

World Hydrogen Expo 2026

Conference Brochure

Nov4(Wed) - **6**(Fri), 2026
Kintex, S. Korea

Hydrogen Moves to Market Making Bankable Projects Work



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Over the past decade, the global hydrogen economy has undergone significant expansion and is now entering a period of market adjustment, with commercially viable projects leading the next phase of growth. Reflecting this global shift, World Hydrogen Expo 2026 will be held under the theme **“Hydrogen Moves to Market: Making Bankable Projects Work”**.

Bringing together Korea's national Hydrogen Day, an international conference, and a global exhibition, the Expo will showcase global investment trends and real-world project implementation. It will also provide a global platform to strengthen business cooperation and expand investment opportunities among governments, industry, and financial institutions.

WHY WORLD HYDROGEN EXPO 2026 ?

"Hydrogen Moves to Market: Making Bankable Projects Work"

After a decade of rapid growth, the global hydrogen industry is now entering a period of market adjustment. The next phase of growth will be led by projects with clear business potential and the ability to attract investment. Reflecting this global shift, **WORLD HYDROGEN EXPO 2026** will be held under the theme **"Hydrogen Moves to Market: Making Bankable Projects Work"**.

By bringing together government officials, industry leaders, financial institutions, project developers, and academia, the Expo will share global investment trends and real-world project cases. Through cross-sector dialogue and partnership, participants will gain deeper insights into the policies, business models, and forms of cooperation needed to move viable hydrogen projects forward.

WORLD HYDROGEN EXPO 2026 will bring together **Korea Hydrogen Day**, an international conference, and a global exhibition on one platform. It will create new opportunities for business cooperation, partnerships, and investment across the global hydrogen market.

Join global hydrogen leaders at **WORLD HYDROGEN EXPO 2026** and be part of the next phase of the global hydrogen economy.

Unlock the Value of World Hydrogen Expo

Connect, grow, and lead—real opportunities in the global hydrogen economy.



Opportunities to increase brand awareness

World Hydrogen Expo is visited by 24,078 attendees from 26 countries, and key global decisionmakers will visit your booth.

Strengthen existing ones

Connect with global partners and explore new business opportunities.

Discover the Latest Innovations

Explore cutting-edge hydrogen technologies shaping the future of the industry.



24,078

Visitors



261

Exhibitors



26

Countries



118

Speakers



118

Sessions

Facts and Figures #2025

26 Countries



Audrey Ma
(vice President, Refire)

"Leads the global deployment of over 10,000 hydrogen fuel cell systems, driving real-world adoption at scale. Positions Northeast Asia as the epicenter of hydrogen mobility, accelerating cross-border collaboration."



Markus Exenberger
(Executive Director of H2Global)

"We accelerate the net-zero transition by bridging the cost gap and building transparent supply chains for energy-importing nations."

VISITORS

Willing to revisit World Hydrogen Expo

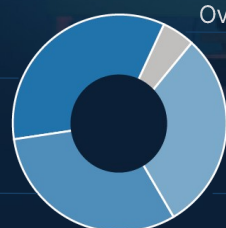
83.1%
Very much



Areas receiving the most attention

34.2%
H2 Production

31.1%
H2 Utilization



4.5%
Overseas Pavilion

30.2%
H2 Storage & Distribution

EXHIBITORS

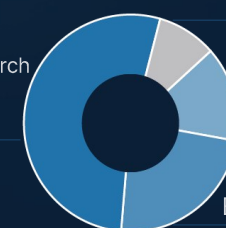
Participate in next year

81%
Yes



Reasons to attend the event

51.2%
Market Research
& Information
Gathering



8.5%
Business Consultation &
Buyer Matching

13.6%
Networking &
Partner Discovery

23.6%
Education & General
Viewing

WHE 2026 Program Overview

■ Opening Ceremony ■ Conference ■ Exhibition / Special Programs

Time	11.4.(Wed)		11.5.(Thu)				11.6.(Fri)		
Morning	Hydrogen Day (opening ceremony)		Hydrogen Deep Dive (Hydrogen Outlook)	Hydrogen Deep Dive (International Clean Hydrogen Forum)	Future to TECH	Country Day (China)	Hydrogen Deep Dive (Clean Hydrogen Trade Initiative Forum)	Hydrogen Deep Dive (Green Ammonia)	Hydrogen Deep Dive (International Hydrogen Technology Standardization)
Lunch Break									
Afternoon	Leadership & Market Insight	Hydrogen Deep Dive (International Clean Hydrogen Forum)	Hydrogen Deep Dive (Hydrogen Outlook)	Hydrogen Deep Dive (International Clean Hydrogen Forum)	Future to TECH	Country Day (Canada)			
	Gala Dinner / H2 Innovation Award								
All day	H2 Business Partnership Fair								
	Exhibition								



Conference

★ Leadership & Market Insight

Overview : Leaders from international organizations, governments, industry, and the financial sector will share market outlooks, project case studies, investment strategies, and policy initiatives, followed by a cross-sector panel discussion.

Insight : The session will explore how government, industry, and finance can work together to make hydrogen projects bankable and move them toward implementation.

