



Press release

shecco Japan presents at key supermarket events in Tokyo - finds a strong appetite for natural refrigerants

Brussels, 27 February 2014: There is a growing momentum for natural refrigerants in Japanese supermarkets and a unique opportunity to create yet another “Eco Cute” success story according to shecco Japan’s Marc Chasserot and Jan Dusek, both of whom presented at key Japanese events in February, dedicated to the latest trends in commercial refrigeration using natural refrigerants.

Following the first ever ATMOsphere Asia conference held in Tokyo 3-5 February 2014, more than 81,000 visitors attended Tokyo Big Sight for the leading annual international trade show targeting buyers from the supermarket sector. Organised on the 12 – 14 February by the New Supermarket Association of Japan (NSAJ), the 48th Supermarket Trade Show 2014 (SMTS 2014) featured the latest CO₂ and hydrocarbon technologies for Japanese supermarkets and convenience stores.

SMTS 2014 seminar “Natural Solutions for Japanese Supermarkets”

Despite the heavy snow, more than 150 attended the seminar titled “Natural Solutions for Japanese Supermarkets”, held on the last day of SMTS 2014. Chaired by Takako Momoi from Japanese NGO the KIKO Network, the seminar featured presentations from shecco Japan’s Managing Director Marc Chasserot, shecco Japan’s Business Development Officer Jan Dusek, and Panasonic ES President Yasuhiro Shibata.

In his opening statements Marc Chasserot said that Japan now has a very unique opportunity to create yet another “Eco Cute” moment, and show its technology and market leadership in developing and deploying natural refrigerant technology, this time in commercial refrigeration.

Chasserot presented a summary of the latest market trends in the commercial refrigeration sector in Europe and North America, including several examples of installations by retailers such as Supervalu, Delhaize, Sobeys, Ahold, Sainsbury’s, Carrefour and Tesco.

He also discussed the increasing number of HFC taxes and fiscal incentives being introduced around the world. These include a fiscal incentive for natural refrigerants introduced by the Ministry of Environment (MOE) of Japan, expected to be one of the major driving forces supporting the introduction of natural working fluids to Japanese supermarkets in 2014, and a key opportunity for forward-looking industry players.

Store development seminar by All Japan Supermarket association

The Japanese f-gas regulation revision and regulatory pressure to manage and prevent leakage of HFC refrigerants in supermarket equipment is driving the industry to actively seek information on the latest alternative technologies. In light of this, the All Japan Supermarket (AJS) association organised a seminar focusing on store development practices. Kazuaki Takahashi from the Ministry of Environment of Japan (MOEJ) presented on the f-gas problematic and provided information about refrigerant management. Jan Dusek focused his presentation on market, technology, and policy developments in Europe and North America as well as the changing Japanese eco system.

Changing environment in Japan offers great opportunity for natural refrigerants

“We can say that the market offering of CO₂ and hydrocarbon solutions is increasing for Japanese supermarkets and convenience stores. The generous government subsidy scheme for retail stores that covers 1/3 of the total investment cost, together with new technology solutions, and the increasing interest from end users, means there is no doubt that 2014 will be the year of change and of faster uptake of natural refrigerant technology in the commercial refrigeration sector in Japan.” says Jan Dusek.

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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