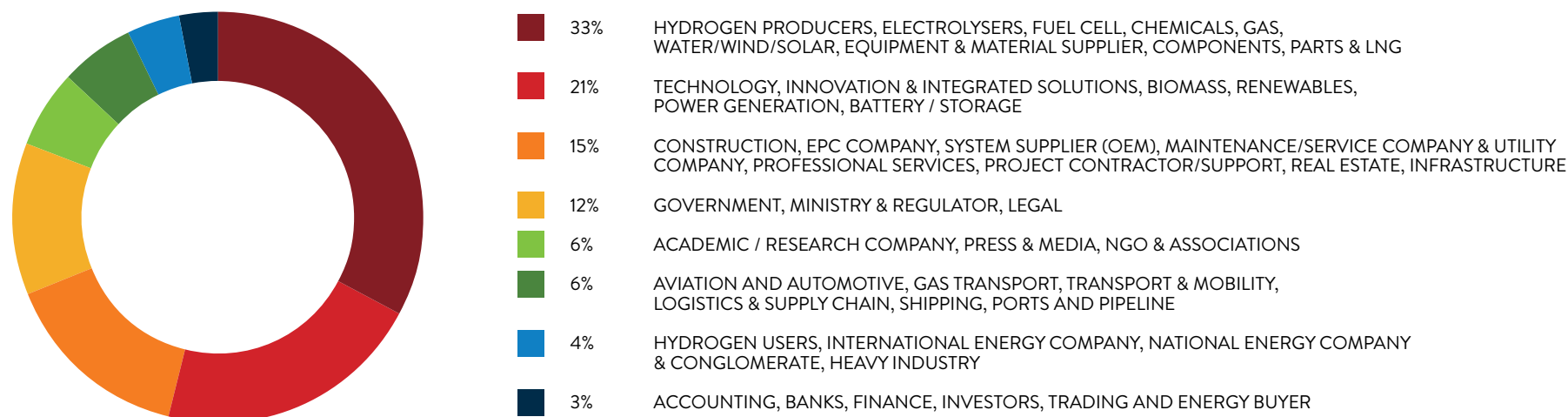
“

It was a fantastic learning and networking opportunity.

**Kohei Toyoda**  
Director General for Energy  
Transformation Strategy  
JBIC

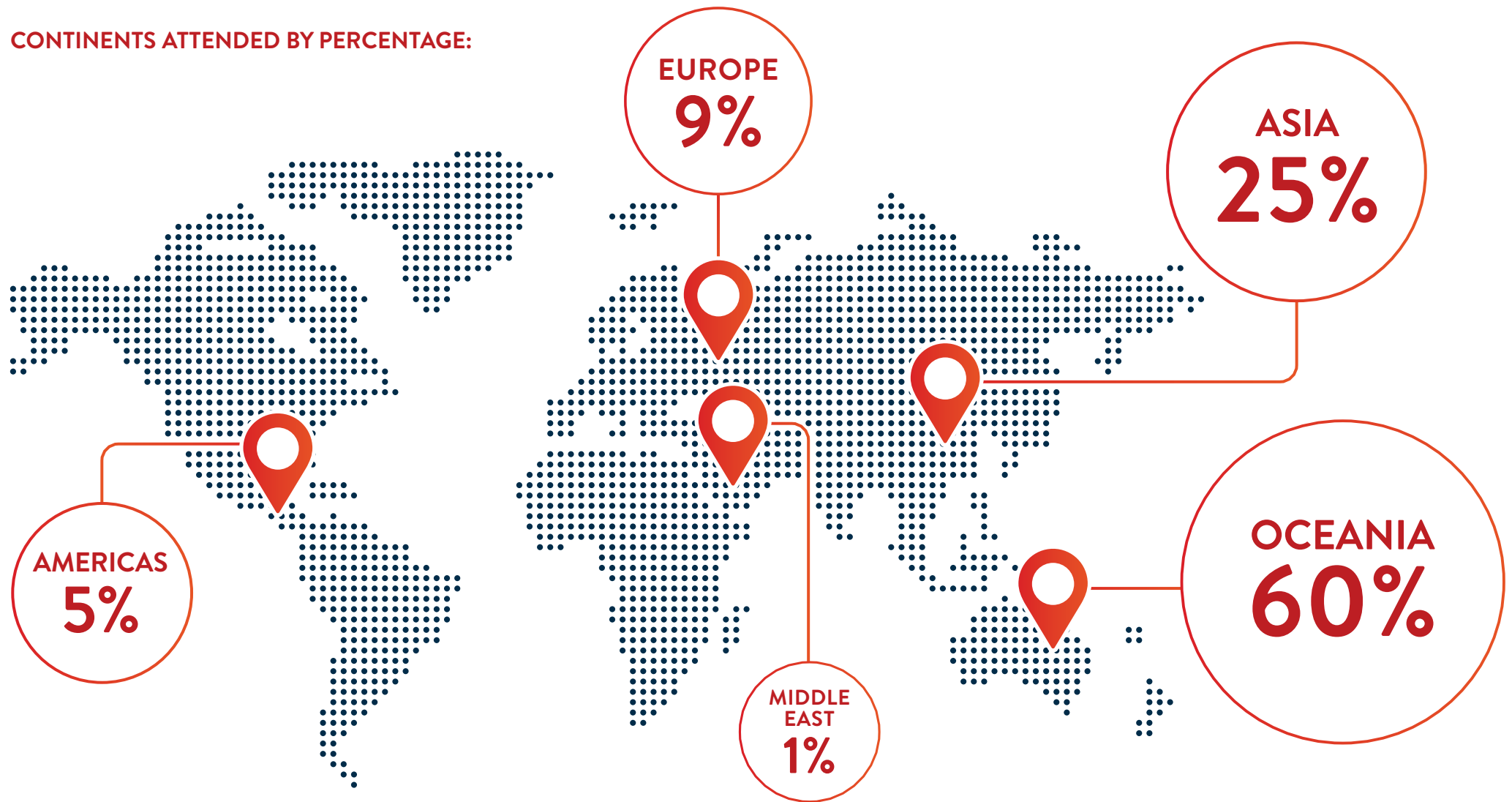
”

