

HYDROGEN  PEN

— 2026 BUDAPEST —

CONFERENCE AND EXHIBITION

**OPPORTUNITIES
THAT MATCH YOUR
BUSINESS INTERESTS**

Central and Eastern Europe's Leading Hydrogen Technology and Biogas Expo and Conference
HUNGEXPO, C CONGRESS CENTER | 1101 Budapest, Albertirsai street 10. | January 21 - 23, 2026

THE OFFICIAL
LANGUAGE OF
THE
CONFERENCE IS
ENGLISH

HYDROGEN OPEN

2026 BUDAPEST

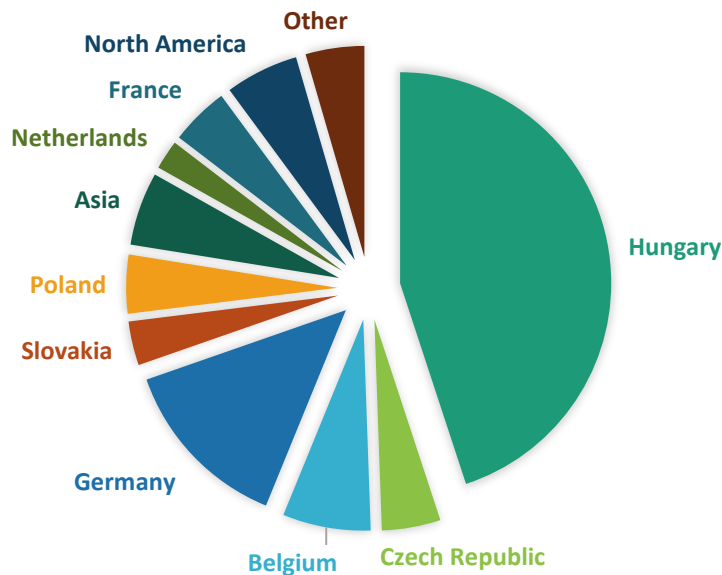


HUNGARIAN HYDROGEN
TECHNOLOGY ASSOCIATION

OPEN UP TO A CLEANER ENERGY WORLD

The secret of the success of HYDROGEN OPEN is that the preparations for the hydrogen technological developments and projects that will define the coming decades in Central and Eastern Europe are now underway. Naturally, there is great interest in a professional event where supply and demand, the latest developments and start-up investments meet.

PARTICIPATING COUNTRIES



Start your 2026 business year at the defining hydrogen event of Central and Eastern Europe. Following three successful editions since 2023, the region's leading hydrogen and biogas expo returns with a new venue and expanded opportunities.

This three-day, high-level forum will bring together over 500 participants, nearly 100 exhibitors, and more than 100 expert speakers from government, industry, and academia.

Participants will gain access to the latest policy developments, market insights, and business opportunities across the hydrogen and biogas sectors — with a special emphasis on hydrogen valleys, agri-tech innovation, energy regulation, and green production solutions.

Organize your own side event or become a part of the 1300 m² exhibition space and meet key stakeholders shaping the clean energy transition.

FEATURED TOPICS AND AREAS

HYDROGEN IN FOCUS

H
Y
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E
N

TRANSPORTATION

AGRICULTURE

AMMONIA PRODUCTION

BIOGAS

RESEARCH

ENERGY

REGULATION

STORAGE

TECHNOLOGY

HEAVY TRANSPORT

3 days



110
performer



500

conference
participant



1300 m²
exhibitor area



OTHERS SAID ABOUT THE CONFERENCE

“This event has now grown into a very high-quality conference, and it is a special pleasure to have been able to personally follow this process.”

“It is an important achievement that the future changes discussed at last year’s conference are now starting to become a reality.”

Jorgo Chatzimarkakis (CEO - Hydrogen Europe)



We adhere to professional quality



HYDROGEN OPEN hosts key senior leaders from the hydrogen and energy industry. The summits, featuring speakers from policymakers and key industry leaders from Central and Eastern European countries, provide a platform for the highest-level discussion of key issues, so that hydrogen and energy solution developers can understand the impact of the latest policies to ensure the most effective use of successful projects.

FROM ENERGY
TO TRANSPORTATION
TO HYDROGEN PRODUCTION

Participants asked US

3 days

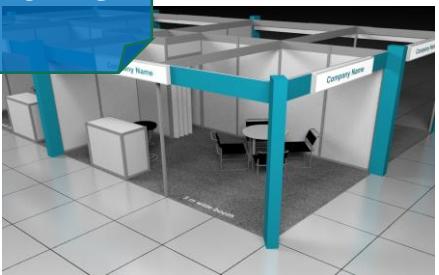


For more opportunities; for informal professional discussions and meetings.

