



Press release

ATMOsphere Asia 2014 opens window onto innovation in natural refrigerants in Japan, China and South East Asia

Tokyo, 6 February 2014: shecco Japan is proud to announce that the first-ever “ATMOsphere Asia 2014 – Technology & Innovation” was a great success. With almost 180 participants, the event was one of the largest natural refrigerant conference in Japan to date. Attendees especially praised ATMOsphere Asia 2014’s ability to bring together key international stakeholders and create a bridge between Japanese, Asian and international HVAC&R experts.

“We want to bring together the industry leaders to exchange and share ideas and accelerate the transition towards natural refrigerants,” said Marc Chasserot, Managing Director of shecco Japan. The unique ATMOsphere methodology, which, in addition to presentations and panel discussions, featured numerous networking opportunities, provided an excellent setting for business exchanges.

Tightening fluorocarbon regulations present further opportunities for natural refrigerants

Focusing on both domestic Japanese and international dimensions, the two Policy Sessions at ATMOsphere Asia provided an overview of current legislation as well as future outlooks and topics that still need to be addressed. There is a “growing momentum globally towards HFC taxation and other measures,” according to Alexandra Maratou, Deputy Public Affairs Manager at shecco, who presented on the status of the F-Gas Regulation Revision in the European Union, a topic that is being closely followed in Japan. “The legislative landscape in Japan is also changing, with the priority of the Japanese government to stabilise f-gas emissions through amending the country’s fluorocarbon regulations, as well as introducing incentive schemes for natural refrigerants.”

Highlighting the latest natural refrigerant trends both in Asia and the rest of the world, Nina Masson, Head of Market Research at shecco, concluded that “this industry is growing and is becoming more important in terms of employment, competitiveness and supply of the components.” She noted that while change can occur very quickly, ambition is needed.

R744 commercial refrigeration to repeat success of Japanese Eco Cute heat pumps

With new solutions appearing in Japan, CO₂ commercial refrigeration is developing into an exciting market. Platinum Sponsor Panasonic and Gold Sponsor Sanden demonstrated that CO₂ systems are an efficient and viable alternative to HFCs in both supermarkets and convenience stores, by presenting their latest CO₂ compressors, refrigeration modules, and CO₂ vending machines. The Japanese market is well

positioned for the CO₂ market expansion due to its extensive experience with Eco Cute CO₂ heat pumps.

The optional site visit to a new flagship AEON mall in Makuhari and AEON's MaxValu supermarket featuring Panasonic CO₂ refrigeration systems, provided participants with an exclusive look at the next new commercial refrigeration technology trend in Japan.

Asia's most successful companies offering natural refrigerant solutions discuss latest technologies

Many innovations in industrial refrigeration also featured at ATMOSphere Asia 2014, with Gold Sponsor Mayekawa, one of the leading proponents of natural refrigerant solutions using all five natural refrigerants, presenting its state-of-the-art technologies using refrigerants CO₂, ammonia and CO₂, air, and water, for industrial refrigeration.

Mayekawa also organised a tour of their Moriya factory and Asahi Breweries in Ibaraki, giving an exclusive look at some of the most cutting edge technology in Japan.

Other companies involved in natural refrigerant R&D who presented included Nihon Netsugen Systems, who have developed a CO₂ commercial cooling system, Yamato who have developed a brine thermal storage system, and Kawasaki on their absorption chiller, in addition to European companies Bitzer and Carel.

Technological innovation links Japan and Belgium

ATMOSphere Asia 2014 featured several exciting and exclusive opportunities such as a networking reception at the Embassy of Belgium in Japan with a dinner speech by the Deputy Ambassador and the President of Panasonic ES Commercial Equipment Systems.

"Knowledge and creativity are our main assets. We need to develop new technologies, new ways to work, and new ways to live and interact with each other. Innovation is crucial for the future of our societies and of our businesses. Only companies that invest in research, that prepare for the future, can hope to have a future," said Christophe de Bassompierre, his Excellence the Deputy Ambassador to the Embassy of Belgium in 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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