Everything related to Hydrogen:



⚙️ Hydrogen Deep Dive

Overview : An in-depth track showcasing real-world hydrogen projects and the key factors driving their successful implementation across six key themes.

Core Topics :

Global Hydrogen Outlook : Forecasts on market growth and investment trends.

International Clean Hydrogen Forum : Building clean hydrogen supply chains and creating demand to achieve net-zero emissions by 2050.

Clean Hydrogen Trade Initiative Forum : Strategies to connect global clean hydrogen markets and advance international trade.

Standardization : Strategies for developing global standards for safety and interoperability.

Green Ammonia : Cracking technologies and infrastructure investment strategies.

Future to TECH : Next-generation innovations, including W2H, CCUS, and high-efficiency heat exchangers.

Country Day

Connecting Strategies, Advancing Global Collaboration

Country Day offers a unique opportunity to explore the evolving hydrogen landscape across countries. This session brings together policy directions, certification embassies and trade agencies to highlight each nation's hydrogen industry progress, efforts, and major projects. Attendees will also gain insights into export, investment support, and key hydrogen players operating around the world.

Topics Industry Status by Country, National Policies & Standards, Projects & Partnerships, Trade & Investment



H2 Business Partnership Fair

Overview : A dedicated platform for IR pitches and 1:1 business matching to create tangible global networking results.

Key Components :

Tech & Investment IR : Showcasing liquid hydrogen drones and high-pressure tanks by promising SMEs.

Partnership Meetings : Facilitating direct consultations between domestic tech providers and international buyers.

Objective : To establish practical business channels and support the global expansion of the hydrogen ecosystem.

Exhibition (WHE 2025)

Visitors



24,078

Countries



26
countries

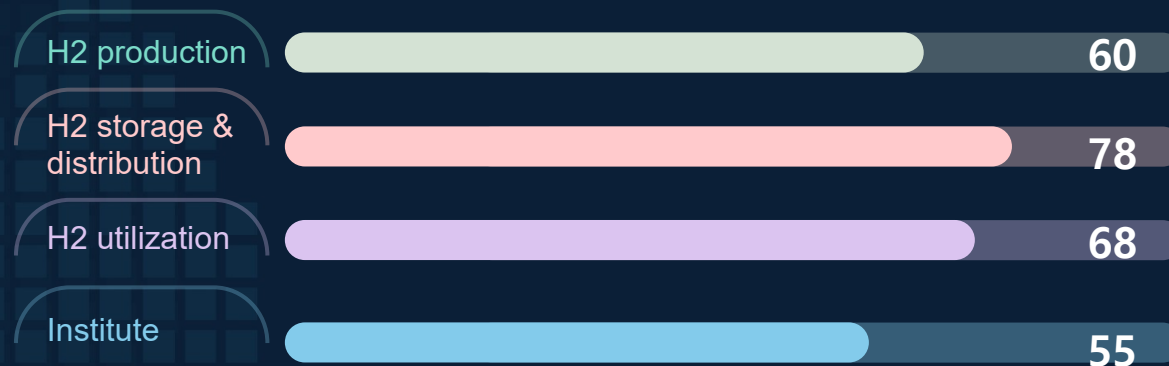
Exhibitor



261
Companies

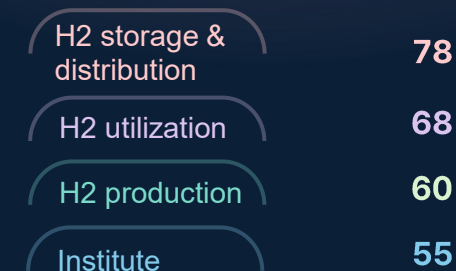


Exhibitors by Category



Total exhibitors

261 companies

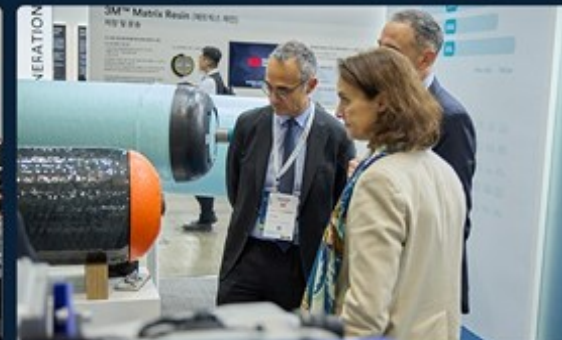


Exhibitor Highlights





WORLD HYDROGEN EXPO 2025 Conference
Gala Dinner & Networking Day
H₂ Innovation Award Ceremony



How to Attend

Please contact:

For conference, Sponsor
global@h2korea.or.kr

For Exhibitions, Sponsor
h2meet@h2meet.com

Speaker application period:

1st Until August 31, 2026
2nd Until September 30, 2026

Join Us at WHE 2026

Be a First Mover in Hydrogen

- ✓ The most effective venue to showcase your ideas
- ✓ Book a booth to introduce your company
 - Two types of exhibition booths
- ✓ Share insights and discuss views with International partners and global buyers

Check Out Sponsorship

Take the Lead in Hydrogen

- ✓ Effective promotional opportunities
- ✓ Conference keynote presentation priority
- ✓ Variety of sponsorship opportunities to help achieve marketing goals