

**FCVC 2021**

**第六届国际氢能与燃料电池汽车大会**

The 6<sup>th</sup> International Hydrogen Fuel Cell Vehicle Congress

# Post Show Report

June 8th-10th, 2021 | SHANGHAI AUTOMOBILE EXHIBITION CENTER



# Directory

**FCVC 2021**

第六届国际氢能与燃料电池汽车大会

The 6<sup>th</sup> International Hydrogen Fuel Cell Vehicle Congress

01 Organizations

02 Event Overview

03 Conference Review

04 Exhibition Review

05 Concurrent Events

06 Marketing & Media



# 01 Organizations

FCVC 2021

第六届国际氢能与燃料电池汽车大会

The 6<sup>th</sup> International Hydrogen Fuel Cell Vehicle Congress

## Organized by

- China Society of Automotive Engineers
- International Hydrogen Fuel Cell Association (Preparatory)

## Hosted by

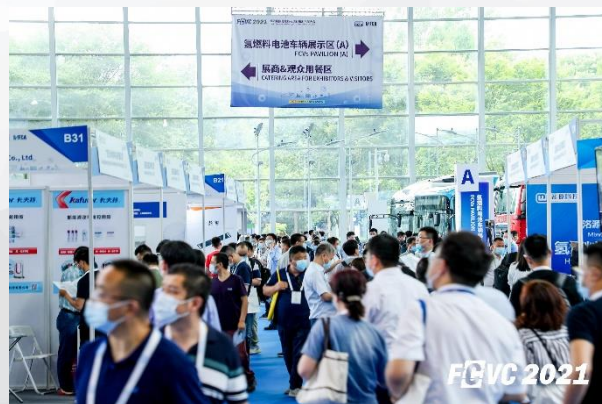
- Administration of Jiading District, Shanghai
- Anting · Shanghai International Automobile City

## Co-hosted by

- Rugao Municipal People's Government

## Supported by

- United Nations Development Programme
- China International Center For Economic And Technical Exchange
- Anglo American plc
- Toyota Motor Corporation
- Hyundai Motor Group (CHINA)
- China Automotive Technology and Research Center Co., Ltd



# Thanks to the following partners of FCVC 2021

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The 6<sup>th</sup> International Hydrogen Fuel Cell Vehicle Congress

Special Thanks to



Conference Strategic Partner



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中材科技(苏州)有限公司  
Sinoma Science & Technology (Suzhou) Co., Ltd.

Silver Partners



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## 02 FCVC 2021 Overview

**FCVC 2021**

第六届国际氢能与燃料电池汽车大会

The 6<sup>th</sup> International Hydrogen Fuel Cell Vehicle Congress

The 6th International Hydrogen Fuel Cell Vehicle Congress (FCVC 2021) was held in Shanghai Automobile Exhibition Center (SAEC) from June 8 to 10.

The three-day event consists of **1 plenary meeting, 8 forums, 2 side events, 1 technology exhibition and lots of concurrent events.**

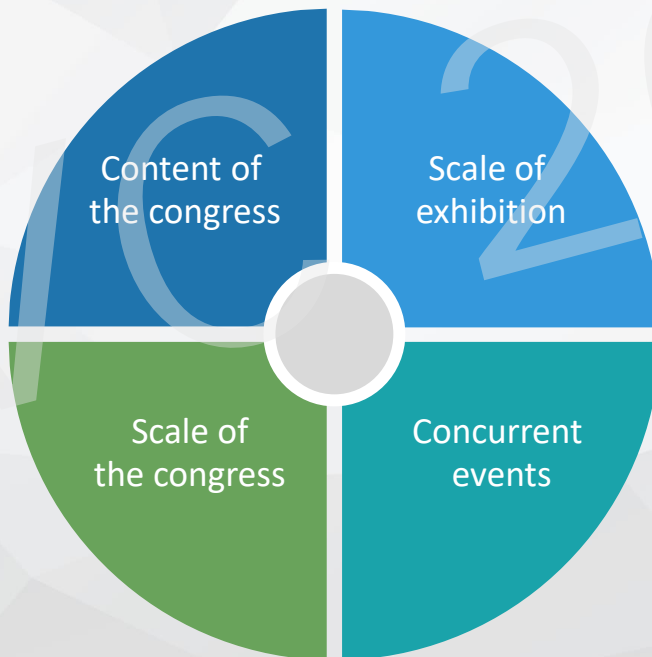
FCVC 2021 provided a professional platform for the industry, jointly promoted the integrated development of hydrogen and fuel cell vehicle technology, and achieve a win-win situation in the industry.

### Content of the congress

- 1 plenary meeting
- 8 forums
- 2 side events

### Scale of the congress

- 150+ speakers
- More than 1,100+ delegates



### Scale of exhibition

- 228 exhibitors
- 5 categories of exhibits
- 14,000m<sup>2</sup> exhibition area
- 50+ vehicle and fuel cell stack brands
- 7,000+ visitors

### Concurrent events

- Technical Theater Event/Overseas Event/Media Event/Exhibitor Special Event/Signing Ceremony
- Exhibitor new product release
- Test ride & drive
- Experience event
- Technical tour





## 02 FCVC 2021 Overview

**FCVC 2021**

第六届国际氢能与燃料电池汽车大会

The 6<sup>th</sup> International Hydrogen Fuel Cell Vehicle Congress

A

### Strengthen academic leadership

Academicians and experts led the conference  
Focusing on three technical fields



B

### Integration of upstream and downstream industrial chains

Government-enterprise interaction boosted industry development  
Vehicle infrastructure drives upstream and downstream industries



C

### Rich contents and forms

"Conference + Exhibition + Speech + Experience"



### Topic

#### Development and innovation of hydrogen fuel cell vehicle under the vision of carbon neutral

Under the vision of achieving carbon neutral by 2060, hydrogen becomes a major development direction of energy transformation and industrial adjustment.

