



## MEDIA ADVISORY

### **PREMIER WORLD FAIR FOR COMMERCIAL HYDROGEN AND FUEL CELL PRODUCTS**

#### *10 Years of Hannover Fair's "Hydrogen + Fuel Cells" Group Exhibit*

Media are invited to cover the world's premier industrial exhibit of Hydrogen and Fuel Cells that will take place at the next Hannover Fair 2004, Germany, **April 19-24**, (9am-6pm daily).

While energy experts, environmental advocates and politicians have discussed the "hydrogen economy" for a long time at conferences across the globe, the Hannover Fair's exhibit has been showcasing real companies with real hydrogen and fuel cells products for ten years.

This year, some 100 exhibitors from around 20 countries are expected to demonstrate that today, Hydrogen and Fuel Cells (H<sub>2</sub>/FC) is a growing and commercially feasible enterprise taking an ever increasing, important role in the energy sector.

#### **Opportunities For Press:**

- **Interview** top representatives from the international exhibitors.
- **Interview** the Hydrogen and Fuel Cells Exhibit founder, Arno A. Evers.
- **Preview** the exhibit's activities and exhibitors at a unique Internet documentation - [www.fair-pr.com](http://www.fair-pr.com)
- Receive **ongoing information** about the group exhibit, the exhibitors and some of the products that will be launched.
- The fair is **open daily** April 19-24 2004, 9am –6pm.
- For those attending the fair (or sending their German correspondents to attend), there will be a **guided press tour** on April 18 (2pm) as well as a **press conference** on April 19 (10am). Details to follow.

According to Arno A. Evers, founder of the Hydrogen and Fuel Cells Exhibition, based in Starnberg, Germany, "I strongly believe that the future of Hydrogen and Fuel Cells cannot be found in international conferences or politicians' speeches. Rather, the future is on our exhibition floor, where real companies with real products and real customers show that hydrogen is here and that fuel cells are working."

**The Hydrogen + Fuel Cells Group Exhibit**, now in its tenth year, takes place annually at the Hannover Fair in April, the world's largest industry and energy fair. The exhibit is widely regarded as the most important and respected international business platform for the H<sub>2</sub>/FC industry.

***For more information or to set up an interview, please contact:***

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