

The European hydrogen sector rebrands

Brussels, 19 November 2015 – Today, the New Energy World Industry Grouping (NEW-IG), the leading association working to make hydrogen energy an everyday reality, officially becomes **Hydrogen Europe**.

Only 10 days before the start of the COP21 summit in Paris, the association rebrands at a time of growing interest about the potential of the technology to tackle climate change, revitalise our economies and use efficient ‘made in Europe’ energy. It is preceded by several recent breakthroughs such as the commercialisation of the first series of vehicles powered by hydrogen in some European countries, the USA and Japan.

Pierre-Etienne Franc, Chairman of Hydrogen Europe and Vice President of Advanced Business and Technologies at Air Liquide, said, *“Hydrogen is no longer “the energy of the future”; the technology is here and now. It can be used to store renewables and, at the same time, provide clean fuel to power our vehicles and buildings and heat our homes. The potential to bridge between energy, transport and industry is what makes hydrogen unique. It is the missing link to complete the energy transition.”*

Hydrogen Europe’s membership has doubled in the last couple of years. Today it brings together almost 100 companies from 23 European countries representing a diverse set of businesses from across the whole value chain from producers of hydrogen and fuel cells stacks to infrastructure players, utilities and carmakers. Examples of this rich membership include representation on the Board from large companies such as Air Liquide, Daimler and Siemens to innovative SMEs such as Intelligent Energy, FuelCell Energy Solutions and Proton Motor.

Established in 2009, the association will continue to represent the industry in the Fuel Cells and Hydrogen Joint Undertaking ([FCH JU](#)), a European public-private partnership worth 1.3 billion euro under Horizon 2020. The FCH JU is at the origin of important advancements in the sector, from cost reduction of materials to large-scale demonstration projects.

The official unveiling of the new brand and the association’s future ambitions were among the highlights of the sector’s annual gathering, the [Stakeholder Forum](#), in the company of high-level representatives from the European institutions and Members States, the US Department of Energy, research, industry and financial organisations.

To learn more about Hydrogen Europe and hydrogen technologies please visit our new microsite www.hydrogeneurope.eu.

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About Hydrogen Europe

Hydrogen Europe (formerly known as NEW-IG) is the leading industry association representing almost 100 companies, both large and SMEs, working to make hydrogen energy an everyday reality. Hydrogen Europe partners with the European Commission and the research community to accelerate the market introduction of these clean technologies in the energy and transport sectors.

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