



Facilitating access to financial instruments and SME cluster developments

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1. Background

One of the tasks of the work package 5 of the HyTrEc project is to promote new technologies and innovation to funding bodies and investors via pro-active communication. To gain investments and funding it is crucial for innovative SMEs to work in the field of hydrogen technology. Many small and medium sized enterprises (SMEs) are developing creative and promising technologies and processes related to the hydrogen transport sector. Therefore they are not short of ideas and innovative potential but they are very often missing funding sources and investors. Therefore it is important to support these SMEs to establish contacts to potential investors and funding sources to gain investments and funding and to push the development of sustainable and efficient future technologies in the hydrogen sector. Thus, supporting SMEs to build up reliable and stable contacts to investors and funding sources means supporting the development and implementation of innovative and environmentally beneficial hydrogen technology.

There are different ways to achieve funding or investment. This becomes clear by thinking about the meaning of the two words “funding” and “investment”. For our purposes it may be appropriate to define “funding” as publically allocated money provided by many public funding instruments of the European Union or national or regional funding programs. Such programs are e.g. “Horizon 2020” by the European Union which provides nearly 80 billion € for different purposes such as energy, transport, space or industry. Another relevant EU funding instrument is INTERREG under which the HyTrEc project is co-financed.

An important aspect of funding is that the money lenders do not expect a payout or an asset as it is the case in the classical investment business. Therefore they expect results and findings that influence the future development in a positive manner. The whole R&D (research and development) sector provides good examples for publically funded activities which may not have a direct return-on-investment but a long-term positive effect that helps to avoid future costs. Further the aim of funding is not to accumulate money and make profit but to support ideas, innovations and a positive future development.

That already explains the other aspect mentioned: “investment”. An investment may be understood as a (mostly) private expenditure with the aim to augment the invested money and to raise profit. An investment is often a short- or medium-term business focused on profitability and an immediate return-on-investment. But of course an investment may also be a long-term investment that has no immediate return. It is nearly impossible to differentiate clearly between funding and investment.





The distinction here was chosen to explain that funding within the purposes of this task is understood as a publically financed aid while investment is understood as a private business with the aim of earning money. It is obvious that the reality is much more complex and hybrid forms exist.

Of course there are advantages, disadvantages and obstacles related to these two sources of financing. If a project wants to receive public funding, it will have to fill in voluminous application forms. However, when public money was granted, an account has to be tendered on every Euro cent spent.

Furthermore there are many other restrictions and regulations that have to be kept in mind when receiving public funds. But an advantage of public funding is that the economic constraints are manageable because no assets are expected. Public funding is a good opportunity of financing for entities that would not receive loans or credits in the free market due to absent securities.

An advantage of private investment is that the regulations may be not as strict as they are in public funding regarding the eligibility or the use of the money. In addition private investment may be an opportunity for entities which are not eligible for public funding. This is especially true for private profit-oriented companies that are not always eligible in some funding programs of the European Union.

Within this task investments are understood as money lent by private institutions for the purpose of gaining assets. Therefore it is useful to concentrate on so called Venture Capital (VC). Venture Capital is capital that is provided mostly to high-potential start-up companies that do not have enough securities to apply for usual bank loans. Venture Capital is often lent to high risk undertakings¹.

But nevertheless whether a company decides to apply for public funding or private investments there are several opportunities to gain funding / investment and to get in contact with funding institutions and investors. One of them is to meet potential sponsors and investors at fairs and events. The advantage of such events is that it is not a classical “apply-for-investments” situation as it may occur when moving directly into a bank or participating in an application process. Events and fairs often bear the opportunity to get together in a casual atmosphere and to talk fetterless about projects, actual developments in the field of interests and others. Here innovative companies have the chance to present their ideas and products directly to potential investors and even to convince them before applying for funding or investments.

For that reason the following list displays the most important fairs and events in the field of hydrogen and hydrogen technology within the North Sea Region. Some of the events have already

¹¹ <http://www.privco.com/knowledge-bank/private-equity-and-venture-capital>, 7th May 2014





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Hydrogen Transport Economy
for the North Sea Region

taken place but are annual events. These events are marked in red color. It is marked whether an event is an annual event. For some of the events it was possible to anticipate which potential funding authorities or investors are expected to be met there. At the end of the list a short explanation of these institutions can be found.

Of course this list does not claim to be exhaustive. It shows just a choice of the largest and most important events. Therefore the project partners are asked to continue and complete this as far as possible.



