



Press release

shecco launches industry surveys for natural refrigerants in China and North America

Brussels, 31 July 2014: This summer shecco has launched two online surveys addressing the use of natural refrigerants in the heating, air conditioning and refrigeration industries, aimed at system manufacturers, component suppliers, end users, and many others. The surveys are designed to examine the market potential for CO₂, ammonia, hydrocarbons, water and air in China and North America.

After the positive feedback received for its GUIDE series on natural refrigerants, shecco, in conjunction with the China Association of Refrigeration (CAR), will publish its first-ever GUIDE China, gathering insights on the country's market for natural refrigerants. The bilingual survey is specially designed for Chinese HVAC&R experts. Its primary objectives: assess current levels of awareness regarding natural working fluids, better understand the country's business and policy climate, and help industry stakeholders evaluate the application potential and market share of natural refrigerants.

Also planned for publication is an update of the 2013 GUIDE North America, for which shecco has launched a second survey targeting HVAC&R specialists in Canada, Mexico and the US. To capture the changes in the dynamic North American market, the survey and GUIDE will highlight key market and policy developments from the last twelve months, putting a special emphasis on the light commercial, commercial and industrial sectors.

HVAC&R expert opinion sought on variety of topics

The surveys aim to answer questions in the following fields for their respective markets:

- Information and awareness levels among industry and customers
- Main motivations regarding refrigerant choice/barriers to adoption of natural refrigerants
- Overall policy and business climate
- Market forecasts by industry sector and natural refrigerant for the period 2015-2025
- Purchasing criteria for HVACR equipment
- Comparison of performance between natural and non-natural refrigerant equipment
- Main policy and industry trends affecting the development of the HVACR

The North American survey is accessible here:
<http://www.surveygizmo.co.uk/s3/1720745/North-American-HVAC-R-Industry-End-User-Survey-on-Natural-Refrigerants>.

The Chinese survey is bilingual and is accessible here:
<http://www.surveygizmo.co.uk/s3/1720205/Guide-China-2014-Survey-Chinese-and-English>

GUIDEs to natural refrigerants

The results of the Chinese HVACR industry survey will be published in the GUIDE China 2015: Natural Refrigerants – Market Trends and Potential in China. The results of the North American HVAC&R industry survey will be published in the GUIDE North America 2015: Natural Refrigerants – North America’s Market Potential. Both will be published in early 2015.

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 the HVAC&R sector, where the focus is on sustainable refrigeration, heating & cooling technologies using natural refrigerants. shecco offers a variety of services in three areas: 1) media & publications, including online industry platforms and a catalogue of dedicated research reports; 2) business development, including market research, consultancy and public affairs services, as well as special international projects; and 3) events, including international conferences and national workshops.

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