



Press Release

shecco Japan launches global ATMOSphere 'network' meetings in Japan

Tokyo, 4 October 2013: The Japanese subsidiary of market development expert shecco has introduced a new concept of informal business networking meetings to promote natural refrigerant solutions in Japan. The first edition of the ATMOSphere 'network' Tokyo meetings with the theme "Commercial refrigeration with natural refrigerants & EU F-Gas Regulation" was organised on 19 September 2013 in the EGG JAPAN (Entrepreneur Group for Growing JAPAN) space of the Shin Marunouchi Building located in the heart of Tokyo.

Sponsored by AHT Cooling Systems, the leading global supplier of hydrocarbon plug-in merchandisers, the event was hosted by shecco Japan's Business Development Officer Jan Dusek and attracted key stakeholders interested in the latest market and policy developments in the field of natural refrigerants. More than 70 participants representing domestic and international technology leaders, system and component suppliers, pioneering end-users, Ministry officials and research and academia joined the very first ATMOSphere network Tokyo reception

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Starting with a reception during which participants had time to network, Jan Dusek then welcomed the event's first presenters Mr. Matsutani and Ms. Yu from Lawson to talk about Lawson's leadership in introducing of CO₂ transcritical (TC) refrigeration to its network of convenience stores (CVS) in Japan and beyond – announcing a new pilot project that will see a CO₂ CVS in Indonesia.

Mr. Bill Ho, Director of Sales at AHT Asia, introduced natural refrigerant solutions for Japanese retailers – its plug-in showcases for supermarkets and CVS using propane refrigerants.

Marc Chasserot, Managing Director of shecco Europe and shecco Japan, presented the latest update on EU F-Gas Regulation and market trends in CO₂ commercial refrigeration in Europe.

"Having presentations from Lawson, the Japanese leader in CO₂ refrigeration, and AHT Asia, a cutting edge hydrocarbon (HC) technology supplier, together with an exclusive update on EU F-Gas Regulation is a great start of the ATMOSphere 'network' Tokyo concept", says Marc Chasserot.

ATMOSphere 'network' concept to be expanded to Tokyo, NYC, and Beijing in 2014

shecco Japan will organise 3 to 4 ATMOSphere 'network' Tokyo meetings a year bringing together Government representatives, Industry Associations, End users, Suppliers (both domestic and international), Researchers, NGOs and Japanese Media.

"Our intention with these regular network meetings is to help accelerate the market uptake of natural refrigerants by connecting experts and sharing best practice in an informal environment. This is very complimentary to our large format event - ATMOSphere Asia 2014 that will be

organised in February 2014", says Jan Dusek.

The next ATMOSphere 'network' Tokyo event will be organised at the end of November and will provide an exclusive overview of the activities of leading End Users in Europe and America in introducing natural refrigerants. In 2014 the network concept will be introduced to other major cities together with key industry trade shows such as 2014 ASHRAE Winter Conference in NYC or China Refrigeration 2014 in Beijing.

About shecco

For more than a decade market development 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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