

HYDROGEN  PEN

— 2026 BUDAPEST  
CONFERENCE AND EXPO —



**OPPORTUNITIES**

**THAT MATCH YOUR BUSINESS  
INTERESTS**

**H<sub>2</sub>  
HYDROGEN**

**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

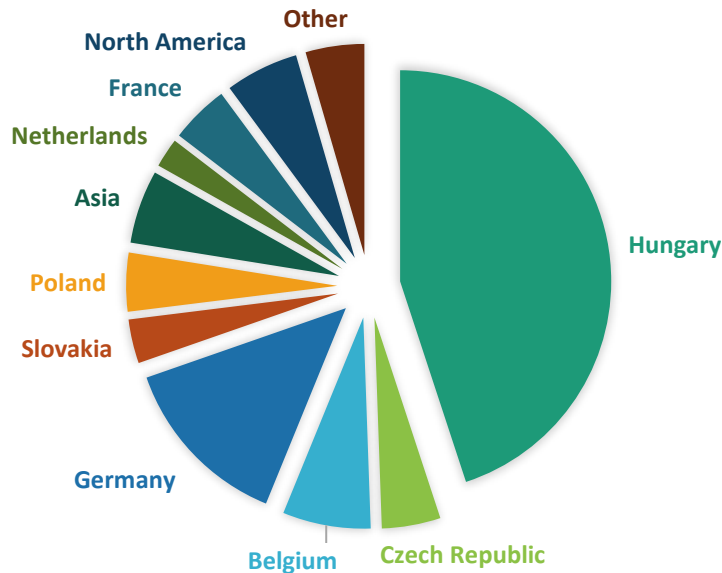


HUNGARIAN HYDROGEN  
TECHNOLOGY ASSOCIATION

## 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 m<sup>2</sup> exhibition space and meet key stakeholders shaping the clean energy transition.

## FEATURED TOPICS AND AREAS

### HYDROGEN IN FOCUS

TRANSPORTATION

AGRICULTURE

AMMONIA PRODUCTION

BIOGAS

RESEARCH

ENERGY

REGULATION

STORAGE

TECHNOLOGY

HEAVY TRANSPORT

H  
Y  
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N

3 days  
conference  
and  
4 days expo



110  
performer



500  
conference  
participant



1300 m<sup>2</sup>  
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

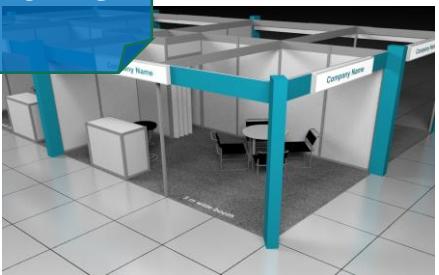


For more opportunities; for informal professional discussions and meetings.

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

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

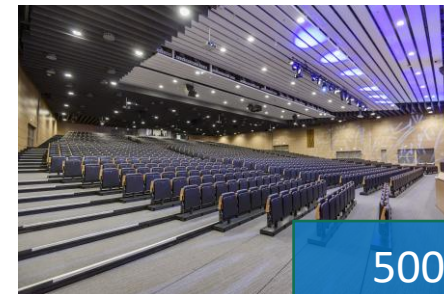
110 performer



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 m<sup>2</sup> 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 m<sup>2</sup> exhibitor area





# Conference program and topics

## OPENING DAY

January 21st

### High-level Policy Focus

2in1, Green & Competitive - pathways to hydrogen economy

- **High Level Opening ceremony** - With Hungarian and Canadian ministers and European leaders, decision-makers.
- **Hydrogen Leadership** – Policy's Role in Balancing Sustainability & Competitiveness
- **Hydrogen Technology Visions** – Nations, Governments, and Strategic Ambitions
- **Green Energy Storage** – Challenges and Technological Developments
- **Subsidies and Regulation** – Enablers or Bottlenecks

16:00 - Booth meeting, guided expo tour

## MAIN DAY

January 22<sup>nd</sup>

### Energy and Mobility Focus

Keeping hydrogen in motion

- **Opening** - With Hungarian Minister of and Hydrogen Europe Leaders
- **Clean Hydrogen Partnership 2026 Call for proposals**
- **Green Hydrogen Production Industrial Scale-up Challenges**
- **Power & Mobility"** – Shaping Industry & Business Innovation
- **Heavy-Duty Applications** – Technology Trends and Solutions
- **Hydrogen extracted from soil and its technology-** hydrogen gas deposits and extraction

18:00 - GALA DINER

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

## CLOSER DAY

January 23<sup>rd</sup>

### Biogas and Agriculture Focus

„Green Growth" – Exploring Biogas & Agriculture

- **Opening** – Minister of Agriculture and the leaders of the leading companies
- **Biogas for Carbon Neutrality and Energy Security** – Infrastructure, Regulation, and Finance
- **Hydrogen Solutions in Agriculture** – Technological Pathways
- **Agricultural Hydrogen Valleys** – Potentials and Challenges

14:00 - 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.
<b>Ticket (3days)</b>	900 €	630 €	720 €
<b>Ticket (1day)</b>	400 €/day		
<b>Ticket student (3days)</b>	250 €		
<b>Ticket M -40% (3days)</b>	540 €	378 €	432 €
<b>VIP ticket (3days)</b>	1250 €	875 €	1000 €
<b>VIP ticket M -40%</b>	750 €	525 €	600 €
<b>Sponsor ticket</b>	2000 €	1400 €	1600 €
<b>Sponsor ticket M -40%</b>	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

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

	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  PEN

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CONFERENCE AND EXHIBITION

**EXPO**

**Become an exhibitor**

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

BE AN EXHIBITOR AT HYDROGEN OPEN EXPO

Unique introduction opportunity



4 days

HYDROGEN OPEN EXPO 2026 from January 21 to 24.

