



## f-cell+HFC 2020 welcomes Silver Sponsors Ballard Power Systems, MANN+HUMMEL and Toyota Canada

*First three Silver Sponsors announced for the 2<sup>nd</sup> f-cell+HFC The Hydrogen and Fuel Cell Event; International Industry experts will address Hydrogen's Role in a Clean Energy Future*

**VANCOUVER, BRITISH COLUMBIA – January 27, 2020** – The Canadian Hydrogen and Fuel Cell Association (CHFCA) and Peter Sauber Agentur (PSA) are pleased to announce the first three Silver Sponsors of the upcoming f-cell+HFC 2020 The Hydrogen and Fuel Cell Event in Vancouver, Canada, on April 1+2, 2020.

Ballard Power Systems, MANN+HUMMEL and Toyota Canada will be joining f-cell+HFC 2020 as Silver Sponsors, providing prominent industry speakers, chairing conference sessions and exhibiting in the event's international trade fair. Additionally, Toyota Canada will host its Ride & Drive event, offering participants the chance to test drive their latest Fuel Cell vehicles.

The f-cell+HFC 2020 The Hydrogen and Fuel Cell Event, projected to be the largest of its kind nationwide, is designed to accelerate the fight against climate change by connecting international industry executives with senior government leaders, investors and researchers. Together, we will work to accelerate and scale-up projects that can economically produce infrastructural hydrogen, integrate hydrogen fuel transport and storage options such as power-to-gas, and identify paths to support the near-term demand for increased hydrogen fuel cell use in commercial industrial applications such as forklifts, heavy-duty trucks and buses, marine and building applications.

Held under the patronage of the Canadian Hydrogen and Fuel Cell Association (CHFCA) and the Peter Sauber Agentur (f-cell), f-cell+HFC 2020's interactive business platform will serve to facilitate participant engagement around the use of hydrogen, as an energy vector and fuel cells. Participants will be able to build their networks through a range of plenaries, conference sessions and workshops, while viewing the latest products and services in the International Trade Fair.

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### Hosts



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**CHFCA**  
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In addition to full conference passes, trade fair tickets will be available for those who want to meet our Silver Sponsors in person. For more information, please visit <https://hyfcell.com>. Become a part of the conversation on social media with #fcellHFC.

## QUOTES

“The hydrogen and fuel cell industry is an exciting stage in its evolution. We envision deep traction in key market applications moving forward, with Ballard well positioned to lead in powering heavy- and medium-duty fuel cell electric vehicles, or FCEVs. We look forward to presenting and discussing our latest technology innovations at f-cell+HFC 2020.”

– Randy MacEwen, President & CEO, Ballard Power Systems

“The f-cell+HFC 2020 event will be a great opportunity for the international hydrogen and fuel cell community to connect and exchange best practices. As a member of the Hydrogen Council, we at MANN+HUMMEL are proud to be among the Silver Sponsors. We hope to contribute to the success of the conference with our presentation and to share our fuel cell technology innovations with partners, exhibitors and visitors in Vancouver. We’re looking forward to meeting you at booth 12”

– Heinz Bühl, Vice President New Products Entry, MANN+HUMMEL

“In an effort to make consumer adoption of fuel cell electric vehicles a reality, Toyota Canada is proud to support f-cell+HFC 2020 and the continued growth of hydrogen fueling infrastructure in Canada. Toyota believes hydrogen fuel cell electric vehicles, such as the Toyota Mirai, have the potential to be a transformative technology that will help propel Canada toward a low carbon future. We look forward to discussing our experience with hydrogen fuel cell technology with everyone at the conference in Vancouver.”

– Stephen Beatty, Vice President, Corporate, Toyota Canada Inc.

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### **About CHFCA**

The Canadian Hydrogen and Fuel Cell Association (CHFCA) is a national, non-profit, industry association of product manufacturers, component developers, suppliers, research organizations, governments and academic institutions designed to advance the understanding of hydrogen and fuel cells and their capabilities amongst industry leaders in Canada and beyond. Since 2011, the CHFCA has hosted the International Hydrogen + Fuel Cells Summit (HFC) in Vancouver, Canada.

### **About Peter Sauber Agentur**

The Peter Sauber Agentur is one of Europe's leading industry conference organizers. The agency has developed, organized and hosted a range of fairs, conferences, exhibitions and community events with a focus on identifying paths to address our global energy and environmental challenges, including the f-cell Conference since its inauguration in 2001 in Stuttgart.

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### **Conference Contacts**

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