## INDUSTRIES REPRESENTED



# 3,000 VISITORS ATTENDED FROM 36 COUNTRIES

CONTINENTS ATTENDED BY PERCENTAGE:





# OUR 2024 EXHIBITORS INCLUDED



# PARTICIPANT'S SATISFACTION RATES

100%



OF PARTICIPANTS RATED THE QUALITY  
OF THE SUMMIT PROGRAMME &  
SPEAKERS AS GOOD OR EXCELLENT

100%



OF PARTICIPANTS RATED THE QUALITY  
OF THE H2 TECH SUMMIT PROGRAMME  
& SPEAKERS AS GOOD OR EXCELLENT

100%



OF PARTICIPANTS RATED THE QUALITY  
OF THE REGISTRATION EXPERIENCE  
AS GOOD OR EXCELLENT

97%



OF PARTICIPANTS RATED THE QUALITY  
OF THE EXHIBITION GOOD  
OR EXCELLENT

97%



OF PARTICIPANTS WOULD RECOMMEND  
THE EVENT TO A COLLEAGUE

100%



OF PARTICIPANTS RATED THE QUALITY  
OF NETWORKING OPPORTUNITIES  
GOOD OR EXCELLENT

100%



OF PARTICIPANTS WOULD  
ATTEND OTHER SEC EVENTS



A very good follow-up to the  
inaugural event. Building  
nicely. Good to see more  
APAC nations participating.