**Key words-**  
Carbon neutral,  
Industry cluster,  
Innovation,  
Research and  
development,  
Production

#### Speaker & core views:

- **Zhang Jinhua (Executive Vice President and Secretary General of China-SAE)**
  - The "non-carbonization" of the energy system and the "decarbonization" of the industrial system are the key to achieve the goal of "carbon neutral". As the pillar industry of China's national economy, the automobile industry should make its due contribution.
- **Chen Xuedong (Academician of Chinese Academy of Engineering)**
  - After years of efforts, China has basically mastered the key technologies of hydrogen storage and transportation, but there are still some technical difficulties to be solved, which requires enterprises to increase investment in innovation.
- **Zhang Jianming (Deputy Director of Shanghai Municipal Commission of Economy and Informatization)**
  - Shanghai will take the lead and cooperate with Suzhou, Nantong, Jiaying, Zibo, Ordos and Ningdong Energy and Chemical Industry Base to set up city clusters, aiming at the highest industry standards and the best level to build a FCV industry cluster with the largest industrial scale, the best ecological environment and the strongest overall competitiveness.
- **Zu Sijie (Vice President and Chief Engineer, SAIC Motor)**
  - Gradually form an independent and controllable industrial chain system, and successfully build a domestic top-ranking production and manufacturing capacity to help achieve the goal of "carbon neutral"



### Topic

#### Develop hydrogen fuel cell industries to help realize the vision of "carbon neutral"

Seizing the historic opportunity of "carbon peak" and "carbon neutral", the hydrogen fuel cell industry will play a huge role in accelerating the construction of a new zero-carbon industrial system. Focusing on the coordinated development of technology, energy and industry, the specific development goals and technical paths of hydrogen fuel cell industry chain are discussed in view of key topics such as fuel cell key technology, high-pressure hydrogen storage technology and development strategy of FCV enterprises.

#### Guest & core views:

- **Yi Baolian (Academician of Chinese Academy of Engineering)**
  - We should persist in independent innovation, break through the bottleneck technology, realize the mass production of key materials and components, greatly reduce the cost of fuel cell and hydrogen energy, and realize the industrialization of FCVs as soon as possible.
- **Yu Zhuoping (Professor of Tongji University)**
  - China's FCV technology has entered the usable period, only relying on innovation can bring about a bright future of the industry. China has carried out many innovative projects to promote the development of the industry, and the future of the FCV industry is bright.
- **Xu Zichun (Director of the National Center for Innovation in Fuel Cell Technology)**
  - Shandong Province wants to expand the application scenarios of hydrogen energy through construction, promote the upgrade of the supply side and consumption side, and pull the construction of a hundred billion level hydrogen energy industry chain.
- **Chen Kele (Deputy Director of Intelligent Manufacturing of Shanghai Economic and Information Technology Commission)**
  - Shanghai will give full play to its leading role in the integration of the Yangtze River Delta, closely adhering to integration and high quality, and benchmarking the highest standard and level of the industry, to build a FCV industry cluster with the largest industrial scale, the best ecological environment and the strongest overall competitiveness.

**Key words-**  
Yangtze river delta,  
Innovation  
Application  
expanding

The government and  
universities cooperate  
in an all-round way to  
promote the healthy  
development of FCV  
industry.





## 03 Conference Review - Plenary Meeting

FCVC 2021

第六届国际氢能与燃料电池汽车大会

The 6th International Hydrogen Fuel Cell Vehicle Congress

### Topic



### Key words-

Energy transformation,  
Energy decarbonization

### Grasp the new opportunity of global demonstration and application, strengthen the whole fuel cell industry

Discussions are held on "seizing the opportunity of demonstration cities, aiming at the contents and opportunities of international cooperation in the industry chain of hydrogen fuel cell vehicles", and the industry of hydrogen fuel cell vehicles will be expanded and strengthened through demonstration.

### Global fuel cell vehicle technology development prospect

In the beginning year of the 14th Five-Year Plan, under the guidance of national innovation-driven development strategy, the technological innovation and development of hydrogen fuel cell vehicles is particularly important. We focus on the strategic layout, technological progress and development direction of the world's leading enterprises, and play the leading role of the whole vehicle.

### Domestic and foreign core views

- As a traditional energy company, CHN energy has been considering how to transform. Hydrogen is one of the things we're pushing. Our main layout is in the upstream and middle of the industry chain, namely hydrogen production, transportation, storage, filling and infrastructure construction.--**Wei Chang**
- The EU needs to continue to increase the demand for hydrogen energy, and long-distance buses and city buses will be the next priority for carbon emission reduction.--**Bart BIEBUYCK**
- Anglo American is actively promoting the commercial demonstration and application of hydrogen fuel cell technologies around the world to reduce carbon dioxide emissions and local pollution, as well as providing a new market for the platinum group metals mined by Anglo American.-- **Chen Wei**

- **Zhao Fuquan** (President of the Institute of Automotive Industry and Technology Strategy of Tsinghua University, honorary lifetime president of the FISITA)
- **Bart BIEBUYCK** (Executive Director, Fuel Cells and Hydrogen Joint Undertaking (FCH JU))
- **Moryia TAKASHI** (Senior Chief Engineer, Honda R&D Co. Ltd)
- **Tim KARLSSON** (Executive director, IPHE)
- **滨村芳彦** (General minister, Fuel Cell Division, Toyota, Japan)
- **WU Zhixin** (Deputy General Manager, China Automotive Technology & Research Center Co. Ltd (CATARC) )
- **Wei Chang** (President and CEO, National Institute of Clean-and-Low-Carbon Energy (NICE), China Energy Group (CE) )
- **Song Dongxian** (Vice President of Technology of Great Wall Motor Co., Ltd)
- **Chen Wei** (Head of Market Development PGMs, APAC, Anglo American)
- **Wang Yingge** (General manager of LONGI )
- **Hou zhongjun** (Deputy General Manager of Shanghai Hydrogen Propulsion Technology CO., Ltd. )
- **Toshiyuki SHIRAI** (Director of Advanced Energy System Division, Agency for Natural Resources and Energy, Ministry of Economy, Trade and Industry (METI) )



