



Press Release

## **Global recognition for shecco activities and natural refrigerants**

Brussels, 12 November 2013: 2013 has been a positive year for reporting on natural refrigerants, with shecco's activities receiving widespread press coverage in media outlets across the world. From the opening of shecco Japan in April, to the ATMOsphere conferences organised in Bangkok, Brussels, Tokyo, Vienna, and Washington DC, shecco's activities to bring natural refrigerants faster to market have brought positive attention to climate friendly heating and cooling technologies.

This expanding coverage mirrors the growing awareness about, and importance of, carbon dioxide, ammonia, hydrocarbons and water as refrigerants across a variety of sectors in the HVAC&R industry.

### **shecco Japan in the spotlight**

Leading Japanese newspaper, The Asahi Shimbun, featured shecco Japan in a story published on 22 September 2013, focusing on the company's headquarters in the EGG Japan (Entrepreneur Group for Growing Japan), in the prestigious Marunouchi district. In addition to quoting Jan Dusek, shecco Japan's Business Development Officer, who speaks about the importance of location in establishing credibility, the piece by Hitoki Nakagawa, points to the importance of shecco's reputation in securing the prominent lease. Nakagawa writes, "The only companies that can take up occupancy are those that Mitsubishi Estate regards as having promising future prospects."

In an AC Times article published on 30 October 2013, in which both shecco Japan's opening event and the ATMOsphere Network Tokyo event receive coverage, shecco's Managing Director Marc Chasserot is quoted regarding shecco Japan's aim: to connect businesses in Japan with international businesses, and accelerate the market introduction of climate friendly technologies.

A broadcast interview with Dusek on Japanese television channel NHK TV has since given shecco even greater visibility, in particular to an audience outside the HVAC&R sector.

### **Ever growing number of ATMOsphere conferences draw increasing attention to natural refrigerants**

The largest ever ATMOsphere Europe conference, organised on 15 and 16 October 2013, and attended by over 220 participants, was featured in the media outlets across Europe, with European, Dutch, UK, and Italian journalists writing about the event.

Whilst the European Heat Pump Forum (EHPA), European Voice and the Dutch RCC K&L website published shorter articles about the conference that included links to the presentations, the UK RAC Magazine and Italian Zerosottozero provided more in depth

coverage. Andrew Gaved, from the RAC Magazine, wrote of the event, "In the past few years delegate numbers have steadily increased because of two interconnected factors. The technology itself and the industry to support it has come on apace, as particularly for the commercial sector it has acquired a critical mass."

The month before, in September, leading North American HVAC&R news source ACHR News, had published two stories about the ATMOSphere America 2013 event. In an article entitled "The Bottom Line on Natural Refrigerants", ACHR News journalist Peter Powell wrote of the event: "The approach was a very unsentimental business case for wider use in North America, especially the U.S., of such refrigerants as ammonia (R-717), CO<sub>2</sub> (R-744), and the HC propane (R-290)."

### **shecco publications become industry reference**

The publication earlier this year of the latest of shecco's GUIDEs, the 'GUIDE 2013: Natural Refrigerants – Market Growth for North America', cemented shecco's reputation as the leading source of market data regarding natural refrigerant use around world. In addition to being referenced in presentations by leading suppliers, most recently in a Carrier Transicold talk at Intermodal Europe in October 2013, the publication's accompanying press release was picked up by several news and trade magazines, including ACR News, Green Retail Decisions, Contracting Business and Supermarket News.

"More than 125 supermarkets in North America are using secondary, cascade and transcritical refrigeration systems that either partially or completely utilize carbon dioxide as a natural refrigerant, according to a new study from market development company shecco, based in Brussels." writes Green Retail decisions.

With more journalists eager to write about natural refrigerants it seems there is a growing understanding of the advantages of natural refrigerant technology, and of shecco's role in helping to grow this market.

### **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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