**Matthew Hingerty**  
Deputy CEO  
Star Scientific Ltd





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**31,000**

EMAIL SUBSCRIBERS



**831,706**

GOOGLE IMPRESSIONS



**501,143**

SOCIAL IMPRESSIONS



**3,288**

REPOSTS/MENTIONS  
/REACTIONS



**228,175**

WEBPAGE VIEWS



**1,800,582**

REACH FROM EXTERNAL  
ORGANISATIONS

# THE NETWORKING APP

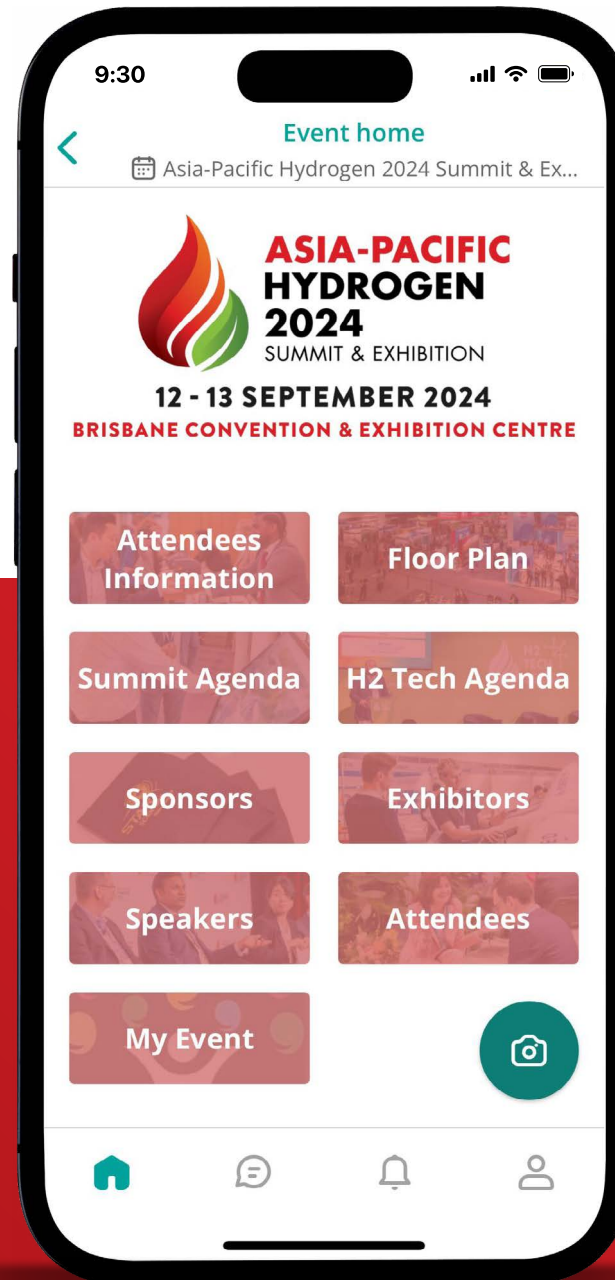
The Asia Pacific Hydrogen 2024 Summit & Exhibition networking app was the official platform for attendees to maximise their event experience. Visitors, delegates, exhibitors and speakers were able to connect with each other ahead of time and schedule those all-important meetings, as well as check the Agenda, ask questions during the sessions and re-watch the content post-event.

**8,893**

MESSAGE EXCHANGES ON  
THE APP

**2,368**

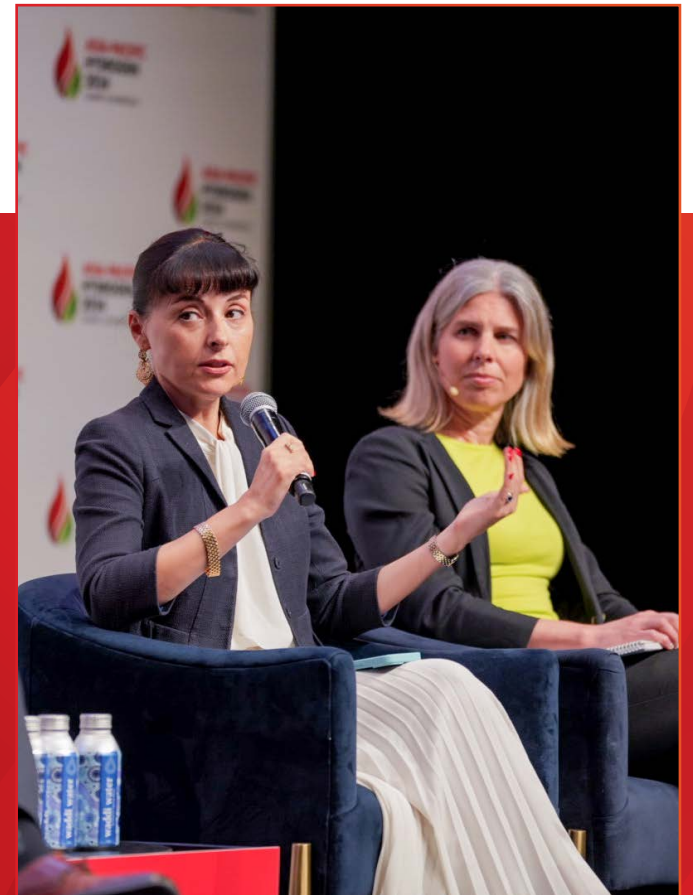
SCHEDULED MEETINGS AND  
CONNECTIONS MADE





# THANKS TO OUR 2024 INDUSTRY SUPPORTERS FOR EXPANDING THE SUMMIT'S MARKETING REACH









# ASIA-PACIFIC HYDROGEN 2025

SUMMIT & EXHIBITION

20 - 21 NOVEMBER 2025 | SYDNEY, AUSTRALIA

## SEE YOU NEXT YEAR IN SYDNEY!

**We look forward to welcoming you back to Sydney  
next year for #APACHydrogen2025!**

Get in touch with the team to discuss your participation:  
**[asiahydrogen@sustainableenergycouncil.com](mailto:asiahydrogen@sustainableenergycouncil.com)**

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