500  
conference  
participants

30 000  
visitors

*Additional appearances provided to exhibitors.*

1300 m<sup>2</sup>  
exhibitor area

20  
countries

*Flexible options, unique discounts.*

*High number of visitors.*

3  
continents

High level international professional interest.

**Take advantage of the exhibitor discounts valid until the end of September.**



HYDROGEN  OPEN

— 2026 BUDAPEST —



HUNGARIAN HYDROGEN  
TECHNOLOGY ASSOCIATION

## BE AN EXHIBITOR AT HYDROGEN OPEN EXPO

High level international professional interest.

Additional appearances provided for exhibitors.

Flexible options, unique discounts.

Exceptionally high number of visitors.

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

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

- Exhibitors will be featured and introduced in the event newspaper
- will have the opportunity to introduce themselves on stage (B2B space)
- will be able to meet high-level decision-makers at a VIP event

The Hungarian Hydrogen Technology Association provides unique discounted square meter prices for companies exhibiting at HYDROGEN OPEN EXPON. Upon request, we offer solutions for your specific financial possibilities.

The HYDROGEN OPEN conference and the AGROMashEXPO, which takes place at the same time, are open to visitors who are interested in renewable and green solutions and developments. (Expected attendance: 31,000 people)

## Space rental fee without stand construction

Size of area	Space rental fee until 30 <sup>th</sup> September 2025 (EUR/sqm)	Space rental fee after 30 <sup>th</sup> September 2025 (EUR/sqm)
Covered area 9-69 sq m (carpeted)	130 EUR/sqm+VAT	141 EUR/sqm+VAT
Covered area 70-199 sq m (carpeted)	102 EUR/sqm+VAT	112 EUR/sqm+VAT
Covered area 200-399 sq m (carpeted)	62 EUR/ sqm+VAT	67 EUR/ sqm+VAT
Covered area 400-799 sq m (carpeted)	50 EUR/ sqm+VAT	55 EUR/ sqm+VAT
Covered area over 800 sq m (carpeted)	44 EUR/ sqm+VAT	48 EUR/ sqm+VAT
Outdoor area	58 EUR/sqm + VAT	58 EUR/sqm + VAT



Find individual stand offers and prices on the HYDROGEN OPEN website: <https://hh2.hu/hydrogen-open-expo/>

# HYDROGEN PEN

2026 BUDAPEST  
CONFERENCE AND EXPO



# H<sub>2</sub> HYDROGEN

Become an sponsor

Platinum Gold Level Silver Level Bronze Level

CENTRAL AND EASTERN EUROPE'S  
LEADING HYDROGEN TECHNOLOGY  
AND BIOGAS EXPO AND CONFERENCE

HUNGEXPO, C CONGRESS CENTER  
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# 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.

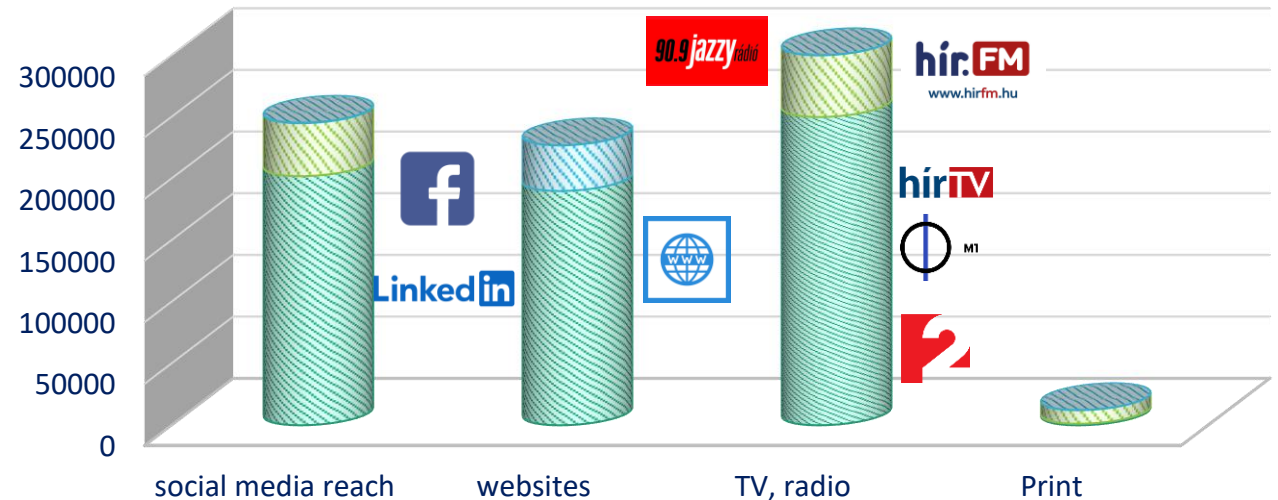
We expect 500 - 600 visitors to the conference, while the HYDROGEN OPEN EXPO, which can also be visited with the AGROMashEXPO exhibition ticket, is expected to attract 31,000 visitors. The participants consist of visitors open to renewable and green solutions and developments.

## 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	✓	✗	✗	✗
-20% discount on rental of the Hydrogen Open EXPO exhibition area	✓	✓	✓	✓
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  
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Regarding the  
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Regarding the  
Conference



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

# HYDROGEN PEN

— 2026 BUDAPEST —

CONFERENCE AND EXHIBITION

SEE YOU IN JANUARY

Central and Eastern Europe's Leading Hydrogen Technology and Biogas Expo and Conference  
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