



Fuel Cells & Hydrogen Joint Undertaking Stakeholders General Assembly  
26-27 October 2009

## Session 5: FCH technologies: Market opportunity in a changing world

**Moderator: Nick Owen, Ricardo UK Ltd**

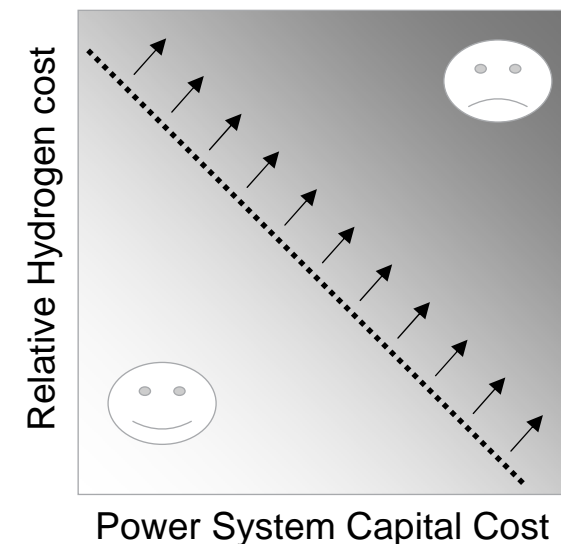
**Coordinator, Roads2HyCom 2005-2009**



# Market Opportunity – Competition or Complementarity?



- The global market for energy technologies is changing rapidly
  - Environmental legislation is becoming widespread across sectors and geographies
  - Non-compliance fines and carbon trading places a monetary value on cleaner technologies
  - But the competition is not standing still – electric vehicles, photovoltaics, compound cycle gas turbines...



- Where are fuel cell and hydrogen technologies placed in the energy economy of the future?
  - Are they competitive?
  - Do they complement other changes taking place?
  - Where are the “low hanging fruit” in each sector?
  - Do we understand enough about the “competition and complementarity” issue?



## Our Panellists



- **Takashi Moriya** Operating Officer and General Manager  
Technology Research Division 1, Honda R&D Co. Ltd.
- **Peter Froeschle** General Manager, Strategic Energy Projects & Fuel Cell  
Daimler AG
- **Erkko Fontell** Director, Fuel Cells, Product Centre Ecotech  
Wartsila
- **Inger Pihl Byriel** Research Coordinator  
Energinet
- **Paul Adcock** Director of Research and Technology  
Intelligent energy
- **Eric Prades** Hydrogen Energy Director  
Air Liquide
- **John Vogel** Director of the High Temperature Program  
Plug Power Inc

