
Hydrogen Economy and Future Fuels

4 – 8 April 2027
Sharm El-Sheikh





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Hydrogen Economy and Future Fuels is a five-day senior-level energy course delivered by Mars Training Centre in London, Amsterdam, Munich, Dubai, and Tokyo — designed for energy executives, strategy directors, and senior engineers preparing their organisations for the shift to low-carbon hydrogen, ammonia, methanol, and the broader range of future fuels.

After two decades of false starts, the hydrogen economy is being built. The United Kingdom, the European Union, the Middle East, and the major Asian economies are all investing at scale in production, transport, storage, and end-use applications. But the gap between the strategy slides and the project economics is real: green hydrogen is still expensive, electrolyser supply is constrained, blue hydrogen is contested, demand-side commitments remain thin, and the certification frameworks that will define what counts as low-carbon hydrogen are still being negotiated. Senior leaders who navigate this well are the ones who can separate signal from noise — and who know which moves to make now, which to wait on, and which to refuse.

Across five focused days, you will work through hydrogen production pathways, transport and storage, end-use markets, ammonia and methanol as derivative fuels, certification, and the project economics that determine which hydrogen projects actually reach financial close. The cases are drawn from the United Kingdom, Europe, and the Middle East, and the work is delivered by senior practitioners with energy-leadership and project-development experience.

What You Will Learn

- Distinguish between green, blue, grey, turquoise, and pink hydrogen and the trade-offs of each.
- Evaluate electrolyser technologies — alkaline, PEM, and solid oxide — for project use.
- Assess hydrogen transport and storage options: pipelines, liquefaction, ammonia carriers, and LOHCs.
- Map the end-use markets — industry, mobility, power, heating — and the relative readiness of each.
- Analyse ammonia and methanol as hydrogen derivatives and as future marine and aviation fuels.
- Apply the emerging certification frameworks, including the EU Renewable Energy Directive, the UK Low Carbon Hydrogen Standard, and equivalents.
- Build a defensible business case for a hydrogen project at senior level.
- Identify the policy and subsidy regimes that determine project viability in each major market.
- Brief boards and investors on hydrogen and future-fuels strategy with the right balance of opportunity and risk.

How You Will Benefit

You will leave with a clear framework for assessing hydrogen and future-fuel opportunities, and a Mars Certificate of Completion.



Your organisation will gain a senior leader who can make sound capital-allocation decisions in an emerging market — committing where the economics work, holding back where they do not, and positioning the business for the long-term shift in the energy mix.

Who This Programme Is For

This programme is designed for senior leaders in the energy and industrial sectors, including:

- Energy executives, heads of strategy, and business development directors
- New-energy and hydrogen programme leads
- Senior engineers and project managers preparing hydrogen projects
- Investment and project finance directors with energy mandates
- Sustainability directors with decarbonisation accountability
- Senior policy advisors in energy ministries and regulators

The seniority floor is senior manager and above.