2. List of fairs and events

Events	Date	Annually	Event Website	Attendees	Function/Capacity	Funding bodies / VCs are expected	Language
North Sea Commission Stakeholder Conference	12 th – 14 th March 2014	X	http://www.northsea.org/index.php/stakeholder-conference-2014	European Institute for Innovation	Attendee and Exhibition Stand	N/A	English
10th International Hydrogen & Fuel Cell Conference Exhibition and Partnering	25 th March 2014	X	http://www.climate-change-solutions.co.uk/event/upcoming-events/		UK Trade & Investment	N/A	English
7th Energy Storage World Forum	01 th – 04 th April 2014	X	http://www.energystorageforum.com/			N/A	English
Fuel Cells Science and Technology	03 th – 04 th April 2014		http://www.fuelcelladvances.com/			N/A	English
Hannover Fair 2014	07 th – 11 th April 2014	X	http://www.hannovermesse.de/	All project partners	Exhibitor	NBank – Technology Cooperation Days(EEN)	German / English
ZAL Diskurs Fuel Cell – Kleinstanwendungen	17 th April 2014		http://www.gic-zukunft.com/component/ohana/h/4-zal-diskurs-fuel-cell?Itemid=124			N/A	German
Green Fleet Scotland 2014	25 th April 2014		http://www.events.greenfleet.net/scotland	No one	N/A	Lex Autolease is the UK's leading fleet management and funding specialist.	English
All Energy	21 st - 22 nd		http://www.all-	Aberdeen City	Exhibitor / Speaker /	UK TRADE & INVESTMENTS and	English

	May 2014		energy.co.uk/en/home/	Council	Attendee	RM Capital Markets	
6th German Hydrogen Congress 2014	22 th – 23 th May 2014	X	http://www.h2congress.de/	European Institute for Innovation	Attendee	N/A	German / English
Workshop on Ion Exchange Membrane Applications	17 th – 18 th June 2014		http://www.next-energy.de/koranet-workshop-2014.html	European Institute for Innovation	Attendee (?)	N/A	English
Green Ventures 2014	18 th – 20 th June 2014		http://www.green-ventures.com/	European Institute for Innovation	Attendee (?)	N/A	German / English
EU Sustainable Energy Week	23 th - 27 th June 2014	X	http://www.eusew.eu/				English
Energy Systems Conference: When Theory Meets Reality	24 th – 25 th June 2014		http://www.energysystemsconference.com	23 rd -27 th June 2014			English
HyER Annual General Meeting: Hydrogen Fuel Cells and Electro-mobility in European Regions	25 th – 26 th June 2014	X	http://www.hyer.eu				English
14th International Symposium on Metal-Hydrogen Systems, MH 2014: Fundamentals and Applications	20 th – 25 th July 2014	X	http://www.mh2014.co.uk				English
Scottish Hydrogen & Fuel Cell Association Annual Conference	September 2014	X	http://www.shfca.org.uk/	Aberdeen City Council	Attendee	N/A	English
H2-Expo	23 rd – 26 th September 2014		http://www.h2expo.com/	European Institute for Innovation	Attendee (?)	N/A	German / English

The Interreg IVB
North Sea Region
Programme



*Investing in the future by working together
for a sustainable and competitive region*

f-cell / world of energy solutions	06 th – 08 th October 2014		http://www.f-cell.de/home	Gateshead College	Attendee?	Hessen Agentur and Wirtschaftsförderung Stuttgart	German / English
Low Carbon Network Fund Conference	21 st --22 nd October 2014		http://www.energynetworks.org/events/lcni-conference/lcni-conference-2014/	Aberdeen City Council	Attendee	tbc	English
New mobility Leipzig	27 th – 29 th October 2014	X	http://www.new-mobility-leipzig.de			N/A	German / English
E-World energy and water	10 th – 12 th February 2015	X	http://www.e-world-essen.com/de/aktuelles/	European Institute of Innovation		NRW Bank	German / English
Workshop – Certification of H2-technologies / Ulm (Germany)	24 th – 25 th of February 2015		www.energiespeicher-nds.de/mainmenu/events/externe-veranstaltungen/single-seminaransicht.html?tx_seminars_pi1[showUid]=134				German
9. International Renewable Energy Storage Conference / Düsseldorf/Germany	09 th – 11 th March 2015	X	http://www.eurosolar.de/en/index.php/ires-conference-series/ires-2015				German / English
11th International Hydrogen & Fuel Cell Conference, Partnering, & Exhibition / FCHEA Event / Birmingham	17 th March 2015	X	http://www.fchea.org/conferences/				English
Plugging the Sustainability Gap: Boosting the Electric Vehicle Market in Europe	18 th March 2015		http://www.publicpolicyexchange.co.uk/events/eu/?ss=em&tg=1b	European Institute for Innovation	Attendee		English