## 03 Conference Review - Conference Highlights

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### FCV City Cluster Action Initiative Officially Released

The Shanghai city cluster has excellent enterprises in the upstream and downstream of the industrial chain, including FCVs, materials and key components, and has initially formed a complete supply system for hydrogen production, storage, transportation and processing.



### The 2nd Hydrogen Fuel Cell Technology Innovation Award Presentation Ceremony

China Society of Automotive Engineers launched the 2nd "Hydrogen Fuel Cell Technology Innovation Award" in February this year, encouraging more institutions to invest in technological innovation and promoting the high-quality development of hydrogen fuel cell industries. The selection has gone through formal review, expert review, and the final review of Academician Yi Baolian. A total of 21 technologies have won awards.



### Issuing Ceremony of Carbon Neutral Certificate

The conference will produce greenhouse gas emissions of about 105 tons of carbon dioxide equivalent. Through the donation of Anglo American, a special partner of the Conference, 105 tons of certified carbon dioxide emissions from the Xingkai Lake Wind Farm project in Heilongjiang Province will be purchased and cancelled to offset the carbon emissions generated by the Conference and achieve carbon neutral at the Conference.



## 03 Conference Review - Forums

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### Forum1



#### Topic: Fuel cell solutions based on application scenario requirements and technology development path for medium and heavy duty vehicles

Focus on the typical application scenarios, demonstration application practices, technological development progress and challenges and obstacles of fuel cell technology in the field of medium and heavy duty vehicles, explore the best path for the application and promotion, build a perfect hydrogen economy application environment, and promote the rapid development of medium and heavy duty fuel cell vehicles.

#### Key words:

Current situation and challenges, Medium and heavy fuel cell commercial vehicles

### Forum2



#### Topic: Development path of hydrogen energy industry chain technology under carbon neutral goal

Focus on the world's strategies to achieve carbon neutral, focus on key technologies and economic supply routes in the production, storage, transportation and processing links of hydrogen energy industry chain under the carbon neutral goal. Focus on renewable energy hydrogen production, liquid hydrogen storage and transportation (solid) and hydrogen storage materials and other cutting-edge technology development vision.

#### Key words:

Hydrogen production, Hydrogen storage, Hydrogen transportation, Hydrogen supply

### Forum3



#### Topic: Hydrogen industry policy and strategic development plan under carbon neutral goal

Focusing on domestic and foreign policies, planning and international practice of hydrogen energy industry and combining with China's actual conditions, the development direction of hydrogen energy industry chain is discussed. Exploring the new model and new concept of hydrogen energy utilization from the aspects of management, safety and economy, etc. to jointly contribute to the goal of carbon neutral and the construction of hydrogen energy industry chain.

#### Key words:

Policy, Practice, Management, Security

### Forum4



#### Topic: Construction of safety standard system for hydrogen energy utilization

In view of the systematic construction of safety technology and standard system for hydrogen energy utilization in China, establish and improve the standard system for production, storage, transportation and refueling of hydrogen energy industry chain, revise and improve the safety standard system for vehicle hydrogen energy, strengthen the safety design and safety performance test specifications for hydrogen stations and FCVs, and strengthen the safety supervision of the whole chain.

#### Key words:

Safety standards, Standard construction



## 03 Conference Review - Forums

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### Forum5



#### Topic: Fuel cell stack and system technology development trends

This forum focuses on the development route and solutions of the key technologies of the stack and core components, combines the advanced upstream and downstream enterprises at home and abroad, comprehensively analyzes the latest technological progress from different perspectives, and promotes the development of the stack and core components in China.

Key words:  
Technical development  
route,  
Core components

### Forum6



#### Topic: Fuel cell air compressor and hydrogen circulating pump technology

This forum focuses on the development route, industrial development status and trend of the key components of domestic and foreign air compressor and hydrogen circulating pump, discusses the core technical difficulties and solutions to improve product performance, economy and safety, and the domestic and foreign industrial cooperation.

Key words:  
Fuel cell air compressor,  
Hydrogen circulating  
pump

### Forum7



#### Topic: Prospect of industrialization development of fuel cell membrane electrode assembly

This forum focuses on the key component materials of fuel cell membrane electrode, introduces the development path and key difficulties of core material autonomy and industrialization, and deeply discusses the manufacturing process, innovative technology, durability, etc.

Key words:  
key component

### Forum8



#### Topic: Project roadshow and capital docking

This forum focuses on the enterprise investment and financing and market docking, selects excellent projects from "fuel cell application, fuel cell stack, fuel cell system, bipolar plate, air compressor, electrolysis water hydrogen production, hydrogen storage and other fields" to carry on the road show. It provides an opportunity for start-up companies to display new products and new business models, and provides a platform for capital parties to look for excellent projects, so that capital can return to industry.

