



Press release

shecco Japan activities receive increasing press coverage

Tokyo, 12 May 2014: shecco Japan's commitment to accelerating the market uptake of natural refrigerants in Japan has to date resulted in the organisation of three highly successful ATMOsphere network Tokyo meetings, and the first ever ATMOsphere Asia conference, attended by close to 200 people. All have featured in leading Japanese HVAC&R media, a sign of growing Japanese interest in shecco activities.

"One year on from its establishment shecco Japan has started to attract increasing press coverage for its activities, in particular for its Tokyo based ATMOsphere events. Through this established event concept, shecco Japan aims to fill an information gap regarding natural refrigerant markets in the world. Discussions surrounding the Japanese F-Gas regulation and national investment schemes for natural refrigerants are creating demand for accurate information from various stakeholders. We intend to work closely with both industry and mainstream media to help increase awareness of the viability of natural refrigerant technologies in Japan," said shecco Japan's Business Development Officer.

shecco Japan raises awareness of natural refrigerant solutions

The ATMOsphere network Tokyo meetings have drawn between 50 and 120 stakeholders, interested in the latest market and policy developments in the field of natural refrigerants. Bringing together forward looking companies and Japanese policy-makers, the meetings have helped to raise awareness about the availability and energy efficiency of climate friendly technologies, attracting media attention.

In addition to featuring presentations on global trends in the use of natural refrigerants, the events provide a showcase for the latest CO₂ and hydrocarbon technology, and a space of open discussion of current and planned legislation impacting the HVAC&R sector.

News coverage brings welcome attention to event sponsors

Under the theme "Natural Solutions for Japanese Convenience Stores", the latest Tokyo network meeting, organised in April 2014, was featured in the, 9 April edition of the AC Times, the 25 April edition of JARN, and in the April edition of Fukuoka's economic magazine.

The event's media coverage drew attention to meeting sponsor CAREL, and its state-of-the-art products for natural refrigerant heating and cooling technologies, including controls and the first Japanese-made CO₂ booster system.

Previously, the first ATMOsphere network edition was reported about in the AC Times on 30 September 2013, bringing attention to event sponsor AHT Cooling.

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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