HYPAC EXPO 2015 /Nantes (France)	19 th – 20 th March 2015		http://www.hypac-expo.com/				English
8th Energy storage World Forum	27 th – 30 th April 2015	X	http://www.energystorageforum.com/				English
Hannover Fair 2014	13 th – 17 th April 2015	X	http://www.hannovermesse.de/				German / English
Dresdner Konferenz "Zukunft Energie"	05 th – 06 th May 2015		http://www.zukunftenergie-dresden.de/			N/A	German / English
All Energy Conference / Glasgow	06 th – 07 th May 2015	X	http://www.all-energy.co.uk/en/home/		Exhibitor / Attendee	UK Trade & Investment	English
Workshop – Hydrogen Busses and possibilities of funding / Hannover (Germany)	15 th May 2015		http://www.energiespeicher-nds.de/en/mainmenu/events/workshops/hydrogen-busses.html				German
Final Conference HyTrEc Project / Aberdeen	20 th -21 st May 2015			All project partners	Exhibitor / Attendee		English
Technology Strategy Board funding events	Ongoing		https://www.innovateuk.org/funding-support				English

2.2 List of funding institutions

NBank

All federal subsidy schemes aiming to back the regional economy, labour market and education, as well as grants for housing and urban development, are processed centrally in the NBank. In addition to these federal funding programmes the NBank also gives advice on EU–support programmes and programmes offered by the German government as well as collaborating with regional partners in order to implement synergy effects and improve the overall business development programmes

The NBank plays a key role in financing investments, especially for small and medium sized enterprises (SME), start–up companies and young technology orientated. Furthermore, the NBank cooperates with private banks and business angels in order to provide venture capital to entrepreneurs and researchers businesses.

<http://www.nbank.de/>

Lex Autolease:

Lex Autolease was created in 2009 from the merger of HBOS owned Lex Vehicle Leasing with Lloyds TSB Autolease and is the United Kingdom's largest vehicle leasing business with a fleet of about 270,000 vehicles. Some of their offers are:

Contract hire, contract purchase, finance lease, flexible lease and sale and leaseback.

<http://www.lexautolease.co.uk/>

UK Trade and Investments

Overseas trade and inward investment are vital for the UK's prosperity. Through its trade and investment policies, the government aims to help UK businesses succeed internationally and encourage overseas companies to work with the UK.

<https://www.gov.uk/government/organisations/uk-trade-investment>

RM Capital Markets

Established in December 2010, RM Capital provides a fully serviced fixed income agency brokerage, primary origination, and distribution and trading service to its clients. Independently owned, the RM team is committed to developing the core business ethos of transparency, integrity and application along with establishing and maintaining long lasting trading and professional client relationships.

RM Capital's Primary Capital Markets division combines debt origination and structuring expertise with strong distribution capabilities to a large and diverse investor base. The team works with

corporates, institutions and government related issuers (Housing Associations, Universities, Infrastructure Vehicles and Local Authorities) to achieve their funding requirements. → Hybrid securities, Retail bonds, capital instruments, Mezzanine and Investment grade bonds.

<http://www.rm-capital.co.uk/>

Hessen Agentur

The HA Hessen Agentur GmbH is a developer of hydrogen and fuel cell activities of the Hessian Ministry of Environment and Energy. It is one of the initiators and office of the hydrogen and fuel cell (H2BZ) initiative Hessen e.V. that drives a competence network, the technology and project development. With over 60 companies HA counts in this key technology field to the outstanding locations. We provide a network node for the connection of these actors with the comprehensive support offered by the country as well as with the relevant application sectors in stationary and portable applications and electric mobility.

<http://www.hessen-agentur.de/>

NRW Bank

As a development bank of Nordrhein-Westfalen, the NRW.BANK supports the country in its structural and economic policy issues. The bank is acting in a public contract, a competitively neutral and sets the entire range of financial development products - from traditional loans to customized advice.

<https://www.nrwbank.de/de/index.html>

Wirtschaftsförderung Stuttgart

The task of the economic promotion Stuttgart is to support the economic dynamics. The idea is to guide and inspire entrepreneurs, traders, investors, entrepreneurs, creative, professionals and scientists. The economic promotion Stuttgart helps with the start-up and establishment of new companies and press contact. In addition the economic promotion Stuttgart acts as intermediaries in the business location and development of existing companies.

The economic promotion Stuttgart offers the following services free of charge to the Economic Development Stuttgart:

- Consulting for companies
- General information about Stuttgart and the region
- Advice in planning issues
- Assistance in building permits

- Information on funding and financing
- Mediation of cooperation
- Preparing contacts with companies, government agencies, banks, chambers, associations, networks
- Support of the issuance of entry and work permits
- Organization of joint stands at international fairs for Stuttgart-based company

<http://www.stuttgart.de/item/show/305802/1/dept/104>

