



Press release

Connecting the dots at Chillventa 2014: shecco's new GUIDE Chillventa for natural refrigerants and discounted GUIDE⁺

Brussels, 23 September 2014: With Chillventa 2014, the world's largest international trade fair for refrigeration, air-conditioning, ventilation and heat pumps around the corner, market development company shecco will be promoting two of its GUIDE publications in order to raise awareness of the business opportunities for natural refrigerants. The first of these is a brand new "GUIDE Chillventa 2014 – natural refrigerants at Chillventa", created to enable trade show visitors to best plan their attendance, and to guide traffic to the booths of natural refrigerant product and service providers. The second is the "GUIDE⁺: HFC taxes & fiscal incentives for natural refrigerants in Europe, on which Chillventa attendees can claim a 40% discount.

shecco will be present at the Chillventa trade show from the 14-16 October in Nuremberg, Germany, with **booth 230 in hall 6**. Here Chillventa participants can pick up their free copy the "GUIDE Chillventa 2014", featuring "everything natural refrigerant" at Chillventa, and can also purchase a discounted "GUIDE⁺". As well as presenting a wide range of activities and publications at the booth, shecco Deputy Managing Director Nina Masson will present on "Natural refrigerants in food retail: An overview of market, technology and policy trends in EU, N. America, Japan, China", on at 14:50 on Tuesday 14 October at booth 536, in hall 1.

GUIDE Chillventa 2014 – natural refrigerants at Chillventa

Brought to you by the number one publisher of natural refrigerant news and data, the GUIDE Chillventa will provide a unique overview of all those companies and organisations that provide products and services related to the use of CO₂, ammonia, hydrocarbons and water as refrigerants, exhibiting at Chillventa. The aim is to simplify the preparation and planning process for interested experts prior to the event, and direct customers to all natural refrigerant-relevant trade fair exhibitors.

GUIDE Chillventa 2014 content:

- Interviews with industry leaders and latest market trends
- Events planner highlighting all natural refrigerant seminars and presentations
- Maps for Halls 1-7 detailing all companies working with natural refrigerants
- Premium product directory showcasing product launches and state-of-the-art technology visible at company booths

Free access online and distribution on site

The GUIDE Chillventa 2014 is viewable online on shecco's websites: publications.shecco.com, R744.com, ammonia21.com, hydrocarbons21.com, and R718.com. In addition, a print edition of the GUIDE will be freely available at the trade fair at the shecco booth and also at the booths of each of the publication's supporters.

Exclusive 40% Chillventa discount on GUIDE⁺, for all the latest information on HFC taxation in Europe

Making sense of the growing appetite for environmental taxation in Europe, shecco's "GUIDE⁺: HFC taxes & fiscal incentives for natural refrigerants in Europe" published this year, provides up to date information on developments relating to existing and proposed HFC tax schemes. In addition, the report outlines grant and tax relief schemes applicable to climate friendly technologies using natural refrigerants in Europe. While differing in scope, technology, budget and level of support provided, all these financial incentives have a common goal: to incentivise end-users to invest in energy-efficient and environmentally-friendly technologies using natural refrigerants, to reduce emissions of HFCs.

As part of the Chillventa campaign, shecco is offering a 40% discount on this comprehensive analysis of 13 HFC tax and other incentive schemes until the end of October 2014.

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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