



Press release

shecco Japan prepares for first ever ATMOsphere Asia 2014

Brussels, 30 January 2014: The first-ever ATMOsphere Asia 2014 – Technology & Innovation will take place from 3–5 February 2014 at the Shin-Maruo Conference Square in Tokyo. Around 180 Asian and international HVAC&R industry stakeholders, including leading end-user, suppliers, government representatives, etc., will gather at the conference to discuss the latest natural refrigerant technologies, market trends and regulatory issues.

“To our knowledge, this is the largest ever conference about natural refrigerants in Japan,” says Marc Chasserot, Managing Director, shecco Japan. “This is the first ATMOsphere Asia and we expect it to grow over the coming years as the market moves towards natural refrigerants. You can count on shecco to support this ‘game changing’ trend in HVAC&R all across Asia.”

“After organising several successful events in both Europe and the U.S., we are very excited to be bringing the ATMOsphere conference series to Asia. One of the main goals of the event is to support the uptake of leading Asian natural refrigerant technologies by global markets and bring international suppliers to Asia. The event will serve as a platform for international business development between Japanese, Asian and international companies,” says Franziska Menten, Events Manager, shecco.

In addition to the traditional conference set-up of presentations and panel discussions, ATMOsphere Asia 2014 will feature a unique methodology, providing attendees with the opportunity to network through individual business meetings, receptions, site visits and more. Key Asian and international companies and government bodies including The Coca-Cola Company, CO-OP, CPF, LAWSON, Sobeys, AEON, Panasonic, Mayekawa, SANDEN, the Ministry of Foreign Affairs (MOFA), the Ministry of Environment (MOE), the Ministry of Economy, Trade and Industry (METI) the United Nations Environment Programme (UNEP) and more, will speak about their views on and experiences with natural refrigerants in commercial & industrial refrigeration, as well as heat pumps and other applications.

Participants of the conference also have the unique opportunity to participate in a site visit on Wednesday, February 5th. They can choose between two options: a Panasonic tour involving a visit to a new flagship AEON mall in Makuhari and Max Valu supermarket or a Mayekawa tour involving a visit to the Moriya factory, production base of industrial refrigeration equipment and Asahi Breweries.

“Japan has always been a technology leader in terms of natural refrigerants, whether it’s ammonia, CO₂, water and even hydrocarbons, for applications ranging from very large to small systems. But there is also a wealth of innovation and ideas in other Asian countries. We would like to provide the opportunity for leading companies to present their latest developments because we see Japan and other Asian countries as key

markets for natural in the HVAC&R industry. A perfect example of an innovation that spread to other countries is the Eco Cute CO₂ domestic hot water heat pump that took off a decade ago in Japan and is now becoming an interesting solution across Asia, in particular China and South Korea, and also in Europe and North America. We believe that the trends coming from Japan, and other Asian countries can, sooner or later, move to other parts of the world.” – Marc Chasserot, Managing Director, shecco Japan.

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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