Key words:  
Capital docking





## 03 Conference Review - Side Events

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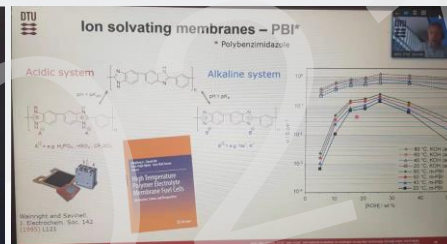
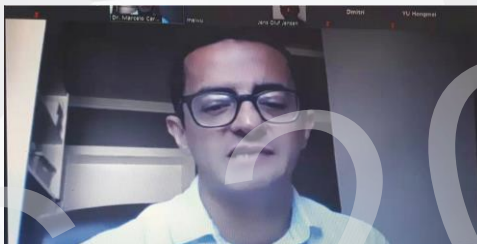
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### Side Event 1

**Key words:**  
Electrolysis water hydrogen production technology, Alkaline electrolysis technology, Water electrolyser technology

#### Topic: Electrolysis water hydrogen production technology (International academic seminar)

This forum focuses on the analysis of electrolysis water hydrogen production technology at home and abroad, and discusses from the aspects of cost, efficiency and performance to provide reference for the development of energy generation.



### Side Event 2

**Key words:**  
Low carbon transportation, V2G, Smart charging, Micro grid, Carbon trading, Renewable energy

#### Topic: Integration of new energy vehicles and renewable energy

This forum focuses on the response strategies of energy technology and transportation industry under the national carbon peak and carbon neutral "3060 goal", pays attention to the development direction of new energy vehicles and smart energy at home and abroad, explores the integration development mode of green transportation, new energy vehicles, smart energy and V2G, and focuses on the trend, technical route, demonstration and application of the integration development of new energy vehicles and renewable energy.





## 03 Conference Review - Spotlight Moments

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## 03 Conference Review - Statistics of Delegates

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第六届国际氢能与燃料电池汽车大会

The 6<sup>th</sup> International Hydrogen Fuel Cell Vehicle Congress

A total of more than 1,000 domestic delegates participated in the conference. The top five provinces/cities were **Shanghai, Beijing, Jiangsu, Guangdong and Shandong**, with a total of 938 delegates, accounting for **84.4%** of the total number. These provinces/cities are also active regions in the development of hydrogen and fuel cell vehicle industry.

Name of province/region	Number of delegates
Shanghai	536
Beijing	198
Jiangsu	122
Guangdong	42
Shandong	40
Hubei	23
Liaoning	22
Hebei	20
Anhui	17
Jilin	17
Zhejiang	15
Tianjin	14
Shaanxi	14
Henan	9
Hunan	7
Sichuan	5
Guangxi Zhuang Autonomous Region	3
Chongqing	3
Guizhou	2
Fujian	1
Inner Mongolia	1
(China) Total	1111



## 04 Exhibition Review - Summary

FCVC 2021

第六届国际氢能与燃料电池汽车大会

The 6th International Hydrogen Fuel Cell Vehicle Congress

- After four years of development, FCVC technology exhibition has developed into one of the most professional, largest and most influential exhibition events in the industry.
- This exhibition provides a display and communication platform for fuel cell vehicle manufacturers, stack and system suppliers, hydrogen storage equipment enterprises, components and materials suppliers and related testing equipment manufacturers.
- A total of **228 exhibitors** participated in the exhibition, the exhibition area reached **14,000 square meters**. During the three-day show, more than 7,000 professional visitors visited the exhibition, with a total of more than 16,000 visits.





## 04 Exhibition Review - Spotlight Moments

**FCVC 2021**

第六届国际氢能与燃料电池汽车大会

The 6th International Hydrogen Fuel Cell Vehicle Congress



### 04 Exhibition Review - Scale of Exhibitors

- Exhibitors : 228
- Area : 14,000m<sup>2</sup>
- New exhibitors : 125, 55%
- Foreign company exhibitors : 108, 47%

Growth rate of exhibitors **79%** ↑

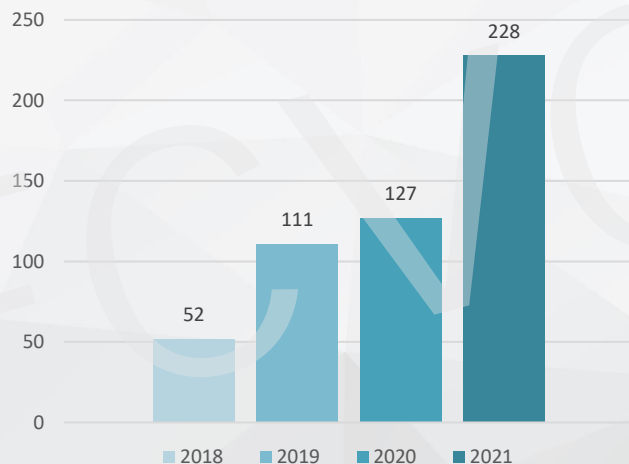
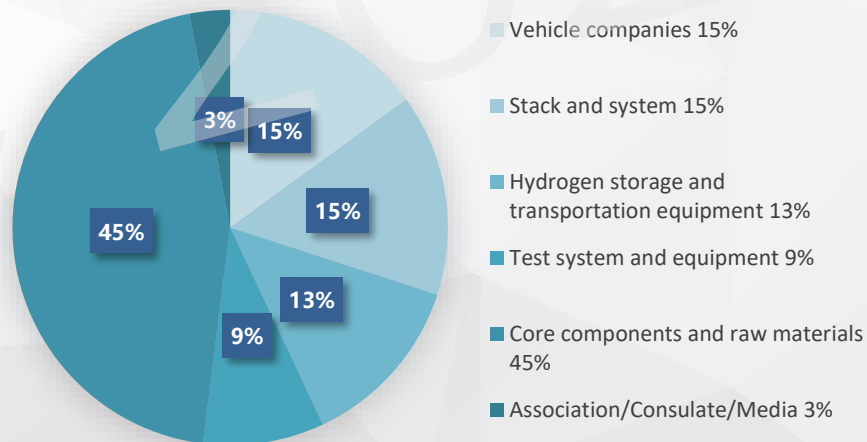


Exhibit category analysis





## 04 Exhibition Review - A Part of Exhibitors

FCVC 2021

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The 6th International Hydrogen Fuel Cell Vehicle Congress



## 04 Exhibition Review - New Product Release

**FCVC 2021**

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- New Product Release by G-Power, FTXT, Ballard and Weichai in FCVC 2021.



