



Press Release

Successful Chillventa for shecco draws to an end

Brussels, 15 October 2012: Already for the second time, shecco was present at the leading trade fair Chillventa from 9-11 October. At its booth, shecco presented its growing range of innovative industry platforms, and announced four major upcoming conferences and specialised publications for 2012/13. shecco was also invited as moderator and speaker during a specialised GIZ event on 11 October.

From 9-11 October, shecco was centrally located to receive visitors at its booth in hall 6, 240. shecco took the opportunity to welcome its partners, informing them about upcoming activities during normal show floor hours and an evening reception on Tuesday, 10 October. Furthermore, a growing number of new players spontaneously approached the shecco booth, taking a keen interest in activities ranging from upcoming conferences and publications, to new features on its industry platforms.

shecco's team was active in collecting latest information about industry and product trends for its world-leading online platforms www.R744.com, www.ammonia21.com, www.hydrocarbons21.com, and www.R718.com - its newest addition to the range of industry hubs for sustainable heating, cooling and refrigeration solutions. Overall, a growing number of products operating on ammonia, carbon dioxide, hydrocarbons or water clearly reflected the strong industry trend towards HFC-free technology solutions.

"We have been attending a multitude of trade fairs over the last decade. As a keen observer of the natural refrigerants industry this was the best-ever event in terms of products on display," Marc Chasserot, Managing Director shecco, summarised the positive trend.

shecco's expertise valued in GIZ event

As part of its activities in Nuremberg shecco was also invited to add its perspective on industry trends in Europe and beyond to a special event organised by German development agency GIZ and the German Federal Environment Agency UBA. During the 3rd international GIZ Proklima Expert's Day on "Future trends in sustainable cooling" shecco's Managing Director Chasserot moderated the panel bringing together the perspectives of international development agencies, national administrators from Germany, market research companies, and system manufacturers from India.

shecco's Head of Market Research Nina Masson provided an overview of natural refrigerants in cooling and other industry sectors in Europe and beyond. Drawing on findings from the latest "GUIDE" publication and continuous market research undertaken, Masson highlighted the main barriers and strengths of natural refrigerants and presented

an outlook of the market penetration of HFC-free supermarket systems in the EU and North America. shecco has launched a new "GUIDE on NH3-CO2 Secondary Systems for Cold Storage Operators" to update about the innovative technology option, its safety considerations and cost, as well as energy savings to be achieved. The document for end-users and decision makers in industry and policy also contains a best-practice guide and several case studies.

In December 2012 shecco will publish its 2nd "GUIDE "Natural Refrigerants: North America's Market Potential".

2013 - A year with four events around the world

After 3 successful editions of the international workshop "ATMOsphere" being held in Brussels from 2009-2011, and one event in Washington D.C. earlier this year, shecco will organise another European event on 5-7 November 2012 under the theme of "Solutions for Europe". For the year 2013, an ATMOsphere Asia workshop is planned for April 2013; the 2nd edition of the ATMOsphere America for May; and an ATMOsphere UNIDO Technology Summit in Geneva in June, before the 5th ATMOsphere Europe will be held in October next year.

More information

Download page: GUIDE 2012: Natural Refrigerants - Market Growth for Europe

<http://guide.shecco.com>

More information about the ATMOsphere series of events: <http://www.atmo.org/>

About shecco

For more than a decade marketing & communications expert shecco has been active in helping bring climate friendly technologies faster to market. shecco supports over 100+ partners worldwide in two areas: the HVAC&R sector, where the focus is on sustainable refrigeration, heating & cooling technologies using natural refrigerants; and the transport sectors where an emphasis is put on electric vehicles (cars, heavy duty vehicle, scooters, bikes). shecco offers a variety of services, ranging from world-leading online industry platforms, to market research & consultancy services, events management, funding & grants support, and public affairs.

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