

## Press Release

### **"f-cell" 2009: Fuel cells in the market – Japan shows the way**

**The ninth forum for producers and users of fuel cells, "f-cell", on September 28 and 29, 2009, in Stuttgart will be presenting the entire bandwidth of stationary, mobile, and portable fuel cell applications. Focal points in 2009: "Fuel cells in vehicles." Also: "How Japan is driving forward the market entry of fuel cells."**

Stuttgart (eos) – On September 28 and 29, 2009, Stuttgart will once again become the hub of the international "fuel cell community": The ninth specialist forum "f-cell" – congress and trade fair – will show the status of development and marketing of stationary, mobile, and portable fuel cell applications. "The focus this year will be on fuel cells in vehicles, and another main aspect will be activities in Japan," explains Peter Sauber, managing director of the "Peter Sauber Agentur Messen und Kongresse GmbH", which is organizing this industry-specific event jointly with the "Wirtschaftsförderung Region Stuttgart GmbH (WRS - regional economic promotion).

#### **Main topic: Japan**

The event organizer has intensified his good contacts to Japan, enabling him to acquire interesting speakers for the f-cell, including Nissan and Daihatsu, even at this early stage. "Japan is one of the countries that are setting the pace in the deployment of fuel cells," says Sauber. He recently organized a joint booth for German companies at the FC Expo in Tokyo. "The trade fair with a total of 450 exhibitors made clear that fuel cell technology has already found a place in the everyday life of a great many companies in Japan. That creates the critical mass that enables market entry for the technology, placing Japan far ahead of us." In order to provide f-cell visitors with comprehensive insight into Japanese activities, one or two speakers from Japan will make presentations in each of the specific f-cell forums. "We will schedule the presentations in such a way that those who are interested can switch between the forums and hear all the Japanese lectures," explains the event organizer, who is also organizing a one-week delegation trip to

Baden-Württemberg for representative from Japanese companies and research facilities, which will include not only the "f-cell".

### Information on "f-cell"

Those who are interested can find more information on the "f-cell" on the internet at: [www.f-cell.de](http://www.f-cell.de) The Peter Sauber Agency can be reached by telephone at 0711-656960-50. The current program for the "f-cell" 2009 will be available on the event homepage from around the end of May onwards.

Stuttgart, March 2009



"f-cell" event organizer Peter Sauber (left), managing director of the Peter Sauber Agentur Messen und Kongresse GmbH, maintains personal contact to speakers and visitors. In Japan, he recently acquired exciting lecture topics for the "f-cell" 2009 on September 28 and 29 in Stuttgart.

Photo: Peter Sauber Agency / Hindley



The development and marketing of fuel cell applications in Japan will be one of the focal issues of this year's specialist forum f-cell on September 28 and 29 in Stuttgart. Last year, Takehiko Kato (photo), President of the Interlink Corporation in Tokyo, Japan, clearly illustrated the pioneering role of his country with regard to stationary applications.

Photo: Peter Sauber Agency / Fabry



**Wirtschaftsförderung  
Region Stuttgart**



**f-cell**

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