## 04 Exhibition Review - Signing Ceremony

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The 6th International Hydrogen Fuel Cell Vehicle Congress



- Refire & TÜV Rhine's Authoritative Certification Award.
- Signing Ceremony of Ballard & Gore, Ballard & Dongyue, Ballard & Sinyuan.
- Signing Ceremony of Wenli Technology & PROMAXX.





## 04 Exhibition Review - Overseas Pavilion

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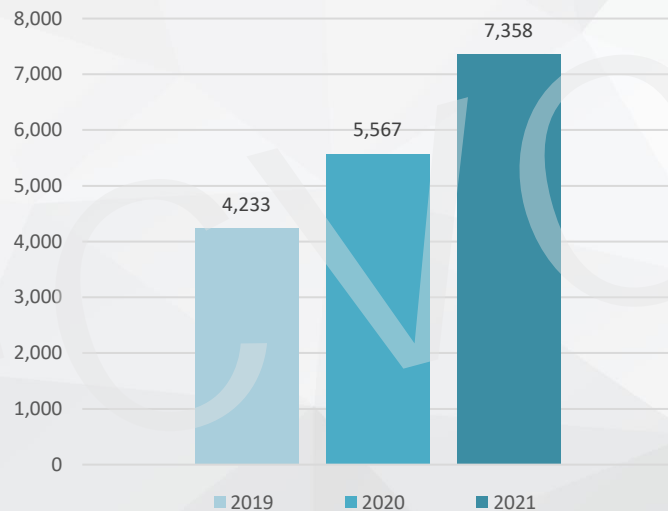
FCVC 2021 has high degree of internationalization, **47%** of the exhibitors were foreign or joint venture companies. In addition, FCVC 2021 gathered Canadian exhibition pavilion, South Korea pavilion, German Baden-Wurttemberg, Japanese joint exhibition, and Netherlands joint exhibition onsite.



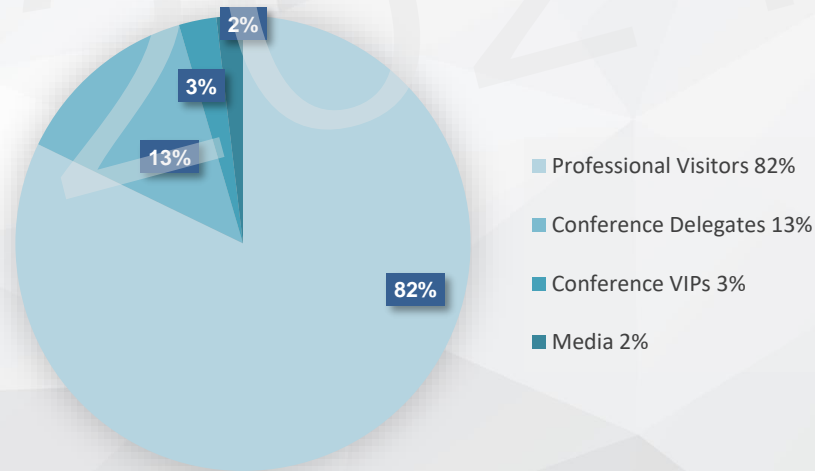
## 04 Exhibition Review - Scale of Visitors

- Number of visitors: 7,358 (excluding exhibitors)
- Total visits: 16,000+

Growth rate of visitors **32% ↑**



Visitors breakdown





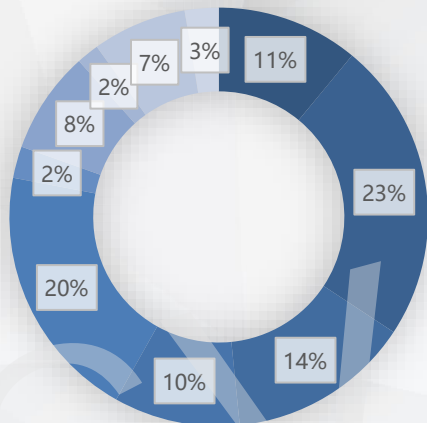
## 04 Exhibition Review - Visitor Analysis

FCVC 2021

第六届国际氢能与燃料电池汽车大会

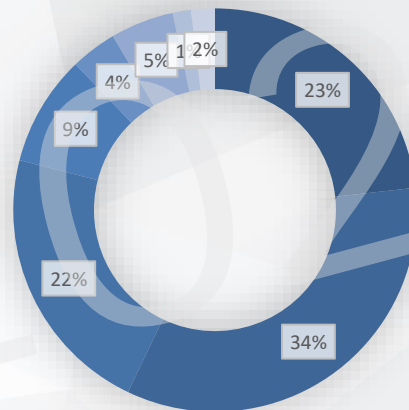
The 6th International Hydrogen Fuel Cell Vehicle Congress

Analysis by company



- Vehicle manufacturers 11%
- Fuel cell stack and system developers 23%
- Suppliers of hydrogen production, storage and transportation equipment 14%
- Fuel cell test related equipment suppliers 10%
- Core components and raw material suppliers 20%
- Local governments/Overseas organizations 2%
- Scientific research/Universities/Industrial institutions 8%
- Media/News/Distribution agency 2%
- Consulting/Investment Agency 7%
- Others 3%

