

February 28 – March 1st , 2024, Tokyo Big Sight (Tokyo, Japan)

SWISS PAVILION @ HYDROGEN & FUEL CELL EXPO



Hydrogen & Fuel Cell Expo (March 2024)



📅 28 Feb. (Wed) – 1st March (Fri) 2024

📍 Tokyo Big Sight in Tokyo, Japan

📄 About the exhibition

H2 & FC EXPO is a leading international exhibition showcasing various technologies, components, materials, devices and finished fuel cells for hydrogen and fuel cell R&D and manufacturing, taking place twice a year (March and September). It is held as part of the World Smart Energy Week, alongside other exhibitions in the cleantech sector.

👤 2022 (no intern. visitors due to travel restrictions): 41,751 visitors & 792 exhibitors*
2023: 65,196 visitors & 1153 exhibitors
(*numbers are for entire World Smart Energy Week)

📶 <https://www.fcexpo.jp/en-gb.html>

About World Smart Energy Week

World Smart Energy Week is an event where the latest technologies, information and people in the energy industry get together to speed up business. The event brings together a wide range of renewable energy technologies, such as hydrogen and fuel cells, solar power, rechargeable batteries, smart grids, wind power, biomass, zero-emission thermal power generation, etc.

World Smart Energy Week [March] consists of 7 Shows



FC EXPO 2023

19th Int'l Hydrogen & Fuel Cell Expo



PV EXPO 2023

16th Int'l Photovoltaic Power Generation Expo



BATTERY JAPAN 2023

14th Int'l Rechargeable Battery Expo



13th INT'L SMART GRID EXPO



WIND EXPO 2023

11th Int'l Wind Energy Expo



8th INT'L BIOMASS EXPO



7th Zero Emission Thermal Power Generation EXPO

Held with 2 Concurrent Shows

2nd **DECARBONISATION EXPO**

March

1st **CIRCULAR ECONOMY EXPO**

CE JAPAN

Fuel Cell Expo 2023: Visitor breakdown

FC Expo 2023 Visitor Breakdown

Business Type	Ratio	Job Category	Ratio
Hydrogen Businesses	6.81%	Product Design	8.79%
Power Producer	1.80%	Business Development	8.73%
Gas/Oil Company	3.22%	Purchasing, Procurement	1.98%
Steel/Chemical/Other Manufacturer	12.90%	Construction	2.34%
Heavy Industries, Plant Engineering	3.79%	Operation & Maintenance	0.79%
Automobile/Transportation Equipment Manufacturer	9.89%	R&D	13.78%
Fuel Cell Manufacturer	2.90%	Production Technology/Management	2.56%
Hydrogen Station Equipment/Facility	3.13%	Quality Assurance	0.30%
Battery Material/Component Manufacturer	5.07%	Factory/Facility Management	0.79%
Consumers/Users (Factory, Building, Facility)	0.68%	Management, Corporate Development	11.42%
Trading Company, Agency	13.04%	Sales, Marketing, PR	30.04%
Government Office, Municipality	2.40%	Others	11.25%
University, Research Institute	2.37%	N/A	7.25%
Others	24.93%	Total	100.00%
N/A	7.09%		
Total	100.00%		

- Total number of visitors : 65,196
- Visitors from overseas : 4,434 (more than 70% were from Korea, China and Taiwan.)

(Source: RX Japan; information not to be used for publishing purposes)

Impressions of FC Expo / Swiss Pavilion (March 2023)

