



Fuel Cells Masterclass

Type: 1.5 day executive training course
When: 23- 24 March, 2015
Where: Grand Connaught Rooms, London, UK
Full Price: £1000 | € 1300 | US\$ 1500

DAY 1

DAY 2

TRAINERS

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Day 1 - Monday, 23th March 2015

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10:30 Registration, networking coffee



Collect your course handbook, get the best seat in the classroom and enjoy a tea or coffee.

11:00 Module 1: Introduction of technology and drivers – What is it and why is it important?



- What is a fuel cell and what is driving its development?
- Where are we in the technology and industry development pathway?
- What types of fuel cell are there and how do they work?
- How do they compare to the alternatives?

Trainer:
David Hart



12:30 Lunch Break



Stretch your legs, network, or catch up with your office during our lunch break.

13:15 Module 2: The fuel cell industry (part 1)



- The current reality: how is the 'industry' structured?
 - Introducing fuel cell applications: Transports? Stationary power? Portable power
 - Which regions hold the power?
 - How is the supply chain evolving?
 - Who is investing in fuel cell development?
- Application 1: Stationary Power: Sub-applications; main players; supply chain; competition

Trainer:
Jonathan
Lewis



15:00 Afternoon Break



Stretch your legs, network, or catch up with your office during our coffee break.

15:30 Module 3: The fuel cell industry (part 2)



Application 2: Transportation: Sub-applications; main players; supply chain; competition
Application 3: Portable Power: Sub-applications; main players; supply chain; competition

Trainer:
David Hart



17:30 End of day



Day 2 - Tuesday, 24th March 2015

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09:00 Field visit: Lea bus depot.

Meet at Leyton underground station



11:30 Field visit: Logan Energy fuel cell installation, Regent Street



12:30 Lunch at course venue



Enjoy a delicious hot buffet lunch in the hotel restaurant.

13.30 Module 4: Commercialisation of fuel cells, costs, efficiencies, legislation



- Illustrative cost structures
- The policy and regulatory picture
- Business models
- Investment and timescales
- What to look out for

Trainers:



David Hart



Jonathan Lewis

15 :00 Module 5: Future outlook interactive debate



Interact with your fellow delegates and the trainers and ask the tough questions which have been on the tip of your tongue throughout the course. Join in an honest debate and get fill in some areas of your knowledge in more detail.

15:30 Course Closes



- Final questions for trainers and your fellow delegates
- Certificate ceremony
- Class photo
- Farewell

Trainers

Kallanish trainers for the Fuel Cells Masterclass have been rigorously prepped and are ready to share their industry knowledge with you in a classroom setting. Their extensive industry experience coupled with their dynamic personalities creates a unique learning environment that is second to none.

David Hart



Prof David Hart is a Director of E4tech, a UK- and Swiss- based business consulting company specialising in sustainable energy and transport, and is responsible for the Fuel Cell and Hydrogen Practices. He is also a Visiting Professor at Imperial College London's Centre for Environmental Policy.

In 20 years in the fuel cell sector, he has led numerous far-reaching consulting and academic projects on fuel cells and hydrogen energy for a wide range of organisations worldwide, including national governments, major industrial companies, financial organisations and NGOs. Trained as a mechanical engineer, he now focuses primarily on strategic business advisory work. David also has extensive experience on industry committees and boards, including the Investment Committee of Conduit Ventures (a VC focused on low carbon energy), and the UK's Low Carbon Vehicle Partnership. He chairs the Grove Fuel Cell Symposium Steering Committee, and has been an invited keynote speaker and conference chair on six continents.

Following a childhood in Africa, he has lived in N America, Europe and Asia and speaks grammatically incorrect French, German and some Japanese.

Jonathan Lewis



Jonathan Lewis is a senior business leader with extensive experience in the provision of Business Development, Economic and Strategic Consultancy for leading multi-national organisations in Europe, the USA and Australia. Specific expertise has included successfully developing public/private partnerships and securing UK and EU funding provision for advanced technology led programmes.

He is technically competent, commercially astute and culturally fluent, with a reputation for consistent achievement and for building, organising and motivating international multi-disciplined teams focused on delivering high performance standards.

Jonathan has worked in the fuel cell and hydrogen field for over eight years, including six with Rolls-Royce Fuel Cell Systems Ltd. The experience includes strategy and marketing development, supply chain building, business plan preparation and project development working with both UK and European consortia to undertake part-public funded projects. Jonathan works with key public sector bodies including the European Fuel Cell and Hydrogen Joint Undertaking, and the European Industry Grouping for fuel cells and hydrogen. Current work includes development of a coalition of twenty five Europe wide businesses, to undertake a Stationary Distribution Technologies fact based Study.

Key Information

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Why you should attend?

- **Saving you time**, in-depth, yet compact
- **Small class size**, maximise your learning experience
- **Accurate, up to date**, exclusive course content
- **Interaction**, through exercises, activities, and group discussion

What will you learn?

- Industry fuel cells set up
- Key suppliers to the fuel cells industry
- Applications of fuel cells
- End use markets
- Industry economics
- Fuel cells cost curves
- Time scales
- Opportunities for fuel cells in the next 2, 5, and 10 years

What do you get?

- Hard copy course book to take home for reference
- Coffee breaks and delegate lunches
- Ample networking opportunities
- 2 site visits
- Access to exclusive networking events through the year
- Access to exclusive alumni LinkedIn group

Testimonials:

"The course was well organised and there was good interaction"

Delegate on African Steel Masterclass- June 14

"It was very good and more than what I expected. I am very pleased that I attended"

Christella Vaz, Metal One UK Ltd on Steel 101- Feb 14

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Full Price: £1000 | € 1320 | US\$1500

Email: training@kallanish.com
Visit: www.kallanish.com
Call: +44 (0) 208 735 6520
Fax: +44 (0) 208 711 3840

Reserve your seat

PERSONAL DETAILS

1st delegate: _____	2nd delegate: _____
Job title: _____	Job title: _____
Company: _____	Company: _____
Country: _____	Country: _____
Email address: _____	Email address: _____
Phone number: _____	Phone number: _____

PAYMENT DETAILS

Credit cards accepted Visa | Mastercard | American Express | Maestro

Credit card number: _____

Valid from: ____ / ____ to: ____ / ____ CSV Number: _____

Card holders name: _____

Signed: _____ Date: ____ / ____

Billing address: _____

Direct money transfer - *I would like to pay by direct money transfer so please send an email to the address listed above*

I agree to the terms and conditions (overleaf)

I have a special requirement:

Please provide details of any special requirements including any requirements relating to diet, physical disability, mobility problem or other condition requiring special care or attention:

I do not want to receive emails from Kallanish about new products, services, and other special offers

PRICE PER DELEGATE

Full price, excl VAT: £1000 | € 1300 | US\$1500

If you are booking for more than one person, you may qualify for a discount, contact us: info@kallanish.com.

Fee includes: course materials, lunches, refreshments and two site visits. Excludes VAT.

Total Cost

Full price, excl VAT: £1000 | € 1300 | US\$1500

VAT is not included in the price and will be charged at 20%

Number of Delegates _____

Total Amount Due: _____

VAT Number: _____

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