Analysis by department



- Management 23%
- Technology/R&D/Design Engineer 34%
- Marketing/Sales/Strategy/Business Development 22%
- Project Management 9%
- Production/Manufacturing/Quality Management 4%
- Purchasing/Trade 5%
- Government Relations 1%
- Others 2%



## 04 Exhibition Review - Group of Visitors

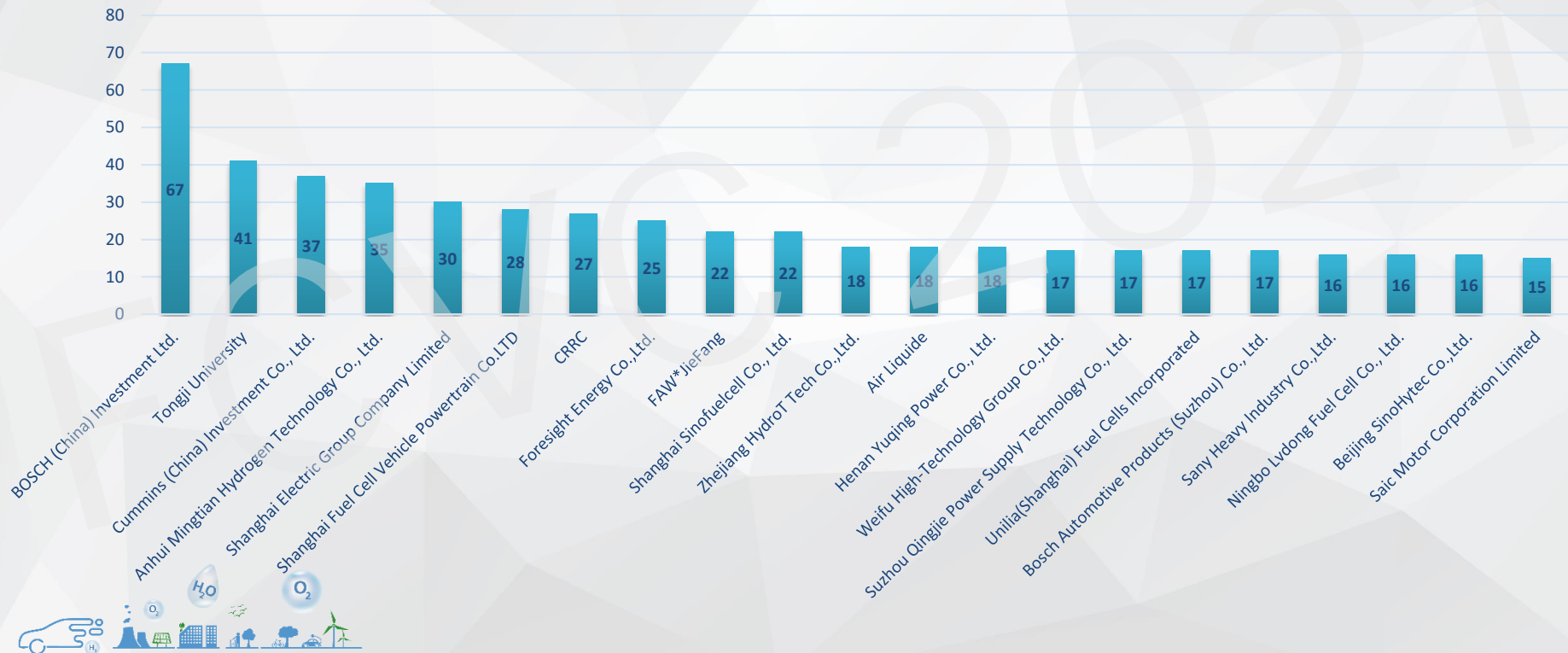
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FCVC 2021 organized more than 20 visitor groups, with a total of 300+ visitors

### Company/Institution & Number of visitors



## 04 Exhibition Overview - Group of Visitors

FCVC 2021

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The 6th International Hydrogen Fuel Cell Vehicle Congress

### Other visitor groups of 10+ visitors:

- Zhejiang Nekson Power Technology Co., Ltd
- Wuxi Lead Intelligent Equipment CO.,LTD.
- Sensata Technologies (Changzhou) Co., Ltd.
- Jiangyin FUREN HIGH-NEW Technology Co., Ltd.
- QINGDAO HAIDRIVER
- Haide Lisen Technology Co., Ltd.
- Zhongqi Chuangzhi Technology Co., Ltd.
- Schaeffler
- Yutong Bus Co., LTD.
- Gict-developer
- MAHLE Automotive Technologies (Suzhou) Co., Ltd.
- Geely automobile
- State Power Investment Corporation Limited
- Jiangsu Re-Fire Technology Company Limited
- Snowman Group
- Suzhou Fanglin Technology Co.,Ltd.
- Sino Polymer Co., Ltd.
- Beijing Nowogen Technology Co., Ltd.



## 04 Exhibition Review - Technical Theater Events

- As a highlight event of the FCVC exhibition, the "Technical Theater" in 2021 includes 8 events, including advanced technology forums, overseas events, media events, exhibitor special events, etc.
- 3 advanced technology forums with 14 technical experts from exhibitors shared the content of latest technology and product information.
- 3 overseas events-Germany/Canada/Netherlands event, 20 experts from China and abroad shared the latest policy, standards and technical content.
- 1 media event, 5 guest speakers from consulting agencies and media shared the latest market analysis report.

