

Group Exhibit Hydrogen + Fuel Cells HANNOVER FAIR'03, April 7-12

About Arno. A. Evers FAIR-PR

Since 1990, Arno A. Evers FAIR-PR has been initiating and organizing theme-focused Group Exhibits at fairs like [HANNOVER FAIR](#), [CeBIT](#), etc. Previous projects include a great variety of complex topics such as for example, "Careers in the Aircraft Industry" and "Computer and the Environment" or "Bionics – Engineering taught by nature". Since HANNOVER FAIR '95 Arno A. Evers FAIR-PR has organised the Group Exhibit Hydrogen + Fuel Cells (H2/FC) in Hanover.

The Philosophy

According to business philosophy, the above topics should be of central concern in today's society. The Group Exhibits organised by Arno A. Evers FAIR-PR constitute a knowledge platform thereby increasing general awareness and understanding of a complicated environment. The success of the implementation of new technologies will increasingly be linked to the ability of mankind to understand the background.

International Synergies

The Group Exhibit Hydrogen + Fuel Cells at the HANNOVER FAIR mirrors this philosophy only too well. Since the beginning, it has developed into the biggest commercial exhibition of this kind worldwide. International experts come together at the Group Exhibit to share and exchange their missions, visions and latest achievements of a new industry on its way to commercialisation.

Representatives of the entire H2/FC community appreciate synergetic effects between exhibitors: The founders of small enterprises meet the chairman of the board of a multinational; the professor gets together with an engineer. In addition, a genuine understanding of the topic is achieved by science and technology experts explaining their work to visitors on the spot. Creating such a platform encompasses the entire chain of the H2/FC cycle, from R&D to manufacturing and commercialisation.

Performing on the Web

Also the web site www.fair-pr.com aims to create a sense of community for the exhibitors and visitors alike. All year long, visitors use a unique and comprehensive Internet documentation. This year, a new feature complements the Group Exhibit's activities with regard to Hydrogen and Fuel Cells. The first "real" Virtual Fair will be launched on April 6, 2003, www.virtual-fair.com. Four initial exhibitors present their virtual booths to the Internet visitor who can discover a real Fair feeling. From Fair kick to fair click.

For more information on Arno A. Evers FAIR-PR and former projects please refer to our homepage www.fair-pr.com

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