

HIA Outreach

50th Executive Committee

Meeting April 1-April 2, 2004

Mary-Rose de Valladares

HIA 5 year plan 2004-2009





PRODUCT

Product

Position

Promotion

Portals



PRODUCT

- I. Current Annexes (the core)
- II. Future Annexes and Activities

Second Generation Hydrogen Program

- 1) Advancement of Science and Technology
- 2) Assessment of Market Environment
- 3) Implementation of Outreach Program
 - 1. Membership Recruiting & Industry Participation
 - 2. Information Dissemination
 - 3. Hydrogen Activity Coordination



POSITION

Product

Position

Promotion

Portals



HIA POSITION

A unique Leader in international
hydrogen R,R&D ventures

The premier global resource for
technical expertise in hydrogen
R,D&D



PROMOTION

Product

Position

Promotion

Portals



HIA PROMOTION

- Create awareness and preference for HIA through Internal Liaison
 - HCG
 - HIA Extension effort
 - Cooperative activity with other Implementing Agreements
 - External efforts to build the brand information dissemination and cooperation
- External efforts to build the HIA brand, disseminate information and foster cooperation
 - Membership Recruiting Drive
 - Industry Participation Initiative

Strategy - BUILD THE HIA BRAND



PORTALS

Product

Position

Promotion

Portals



HIA PORTALS

- Attractive venues for creating awareness by disseminating information
 - Conferences, speaking engagements, workshops, publications
- HIA Web presence – *drive traffic to our site*
 - Add content, including E-Publishing
 - Expand functionality (e.g., video-streaming)
- Media exposure and recognition
- Direct communication
 - With potential country members
 - With potential company and organization participants
 - With potential industry sponsors

Conference Engagements

What When Where Who

- 1) International German H2 Energy Conference →
International Cooperation in RD&D
Essen, Germany
11/2/04
Henk Barten
- 2) U.S. National Hydrogen Association →
IEA HIA Past, Present and Future Hydrogen R,D&D
Presentation to Board of Directors
Los Angeles, CA
4/23/04 M.R. de Valladares
- 3) Windsor Workshop – Panel Discussion →
Highlights of the IEA HIA R,D&D: 1999-2004
Toronto, CN
June 16, 2004
(Riis, Sandrock, Fjermestad, du Bois, de V.)

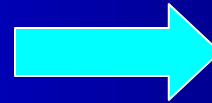
Conference Engagements

What When Where Who

- 4) World Hydrogen Energy Conference (WHEC)

Past, Present and Second Generation H₂ R,D&D

HIA Exhibit



Yokohama, Japan 6

Nick Beck

- 5) World Renewable Energy Conference (WREC)

IEA HIA: 25 Years of Renewable Energy R&D



Denver, CO 8/04

Mary-Rose de V.

Fuel Cell Seminar

*IEA HIA: 25 Years of Cooperation
Toward the Next Generation of
Hydrogen R,D&D*

San Antonio, TX

11/04 Trygve Riis



Conference Outreach Approach

- Use conference, workshop and other speaking engagements to advance HIA recruiting
 - Target countries, companies and organizations strategically and make initial contact

All Members are HIA Ambassadors

- Secretariat prepares for multiple follow-up contacts





Press Conference

WHERE: National Press Club, Washington, DC

WHEN: June 21, 2004, morning

WHO: Trygve, Nick, Neal – All invited
Participation can be worked out
Embassy representation a possibility

WHAT: Platform is release of 25th Anniversary
Report to showcase past work and preview
Second Generation of Hydrogen RD&D

HOW: Publicity - Reporters stories, trade press,
global distribution press release, video-streaming
of Press Conference videotape

Value Proposition: 2004-2009

Types of Affiliation

- Country Membership
- Industry Participation by entity
- Current Industry Financial Support
 - Participation
 - Operating Agents
- Future Industry Financial Sponsorship

Goals

- 14-28
- 55-100
- ~US\$ 2 mil - ~US\$ 3 mil
- ??

HIA Member Countries



Canada
Mr. N.R. Beck



European Commission
Mr. Jean-Bernard Veyret



Japan
Mr. Koji Nakui



Italy
Mr. Agostino Iacobazzi



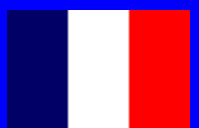
Iceland
Ms. Helga Tulinius



Lithuania
Dr. Jurgis Vilemas



The Netherlands
Dr. Henk Barten



France
Dr. Paul Lucchese



Norway
Mr. Trygve Riis



Spain
Dr. Antonio G. Garcia-Conde



Sweden
Mr. Lars Vallander



Switzerland
Dr. Gerhard Schriber



United Kingdom
Mr. Ray Eaton



United States
Mr. Neil P. Rossmeissl



Denmark
Mr. Jan K. Jensen

Singapore, Finland, New Zealand, Korea, Australia, Hungary, Austria, Germany,



Prospective HIA Members

- Austria
- Australia
- Finland
- Germany
- Hungary
- Korea
- New Zealand
- Singapore

Interested Countries

- Brazil – dialogue opened; soon to be observer
- Russia – dialogue opened; soon to be observer
- India
- China



HIA Industry Investment Opportunities

- 1) Industry Participation in Annexes
- 2) Industry Support of Operating Agents
- 3) Industry Sponsorship of HIA

Industry Participation and Sponsorship Challenge: Investment Value

The IEA offers value for industry investment

- Knowledgeable, reliable, unbiased
- Global reach (government, academe, industry)
A neutral international profile
- Focus includes science & technology, market analyses and outreach
- Portfolio may include shorter term as well as long-term, pre-competitive activities

Premier global resource for technical expertise

Structuring the HIA Approach for Industry Participation

- Near-term Prospects for new activity that meet criteria outlined for participation and sponsorship
 - Safety
 - Education
- All current tasks where potential for further cooperation with industry exists
- Internal cooperation with other IAs

Under Consideration 2004-2009

- Internal opportunities
- High temperature electrolysis/
electrolysis via off-shore wind/
electrolyzer efficiency
- Compressed Gas Assessment
- H₂ from nuclear
- H₂ storage (including compressed gas/liquid and advanced storage solid state concepts)
- Task on non-energy use
- Task on infrastructure for stationary applications

The HIA Future

collaborative

RD&D

independent
Analyses

participation
Industry

IEA **H₂**

Program
Focal Points
2004 -2009

country
Membership

with hydrogen
Confidence

The HIA Future in Summary

- Dedicated to collaborative pursuit of innovative, longer-term pre-competitive R,D&D
- Committed to analysis and outreach in support of R,D&D
- Welcoming liaison with other groups

**The HIA looks forward to the Second Generation of
Hydrogen R,D&D**

Thank you!