

## **PRESS RELEASE**

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# **Hydrogen turnaround as a long-term process - Advantages for already positioned companies**

**In mid-June, the International Investment Forum (IIF) brought together six international companies for the 1st Hydrogen Day. They discussed the industry's future, the tailwind from funding programs, and the progress expected in the coming years.**

Hydrogen is the key topic of the climate-neutral industrial turnaround. Leading industry representatives are seeing a growing demand and increasing interest from potential customers. "Since the Inflation Reduction Act in the US, more economies, such as the EU and Canada, have initiated measures to transform their economies in a climate-neutral way. These government investment packages provide the hydrogen industry with planning security and create good framework conditions," states Robert Campbell, CEO Energy Division at First Hydrogen Corp. As an example, the manager, whose company specialises in light commercial vehicles with fuel cells and the development of a hydrogen infrastructure, cites the latest EU regulation in this area. This regulation provides specific minimum standards for developing hydrogen filling stations within the EU.

However, Jens Asmuth, Managing Director of Ja-Gastechnology GmbH, believes the hydrogen transition is more of a marathon than a sprint. "It may take years for green hydrogen to become truly affordable. Until then, we will also need blue hydrogen," says the CEO of the internationally operating medium-sized company from the Hanover region, who wants to make the technology marketable in the transition phase with mobile solutions for electrolysis and hydrogen filling.

Gurjant Randhawa, CEO of Cipher Neutron Inc., emphasises that there are also major differences in electrolyzers: "Classic PEM electrolyzers typically require large amounts of platinum and cannot do without the eternal chemicals PFAS. Analysts expect the demand for platinum to increase by a factor of 240 by 2050. PFAS are harmful to health and are expected to be banned in many regions of the world. Electrolysis solutions that do not rely on platinum and PFAS reduce risks associated with supply chains and ESG, offering significant advantages." Industrial companies that want to invest in hydrogen technology should closely examine today's technology and anticipate future developments. Tim Cholibois, Strategy Manager at the German electrolyser specialist Enapter AG, shares a similar view: "Hydrolysis technology is evolving. Those who invest in hydrogen today must consider this transformation. Our solutions have become smaller, lighter and more affordable over the past four years."

According to Christiano Musi, CEO of Italian hydrogen company Landi Renzo, and Jim Payne, CEO of dynaCERT, the best opportunities to profit from the growing demand for hydrogen solutions lie with companies that are already positioned in the market: "We are already generating significant sales

from hydrogen and are active along the entire value chain. This provides our customers and us with great flexibility in an emerging industry," says hydrogen infrastructure expert Musi. Jim Payne of dynaCERT adds: "Companies that have been involved with hydrogen solutions for years not only have more knowledge, they also benefit from already established business relationships and certifications. The latter processes can sometimes take years."

All participants of the digital Hydrogen Day agree that market entry for newcomers in the hydrogen business will be challenging. "Many companies that entered the market late will struggle to establish themselves," summarizes Jens Asmuth from JA-Gasttechnology.

If you are interested in coverage, we will be happy to put you in touch with the company representatives mentioned.

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### **About IIF - International Investment Forum**

The IIF - International Investment Forum is an online platform for information exchange. Companies and their board members or top managers present and answer questions from investors and interested participants via Zoom. The format is particularly efficient and environmentally friendly, as participation is possible anywhere in the world without the need to travel. The event is organised from Germany as a cooperation project between Apaton Finance GmbH and GBC AG.

### **About Apaton Finance GmbH (Co-Organiser)**

Apaton focuses primarily on growth companies and helps to build investor relationships. Partners are located all over the world. When a company is in a transition phase and enters a new market or growth phase, Apaton becomes active. Apaton's experts create investable visibility in new regions and markets.

Press Contact:  
Mario Hose  
+49 511 67 68 731  
[press@apaton.com](mailto:press@apaton.com)

### **About GBC AG (Co-Organizer)**

GBC AG has been organizing capital market conferences since 2001. Around two-thirds of all German issuers from the small & mid cap sectors have already used GBC Conferences in the 20 years of conference history to address the capital market directly. Generally, the GBC conference series aims primarily at asset managers, fund managers, family offices, analysts, and financial journalists.

Press Contact:  
Marita Conzelmann  
+49 821 241133-49  
[konferenz@gbc-ag.de](mailto:konferenz@gbc-ag.de)