



# Press Release

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## Press Contact

### NEW-IG

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## Change of Leadership Industry grouping for Hydrogen and fuel cell technology (NEW-IG)

On 31 March 2010 the members of the Industry Grouping for Fuel Cell and Hydrogen technology (NEW-IG) elected its new Board, including three new Board Members, Oliver Weinmann, (Vattenfall), Mikael Sloth (H2Logic), Karel Kapoun (Shell). The other members of the Board are Henri Winand (Intelligent Energy), Peter Froeschle (Daimler) and Pierre-Etienne Franc (Air Liquide).

Pierre-Etienne Franc, Technologies of the Future Director at Air Liquide, is elected to be the new Chairman. He is taking over from Gijs van Breda Vriesman, Commercial Manager Europe - Global Hydrogen Lead Alternative Energies at Shell, who has lead the organisation for the past four years. The other Board Members are a good reflection of the broad scope of fuel cell and hydrogen technology, both in terms of sectors and geographies.

Pierre-Etienne stated *"At a time when energy security and decarbonisation are more important than ever, it is clear that fuel cell and hydrogen have an important role to play in the transport and energy sectors. I am very pleased with the composition of the Board as it reflects the broad and strong commitment to this project"*. Gijs van Breda Vriesman added *"The commercialisation of fuel cell cars has entered a crucial phase likely to be one of the first mass markets for fuel cell applications. It is widely recognised that commercial deployment of fuel cell cars will benefit the development of other commercial applications"*.

Against the backdrop of the EU ambition to decarbonise the Transport and Energy sectors by 2050, fuel cells and hydrogen have a very important role to play in contributing to the path to achieve this goal. The NEW-IG, as part of the Joint Undertaking for fuel cell and hydrogen technology, is an important component to deliver this. Over the next few months, the NEW-IG will develop a concrete vision and roadmap for market-introduction of fuel cell vehicles. NEW-IG will also map the role of fuel cell and hydrogen technologies in the decarbonisation of the energy system. For the next decade, sufficient funding for research, development and crucial scalable demonstrations must be secured. Of course, a supportive regulatory framework needs to exist to speed up commercial deployment of fuel cell and hydrogen energy technologies.

Pierre-Etienne Franc points out that *"fuel cell and hydrogen technologies are already deployed in various early markets today like the back-up power sector, the logistics sector and fuel cell cars"*

### Note to Editor:

NEW-IG - New Energy World Industry Grouping "Fuel Cell and Hydrogen for Sustainability" – is the private partner of the European Commission in the Joint undertaking for Fuel Cell and Hydrogen Technology. NEW-IG is an association open to all industrial companies with fuel cell and hydrogen R&D activities in Europe, including the European Economic Area, associate and candidate countries.

NEW-IG is the key interlocutor to the European Commission for the proposed JTI) for fuel cell and hydrogen, the new way of realising strong-long public-private partnerships for Europe.

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*are close to commercial". He concludes with stressing that "it is a strong signal that large companies like Daimler, Vattenfall, Air Liquide and Shell, together with smaller but very successful companies such as Intelligent Energy and H2Logic are putting their best people on the NEW-IG Board".*

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