Date	Time	Agenda
June 8th	10:00-12:20	Advanced Technology Forum (A)
	13:00-15:00	Hydrogen from Service Agency- Market Trend Report and Analysis
	15:00-17:00	Connect to Germany-Technical Forum on German Fuel Cell Vehicle
June 9th	09:00-11:00	Connect to Canada
	11:00-12:00	Connect to Netherlands
	13:10-14:20	Advanced Technology Forum (B)
	15:00-17:00	Ballard Special Event
June 10th	10:00-11:00	Advanced Technology Forum (C)

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## 04 Exhibition Review - Technical Theater Events

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The 6th International Hydrogen Fuel Cell Vehicle Congress

### Partners of FCVC 2021 Technical Theater:

- Baden Württemberg International (BW\_i)
- State Agency for New Mobility Solutions and Automotive Baden-Württemberg (e-mobil BW)
- Research Institute of Automotive Engineering and Vehicle Engines Stuttgart (FKFS)
- Cluster Fuel Cell BW
- Consulate General of Canada in Shanghai
- PIB HyNed
- Media: The Orange Group, MRHN (Live)





## 05 Concurrent Events - Test Ride & Drive/Experience Event

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### Test Ride & Drive of Fuel Cell Vehicles:

- HYUNDAI NEXO
- FAW H5
- Changan CS75-FCV
- GAC Aion LX Fuel Cell
- SAIC MAXUS EUNIQ7

### Experience Event of YOUON

A total of more than 100 guests and the media participated in this Test Ride & Drive and experience event.



## 05 Concurrent Events - Technical Tour

FCVC 2021

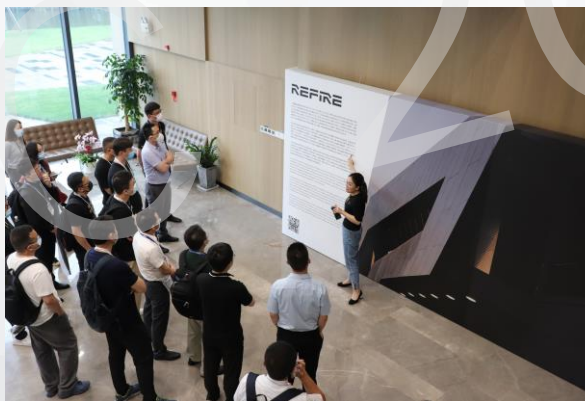
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### Technical Tour

- Jiading Hydrogen Park-SHPT-Hydrogen Refueling Station
- Technical Visit of REFIRE
- Technical Visit of Lingang

A total of more than 100 guests participated in this Technical Tour.



## 06 Marketing & Media - SAE Promotion Channels

**FCVC 2021**

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### FCVC official website:

- The number of views and the cumulative number of unique visitors reached 120,000+ and 50,000+ respectively
- "Online Exhibition" covering all exhibitors and their products and solutions

### IHFCA WeChat:

- "Exhibitor Interview" published 6 interviews
- Release 22 "Show Preview", covering 80% exhibitors and their products
- 3 articles of product testing were released in the column of "Test Topics"
- Conference content and exhibition information were released 140

### WeChat moments promotion:


- FCVC Invitation Letter H5 was released, 5,000+ reading
- Conference content and exhibition information long pictures & posters were released, totaling more than 50

### Integrated marketing communication through FCVC and China-SAE database:

- Sent 9 e-Newsletters, covering 7,000+ data
- Sent 8 marketing text messages, covering 20,000+ data
- Cooperated with external Call Center to invite conference delegates & exhibition visits by telephone, covering 8,000+ data

### Customize content for exhibitors to assist in customer invitation:

- Send invitation email through the exhibitor system, directly enter the invited email, and generate e-invitation
- Publish exclusive invitation pictures, and release publicity on WeChat official account, WeChat Moments, websites and other channels
- Make countdown posters / speech posters / new product launch posters for exhibitors & sponsors to assist them in publicity and customer invitation

- 
- Effectively organizing conference participants and exhibition audiences, and expanding the scale of activities
  - Further expanding FCVC brand awareness and influence
  - Providing comprehensive display opportunities for partners and exhibitors to promote the realization of their commercial value

## 06 Marketing & Media - SAE Promotion Channels

FCVC 2021

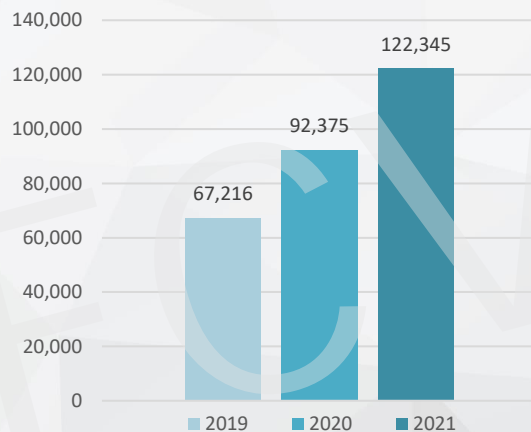
第六届国际氢能与燃料电池汽车大会

The 6th International Hydrogen Fuel Cell Vehicle Congress

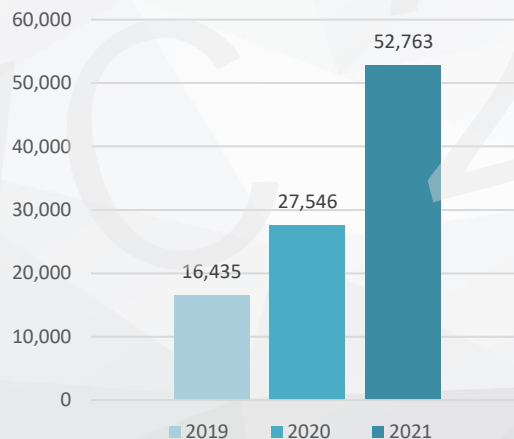
### FCVC Official Website

- PV: 22,345
- UV: 50,000+
- Visitors distribution area: Shanghai, Beijing, Overseas, Jiangsu