For additional topics, exploring new industries, such as agriculture and mining.

To support the conference with professional exhibitions to increase business opportunities.

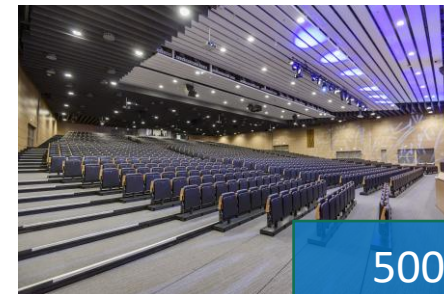
110 performer



Therefore, Hydrogen Open Budapest 2026 will be held at a new location, a three-day conference with expanded themes, an enlarged conference space, more B2B opportunities and 1,300 m² of exhibition space. We are expecting more than 100 speakers from nearly 20 countries from three continents (North America, Asia and Europe) from January 21st to 23rd.

500

conference participant



1300 m² exhibitor area





Conference program and topics

OPENING DAY January 21st

High-level Policy, Energy and Agriculture Focus

- **High Level Opening ceremony** - With Hungarian and Canadian ministers and Hydrogen Europe leaders
- **Hydrogen Technology Visions** – Nations, Governments, and Strategic Ambitions
- **Green Hydrogen Production Industrial Scale-up Challenges**
- **Grants and opportunities in 2026**
- **Hydrogen Solutions in Agriculture** – Technological Pathways
- **Agricultural Hydrogen Valleys** – Potentials and Challenges

16:00 - Booth party in the exhibitor area

MAIN DAY January 22nd

Regulatory and Mobility Focus

- **Opening Ceremony** - With Hungarian Minister of Energy and Hydrogen Europe Leaders
- **Hydrogen Valleys and International Projects**
- **Clean Hydrogen Partnership 2026 Call for proposals**
- **Green Energy Storage** – Challenges and Technological Developments
- **Subsidies and Regulation** – Enablers or Bottlenecks
- **Heavy-Duty Applications** – Technology Trends and Solutions
- **Hydrogen extracted from soil and its technology-** hydrogen gas deposits and extraction

18:00 - GALA DINER

CLOSER DAY January 23rd

Biogas and hydrogen production day

- **Opening Ceremony**
- **Featuring the Hungarian and Hydrogen Europe Biogas Working Groups**
- **Biogas for Carbon Neutrality and Energy Security** – Infrastructure, Regulation, and Finance
- **Electrolysis and Hydrogen Production** – Efficiency and Market Growth

13:00 - CLOSING LUNCH



CHOOSE WHAT
FITS THE BEST

HYDROGEN PEN

———— **2026 BUDAPEST** ————
KONFERENCIABELÉPŐK

Ticket type	ticket price €	Super Early Bird -30% until October 20.	Early Bird -20% until December 20.
Ticket (3days)	900 €	630 €	720 €
Ticket (1day)	400 €/day		
Ticket student (3days)	250 €		
Ticket M -40% (3days)	540 €	378 €	432 €
VIP ticket (3days)	1250 €	875 €	1000 €
VIP ticket M -40%	750 €	525 €	600 €
Sponsor ticket	2000 €	1400 €	1600 €
Sponsor ticket M -40%	1200 €	840 €	960€

M – For members of the Hungarian Hydrogen Technology Association

Ticket Student – for students under 25 years of age with a student ID

	TICKET	VIP TICKET	SPONSOR TICKET
Admission to the 3-day high level conference	✓	✓	✓
Our guest for coffee, soft drinks and tea cakes during the conference break	✓	✓	✓
Admission to the Hydrogen Open Expo	✓	✓	✓
Participation in the exhibition stand party on January 21st	✓	✓	✓
Entrance to the VIP restaurant during conference breaks.	✗	✓	✓
Participation in a gala dinner with distinguished guests.	✗	✓	✓
Your company and its logo will be featured at the event venue and on the event website.	✗	✗	✓
Participation in a panel discussion	✗	✗	✓

HYDROGEN OPEN

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HUNGARIAN HYDROGEN
TECHNOLOGY ASSOCIATION

BECOME A SUPPORTER OF THE HYDROGEN OPEN EVENT



High international professional interest.

Additional appearances provided to supporters.

Flexible options, unique introduction.

Exceptionally high number of visitors

Be the one to shape the opinion and determine the focus of the event.

The event will be attended by a professional audience of policymakers and key industry leaders from Central and Eastern European countries who will determine in their countries or companies what technological solutions and industrial players may be important for them in the coming decades.

