



Strategy consultants specialized in sustainable energy and mobility

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Hinicio announces the opening of a new office in the USA as part of its international expansion strategy

Washington D.C., 8th of March 2022 – Strategy consulting firm Hinicio announces the launch of their new office in Washington D.C. This opening marks a new international path that will benefit our clients worldwide.

“Building on our fantastic track record in Europe and Latin America, we see an enormous opportunity to expand our business throughout North America, as the U.S. and Canada are shifting towards the adoption of low carbon hydrogen in mobility, energy, and industrial market segments. In addition, several important clients are now betting on the future of hydrogen in North America, and we will be there to support them and help accelerate their development and mitigate their risks”, said Patrick Maio, CEO and founder of Hinicio.

Hinicio has developed unique expertise in the hydrogen and fuel cells industry over the past 15 years, delivering high-value advisory services ranging from Strategic Advice, M&A and Investment Support, Policy and Regulatory Support, Certification Compliance, and Project Development Assistance.

Hinicio's office in Washington D.C. will work on several fronts to:

- Provide expert local support to European and global customers to enter the market and strengthen their value proposition in the U.S. and Canada.
- Advise American and Canadian companies to develop their investment strategies and maximize the value of complex projects around hydrogen and its derivatives.
- Support federal and state-level governments and agencies in developing optimal policies, regulatory, and certification schemes, leveraging our unique experience in the field.
- Support OEMs understanding and leveraging markets in Europe, Latin America, and Asia.
- Support corporate investors in leveraging investments and mitigating risks in capital allocation towards technology or project developers.



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The new office will be led by Ana Angel. Ana has comprehensive experience in hydrogen, renewable energy, and sustainable mobility. For the past 12 years, Ana has been leading 100+ projects for utilities, project developers, oil & gas companies, OEMs, technology startups, international donors, and policymakers in Europe and the Americas.

Ana stated: *"I am very enthusiastic about developing the North American market for Hinicio. The U.S. and Canada have a long history around hydrogen and fuel cell research, development, and early-stage technology commercialization. Hinicio has a key role to play there, as the countries are now also positioning themselves as world-leading producers and consumers of clean hydrogen and will soon be home to several large-scale hydrogen facilities".*

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About Hinicio: Hinicio is a strategy consulting firm specialized in sustainable energy and mobility. Since 2006 Hinicio has been developing and consolidating a unique level competence center in hydrogen and fuel cells, which is now recognized as a leading authority in Europe and Latin America. Hinicio builds on an outstanding team of high-level experts, including chemical, electrical, mechanical, software engineers, economists, environmentalists, and policy experts. Hinicio is headquartered in Brussels, Belgium, and has offices in Paris, Rotterdam, Santiago de Chile, Bogota, Washington DC, and representation in Mexico and Beijing.