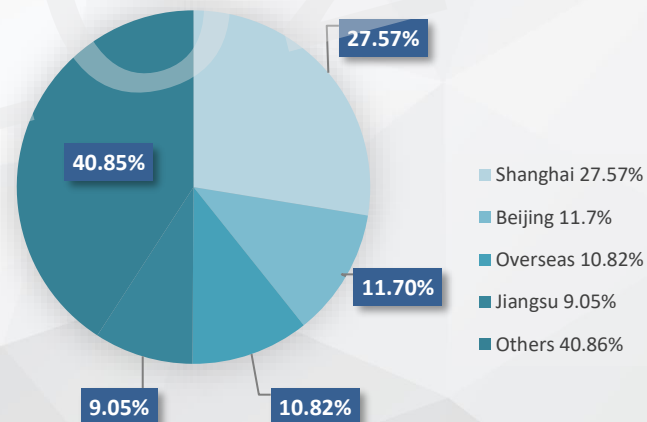
Growth rate of PV **32.44%** ↑



Growth rate of UV **91.55%** ↑



Visitors distribution area





## 06 Marketing & Media - External Promotion Channels

**FCVC 2021**

第六届国际氢能与燃料电池汽车大会

The 6<sup>th</sup> International Hydrogen Fuel Cell Vehicle Congress

### PR distributing news:

- Combining the hot content before, during and after the conference and distributing more than 10 pieces of news
- Each piece of news comes to more than 120 media (including central media, industry media, portal websites, mobile apps, etc.)

### Media cooperation:

- 65 FCVC 2021 cooperative media, 44 core cooperative media
- 100 media reports and interviews on site, a total of 52 on-site interviews
- 400+ articles published before and after the congress
- 300,000+ viewers of live broadcast of the plenary meeting
- 50,000+ viewers of live broadcast of the technical theater event

### Search engine (Baidu) keyword promotion:

- More than 43 conference keywords were launched on Baidu one month before the congress
- More than 13% of the official website click rate came from keyword search



- Further expanding FCVC brand awareness and influence
- Creating a positive influence of public opinion
- Providing abundant external promotion opportunities for FCVC congress partners and exhibitors



## 06 Marketing & Media - Media Partners

FCVC 2021

第六届国际氢能与燃料电池汽车大会

The 6th International Hydrogen Fuel Cell Vehicle Congress

### Invited Media Partners



### Strategy Media Partners



### Media Partners



## 06 Marketing & Media - Media Publicity

**FCVC 2021**

第六届国际氢能与燃料电池汽车大会

The 6<sup>th</sup> International Hydrogen Fuel Cell Vehicle Congress

- There were a total of **65 media partners** and **100 media reports and interviews on site**. They immediately followed up the whole process of the congress and released more than **400 news articles**.
- Sohu Auto and MRHN set up a live event report matrix on the spot, which reported the events of the conference in real time through video and graphics. Video/graphic live broadcast has accumulated more than 350,000+ views.
- There were **52 on-site expert interviews**, group interviews and exhibitor interviews.
- The China SAE reported the congress via its official website and microblog, with the number of page views up to **70,000** and the number of sharing more than **1,000**.





# 06 Marketing & Media - Media Releases

## FCVC 2021

### 第六届国际氢能与燃料电池汽车大会 The 6th International Hydrogen Fuel Cell Vehicle Congress



FCVC2021：全球能源转型背景下，发展燃料电池汽车产业成世界共识

2021年6月10日

氢能 | 燃料电池 | 新能源汽车



2021年6月8日至10日，由中国汽车工程学会、美国氢能燃料学会联合主办，上海嘉定氢能汽车产业园、上海燃料电池能源有限公司、上海燃料电池能源有限公司联合承办的FCVC 2021第六届国际氢能与燃料电池汽车大会在上海嘉定氢能汽车产业园正式开幕。



FCVC2021第六届国际氢能与燃料电池汽车大会举行，中



FCVC2021第六届国际氢能与燃料电池汽车大会·直播



聚焦全国两会



氢能 | 燃料电池 | 新能源汽车



氢能 | 燃料电池 | 新能源汽车



FCVC2021第六届国际氢能与燃料电池汽车大会举行，中



FCVC2021第六届国际氢能与燃料电池汽车大会·直播



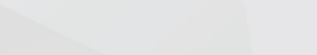
聚焦全国两会



氢能 | 燃料电池 | 新能源汽车



氢能 | 燃料电池 | 新能源汽车



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FCVC2021第六届国际氢能与燃料电池汽车大会举行，中



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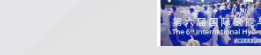
聚焦全国两会



氢能 | 燃料电池 | 新能源汽车



氢能 | 燃料电池 | 新能源汽车



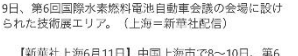
氢能 | 燃料电池 | 新能源汽车



FCVC2021第六届国际氢能与燃料电池汽车大会举行，中



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聚焦全国两会



氢能 | 燃料电池 | 新能源汽车



氢能 | 燃料电池 | 新能源汽车



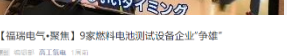
氢能 | 燃料电池 | 新能源汽车



FCVC2021第六届国际氢能与燃料电池汽车大会举行，中



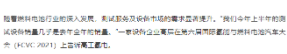
FCVC2021第六届国际氢能与燃料电池汽车大会·直播



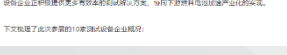
聚焦全国两会



氢能 | 燃料电池 | 新能源汽车



氢能 | 燃料电池 | 新能源汽车



氢能 | 燃料电池 | 新能源汽车



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