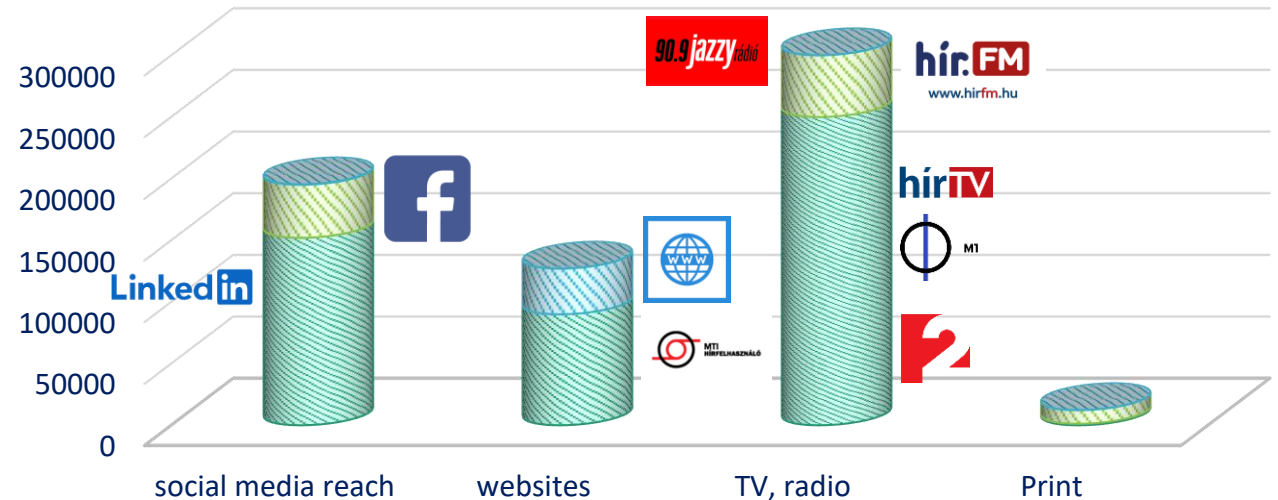
We expect 500 - 600 visitors to the conference, while the HYDROGEN OPEN EXPO, which can also be visited with the AGROMAS exhibition ticket, is expected to attract 31,000 visitors. The participants consist of visitors open to renewable and green solutions and developments.

Why is it worth becoming a HYDROGEN OPEN supporter?

70% of the total population feels that climate change is affecting their daily lives.

Customers and clients increasingly value and prefer businesses that have a sustainable approach and are actively involved in environmental protection. This positive corporate image provides a competitive advantage for the company.

MEDIA REACH



News about the event reaches over 1,000,000 people.

92% of the population supports the development of renewable energy sources.

90% of the population clearly ranks hydrogen technology as the most advanced renewable energy.



	36 000 €	20 000 €	10 000 €	6 000 €
7-minute welcome speech at the opening of the conference	✓	✗	✗	✗
5-minute welcome speech on the second/third day of the conference	✓	✓	✗	✗
1x presentation opportunity at the Hydrogen Open conference	✓	✓	✓	✗
1x full-page ad in Hydrogen Open magazine (3,000 copies)	✓	✓	✗	✗
Appearance in radio interviews announcing the event	✓	✗	✗	✗
Appearance in TV interviews announcing the event	✓	✗	✗	✗
1x opportunity for a panel discussion organized on a separate topic	✓	✓	✓	✗
1x participation in a conference panel discussion	✓	✓	✓	✓
Brand building, appearance on the event website	✓	✓	✓	✓
Brand building, appearance in your event app	✓	✓	✓	✓
1x Acknowledgement in the Hydrogen Open newsletter (150 words*)	✓	✓	✗	✗
Social media announcements	4	3	2	1
VIP Tickets to the Hydrogen Open Conference	10	7	5	3
Tickets to the Hydrogen Open conference	15	10	10	5
Push notifications in the event app	3	2	1	1
Appearance as a sponsor of Hydrogen Open on 10 billboards	✓	✗	✗	✗
Appearance as a sponsor of Hydrogen Open on 30 city B1 posters	✓	✗	✗	✗
Table in the networking/catering area	✓	✓	✓	✓

CONTACT US WITH

<https://hh2.hu/hydrogen-open-2026/>

Regarding EXPO and
exhibition



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Regarding the HYDROGEN
OPEN event



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Regarding the
Conference



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Regarding the
Conference



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<https://hh2.hu/hydrogen-open-expo/>

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SEE YOU IN JANUARY

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