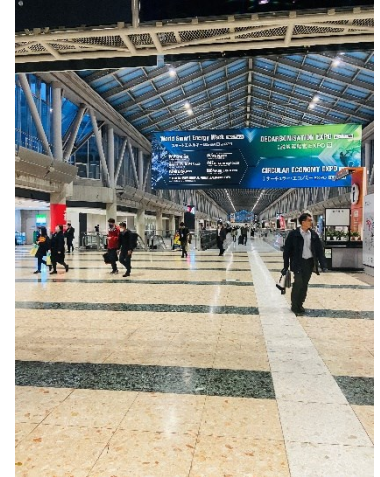


More impressions: <https://vitality.swiss/en/articles/2023/fuelcell>

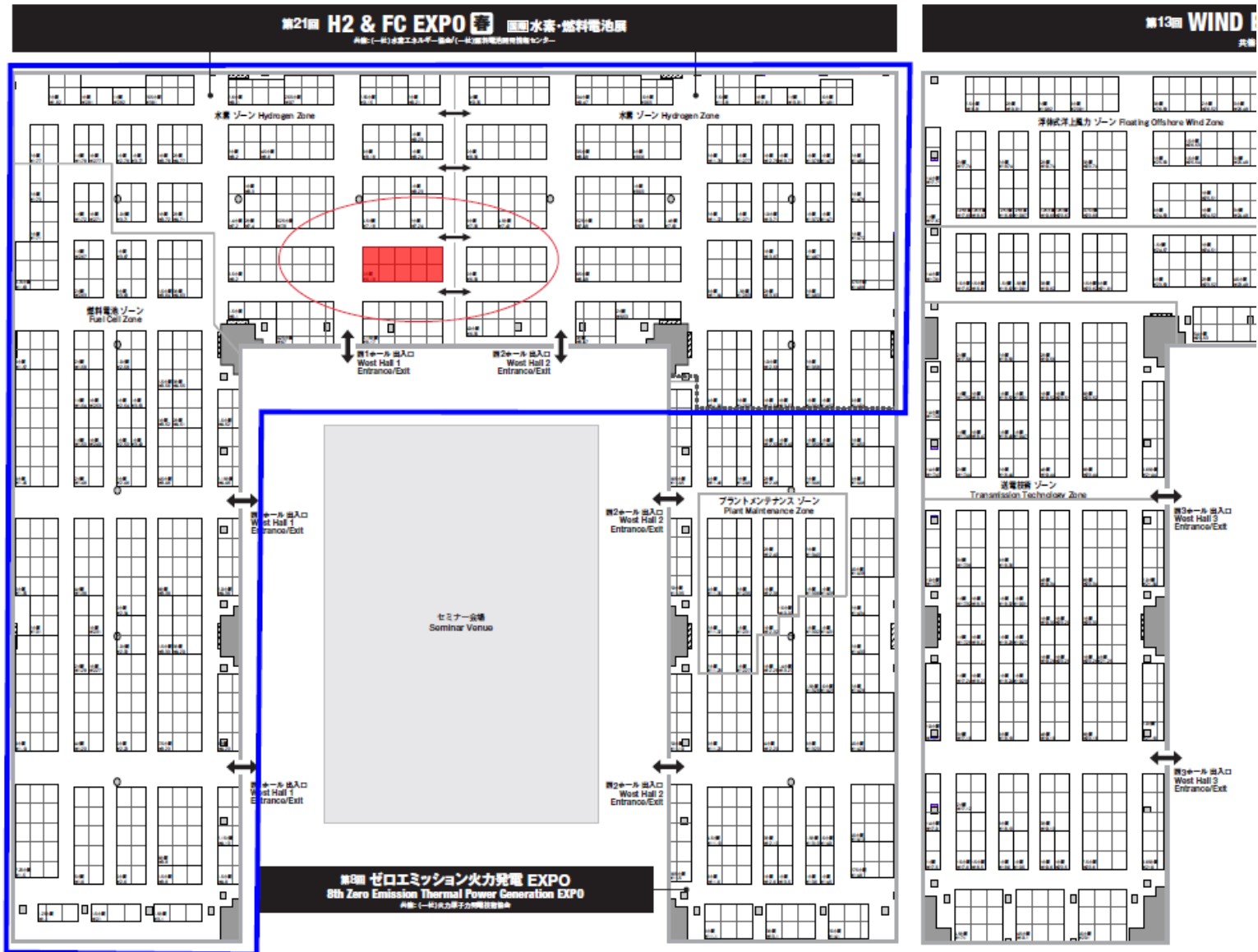
THE BOOTH – SWISS PAVILION @ Hydrogen & Fuel Cell Expo 2024



