

Presseinformation / Press release / Communiqué de presse / Comunicato stampa /  
Nota de prensa / Informação de imprensa / 新闻稿

Nuremberg, 29 May 2020

## **Nuremberg – the hydrogen capital**

- **HYDROGEN DIALOGUE is a new event for the European hydrogen community, to be launched by NürnbergMesse on 18 November 2020**
- **Bavarian government presents the state’s hydrogen strategy at Exhibition Centre Nuremberg**
- **As a founding member and platform, NürnbergMesse lends additional strength to Center Hydrogen.Bavaria (H2.B)**

**NürnbergMesse is providing support for Bavaria’s state hydrogen strategy with a new event for the European hydrogen community, HYDROGEN DIALOGUE, to be held for the first time at the Exhibition Centre Nuremberg on 18 November 2020. In the future, it will be the central meeting place for experts in the fields of policy-making, the economy and science, and will help them develop hydrogen technologies through to practical application. The organizer is NürnbergMesse, in partnership with Center Hydrogen.Bavaria (H2.B) and the Bavarian State Ministry for Economic Affairs, Regional Development and Energy as patron.**

NürnbergMesse CEO Dr Roland Fleck views the new event, being launched this coming autumn, as the future central platform for the European hydrogen community and a step toward turning the new Bavarian hydrogen strategy into reality: “We have supported Center Hydrogen.Bavaria, which is based in Nuremberg, from the beginning. As an energy source, hydrogen is the key to dealing with climate change, and offers major potential for industry, not just in the Nuremberg metropolitan region but throughout Germany and Europe. We therefore welcome the state’s new hydrogen strategy and are very happy to support it with our new annual event, HYDROGEN DIALOGUE – the meeting place for the European hydrogen community in Nuremberg!”

NürnbergMesse GmbH  
Unternehmenskommunikation  
Corporate Communications  
Messezentrum  
90471 Nürnberg  
Germany

T +49 9 11 86 06-82 48  
F +49 9 11 86 06-12 82 48

presse@nuernbergmesse.de  
www.nuernbergmesse.de

Vorsitzender des Aufsichtsrates  
Chairman of the Supervisory Board  
Albert Füracker, MdL  
Bayerischer Staatsminister der  
Finanzen und für Heimat  
Bavarian State Minister of Finance  
and Regional Identity

Geschäftsführer  
CEOs  
Dr. Roland Fleck  
Peter Ottmann

Registergericht  
Registration Number  
HRB 761 Nürnberg

Mitglied der  
Member of



European Major Exhibition  
Centres Association



The Global Association of  
the Exhibition Industry

Bavaria's hydrogen strategy was presented today by the state's Minister for Economic Affairs, Hubert Aiwanger, together with Center Hydrogen.Bavaria (H2B) board members Prof. Veronika Grimm and Prof. Peter Wasserscheid, during a press conference in the Exhibition Centre Nuremberg.

Aiwanger comments, "Hydrogen is green, and is a key element in the clean energy mix of the future. NürnbergMesse recognizes its importance as an energy source and has created a platform for experts in the fields of policy-making, the economy and science. In launching the HYDROGEN DIALOGUE event, Nuremberg identifies the signs that the Age of Hydrogen is on its way."

Grimm adds, "Hydrogen technologies are a key to achieving our climate goals, in addition to comprehensively transforming our energy system and industry in Bavaria as a whole. In recent weeks, H2.B has compiled outlooks from businesses, research institutes and municipal authorities within Hydrogen Alliance Bavaria and developed recommendations for a position paper that has informed the state's hydrogen strategy. The future-oriented themes of this strategy will be an important element in bolstering the economy, research institutes and municipal authorities. The ability to work well with initiatives at a national and European level will also be vital."

To further extend the leading technological position of Bavarian businesses in the hydrogen sector, the state established Center Hydrogen.Bavaria (H2.B) at "Auf AEG" in Nuremberg in the late summer of 2019. NürnbergMesse is a founding member, alongside numerous industrial firms in Bavaria.

### **Central platform for hydrogen technology**

At its launch at the Exhibition Centre Nuremberg on 18 November 2020, HYDROGEN DIALOGUE will take place in conjunction with the NUEdialog science congress. NUEdialog, an established event run by the School of Business, Economics and Society of the Friedrich-Alexander University of Erlangen-Nuremberg (FAU), will work closely with Center Hydrogen.Bavaria (H2.B) and the Nuremberg Chamber of Commerce and Industry for Middle Franconia this year on questions relating to hydrogen.

## About NürnbergMesse Group

NürnbergMesse Group is one of the 15 largest trade fair companies in the world. It comprises NürnbergMesse GmbH and its 15 subsidiaries and affiliates. The company employs more than 1,000 people at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. NürnbergMesse Group also has a network of international representatives operating in more than 100 countries. Its portfolio includes around 120 German and international trade fairs and congresses. Every year, up to 35,000 exhibitors (international contingent: 44%) and up to 1.5 million visitors (26% from outside Germany) take part in the Group's own, partner and guest events.

## Contact for press and media

Dr. Ulf Santjer

T +49 9 11 86 06-80 28

M +49 170 56 58 228

[ulf.santjer@nuernbergmesse.de](mailto:ulf.santjer@nuernbergmesse.de)

Maximilian Hensel

T +49 9 11 86 06-85 15

M +49 170 70 57 646

[maximilian.hensel@nuernbergmesse.de](mailto:maximilian.hensel@nuernbergmesse.de)

All press releases as well as photos and more information are available for free downloading at: [www.nuernbergmesse.de/press](http://www.nuernbergmesse.de/press)

Get to know our NMfair.mag online magazine:

[www.nuernbergmesse.de/magazin](http://www.nuernbergmesse.de/magazin)