Hyvolution Brazil is the new benchmark for the global hydrogen sector

SÃO PAULO - Brazil is set to become the world's most relevant green hydrogen hub along 2026, due to major developments taking place right now in the country.

This is closely followed up by French trade show producer GL events, who is bringing its renowned brand Hyvolution to Brazil for the first time this year. The event will be held June 16th - 17th in São Paulo, the largest business and finance center in Latin America.

Hyvolution Brazil is the fourth version of the international hydrogen dedicated show, the three others being France, Canada and Chile.

About 100 exhibitors are expected, as well as 6.000 qualified visitors coming from 14 countries.

The Brazilian show will incorporate two previously separate local events which approached both hydrogen and carbon capture markets, thus making Hyvolution Brazil the one and only ecosystem for hydrogen business content, network and exhibition.

Brazil - from potential to reality

Hydrogen markets are still struggling to become economically viable in most parts of the world, whereas Brazil is taking the lead with the approval of new investments this year and a strong pipeline for the years ahead.

According to Clean Energy Latin America, a consultancy firm, there are currently 113 projects ongoing in Brazil, some of them related directly to green hydrogen production, and others to the production of green ammonia, e-methanol and green steel.

The sum total of these investments amounts to BRL 469.2 billion (roughly U$ 93.7 billion). In the short term, about BRL 63 billion (U$ 12.5 billion) are expected to be effectively invested until next December, the majority of which in the Pecém Complex in the state of Ceará.

Other hotspots for green hydrogen in Brazil are the Suape Port in the state of Pernambuco, Areia Branca in the state of Rio Grande do Norte, Açu Complex in the state of Rio de Janeiro, and Uberaba in the state of Minas Gerais.

"We moved on from the initial hype about green hydrogen, ammonia and e-methanol to having realistic and well settled projects. Now we witness mere intentions becoming business reality", said Fernanda Delgado, the head of ABIHV, the entity where private companies in Brazil's hydrogen sector are represented.

What is making Brazil the leader in hydrogen in 2026 is a combination of plenty renewable sources of energy; an established ecosystem of clean energy companies; regulatory changes in place to favor international investments; and special credit lines planned by the government.

This is why the International Energy Agency sees in Brazil the potential to reach 41 GW of hydrogen equivalent production up until 2030, whereas BloombergNEF pointed out the Brazilian green hydrogen should be priced at U$ 1.47 per kilogram in 2030. Possibly the most competitive price in the world by then.

A new benchmark

While Brazil is coming to a mature state in terms of the hydrogen business, GL events is providing their new focal point for network, content, debate and commercial exhibition.

Hyvolution Brazil will encompass all phases of the hydrogen business. From the transition from gray and blue hydrogen to green, to industrial applications as PtX, synthetic fuels, carbon capture and decarbonization, trade and export opportunities, new and ongoing projects and much more.

Of special interest for the hydrogen professionals will be the content program within the show: the HySummit arena will gather specialists from Brazil and abroad to bring up to date information about projects, investments, trends and stakeholders.

It will surely be the greatest opportunity for the world of hydrogen to meet the country where the next steps of the global energy transition are set to be taken.

With a highly qualified audience, composed primarily of CEOs, directors, investors and industry specialists, Hyvolution Brazil establishes itself as the main gateway for those looking to understand, invest in and operate within the new hydrogen economy in one of the world's most strategic markets. More information about the program, registration and participation is available at: https://hyvolutionbrasil.com/

Hyvolution Brazil

Where: Centro de Convenções Distrito Anhembi, São Paulo.
When: June 16th and 17th

https://hyvolutionbrasil.com/

About GL events Exhibitions

GL events Exhibitions is a branch of French multinational GL events — one of the leading players in the global events industry, present in 28 countries. A key catalyst for business through the organization and promotion of B2B and B2C events, GL puts on summits, festivals and trade shows across a wide range of businesses. These include "Bienal do Livro do Rio" and "Bienal do Livro Bahia" in the publishing market; Brasil Brau in the brewing industry; Congresso e Feira Estetika, the most important event for aesthetics, health, beauty, and wellness in Latin America; and ExpoPostos & Conveniência, the largest event in the fuels and convenience sector in Latin America.

In tune with current market demands, GL develops products that foster engagement with key trends and innovations, encouraging meaningful content discussions, interaction, networking, and business generation.

About Interlink Exhibitions

INTERLINK Exhibitions is a well established promoter of B2B trade shows and summits. Founded in 2022 and headquartered in São Paulo, Brazil, the company stands out for its rapid growth and its ability to launch leading events in strategic economic sectors.

With a highly experienced team, INTERLINK develops high-impact business platforms, connecting companies, experts, and decision-makers. Its portfolio covers areas such as energy, logistics, automation, packaging, animal nutrition and driving innovation, fostering business partnerships and accelerating market development across Brazil and Latin America.

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