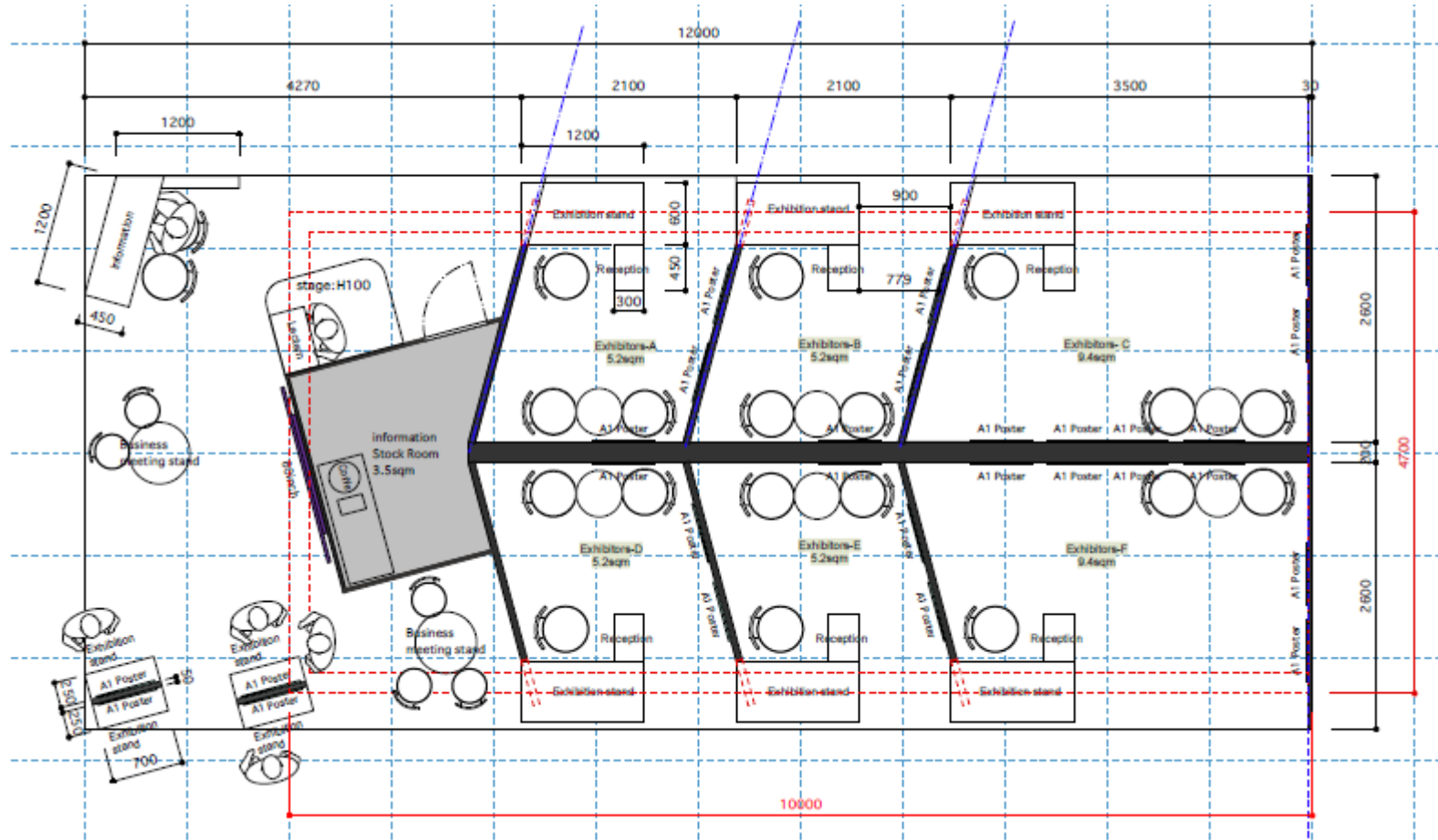
- Booth size:** Between 64.8 - 81 sqm (subject to change, depending on number of participants)
- Brand:** Switzerland - The Swiss presence stands for quality, innovation and tradition.
- Features:**
- Pavilion with individual booth area for each company
 - Central hospitality and business meeting area
 - Shared presentation area including monitor
 - Support by shared bilingual booth staff and SBH representatives throughout the exhibition days
 - Cleantech networking reception for you and your business partners at the Swiss Ambassador's Residence in Tokyo (Feb. 29, 2024)
- Participants:** 10 - 14 companies and start-ups in the hydrogen sector (fuel cells, ammonia technology, hydrogen infrastructure, etc.)



SWISS PAVILION - location



SWISS PAVILION – 64.8 sqm layout (tbd)



SWISS PAVILION: tentative design



Small Exhibit area

Business meeting Stand

Exhibition Stand

Reception

Exhibitor logo

PARTICIPATION PACKAGES (excl. registration fee)

1. Basic booth package*

- 5.2 sqm = 6200 CHF
- 9.4 sqm = 11400 CHF

Individual booth equipped with exhibition counter (lockable), 1 table, 2 chairs

2. Mini booth package

= 1800 CHF

Small individual counter and one wall

Well-suited for start-ups!

3. Poster package

= CHF 1200

(no registration fee)

Registration fee:

- S-GE gold member / Official Swiss organization = 600 CHF
- S-GE silver member / start-up = 700 CHF
- Non-member = 800 CHF

Common Features:

- Shared space for business meetings, with coffee, non-alcoholic drinks and snacks available (*only basic booth and mini booth package*)
- Display of movie/slides on a shared screen (to run in a loop)
- Web entry of company information in official exhibitor directory
- Shared presentation area including monitor and microphone that can be used throughout the three days of the exhibition (in coordination with other participants)



****Do you need more/less space? No problem! We can discuss an offer for an individual booth size that meets your needs.***

5 REASONS TO ATTEND THE SWISS PAVILION



Media and marketing prior and during the exhibition to get you noticed.



Concentrate on the development and care of your customer relations – we organize your participation.



Clear identification by the Swiss design – the Swiss identity has long been widely recognized to be a symbol of high-quality standard and innovations.



Attractive stand design creating an inviting atmosphere.



Use of the common area for your customer meetings, and use of presentation area to market your company.

OPTIONAL SERVICES

Make the most of your booth! We offer additional services; let us know what you need, and we will send you an individual offer to accommodate your request.

- + Translation of company brochures, business cards and other materials
- + Own interpreter during exhibition
- + Arrangement of business meetings
 - arrangement of 2 - 3 appointments (best effort basis)
 - organization of meeting time and location
- + Business partner check-up
 - verification of company (registration in local trade registry)
- + Booking of additional equipment
- + Other: Do not hesitate to let us know any other requests you might have; we will try to support you to the best of our abilities.

What our Swiss Pavilion exhibitors from 2023 said...

Q: How relevant was the FC Expo in Japan for you? How many relevant business contacts could you make?

VERY USEFUL AND HIGHLY RELEVANT – APPROX 25-30 BUSINESS CONTACTS, AND 2 VERY IMPORTANT ONES

35

it was quite relevant for us, also to make our brand recognized. In terms of relevant customer contacts it was 30+

around 10

It was very useful to make connections with approximately 45 Japanese, Asian, European, and Canadian companies.

Yes, a lot. Now following-up all the discussions. Being early stage makes it challenging for us as we are in the process of selling a system and the Expo was more on already existing/established companies. However, we have to start somewhere and that was perfect.

50 business contacts from around the world (not only Japanese contacts).

With the trade fair, we were able to address the target audience in our H2 target market in Japan. We were able to generate over 70 relevant new leads during the fair. Half of the booth visitors came from Japan, the rest mostly from South Korea and China: the three main H2 markets in Asia.

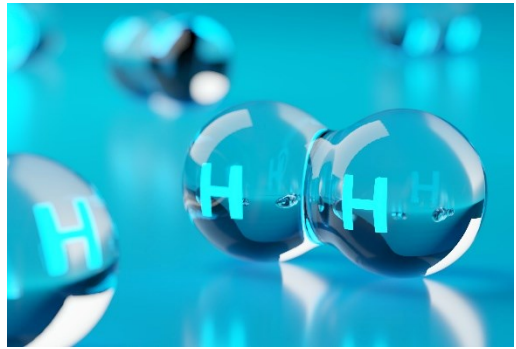
“REALLY POSITIVE EXPERIENCE, THANK YOU.”

“Very well organized thanks a lot for having us.”

“For us it was a successful start into the H2 market in Japan and we were able to gain many leads and starting points for the following market development.”

CONTACT

Project Management **SWISS Pavilion:**



Hanna Makino
Senior Trade Advisor
hanna.makino@eda.admin.ch
+41 58 480 15 68

Swiss Business Hub Japan
c/o Embassy of Switzerland
5-9-12 Minami-Azabu, Minato-ku
Tokyo 106-8589
Japan



Alain Graf
Senior Consultant APAC
agraf@s-ge.com
+41 21 545 94 97

Switzerland Global Enterprise
Ch. Du Closel 3
1020 Renens
Switzerland

www.s-ge.com