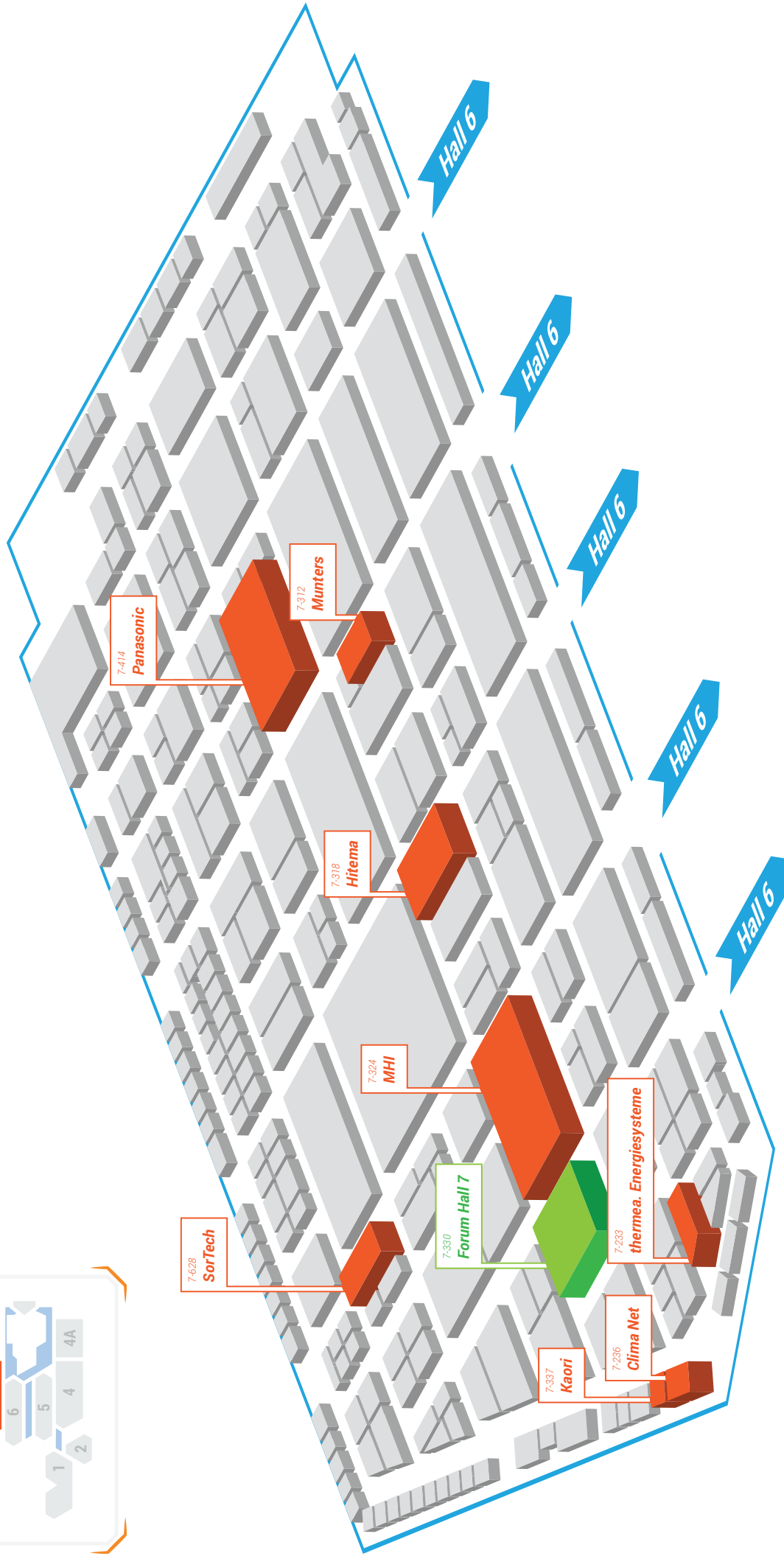
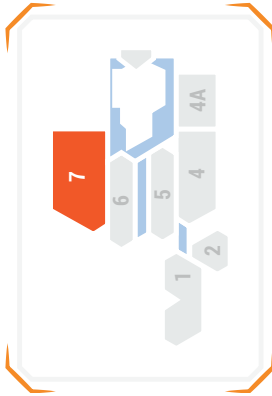


HALL 7





sustain our atmosphere

ABOUT THE AUTHORS



MARC CHASSEROT

Publisher / Managing Director
shecco

Marc holds degrees (incl. two Masters) in Economics, Politics, and Marketing. He has studied at the London School of Economics, INSEAD Singapore, Sciences Po Paris, and the College of Europe. He has specialised in natural refrigerants since 2003. He is an active member of ASHRAE. He founded the leading industry platforms R744.com, hydrocarbons21.com, ammonia21.com and R718.com. Since 2007 Marc is co-founder and Managing Director of shecco, an independent market development company specialised in bringing natural refrigerants 'faster to market'.



JANAINA TOPLEY LIRA

Editor
shecco

A multi-lingual communications manager, Janaina holds a Masters Degree in Environmental Technology from Imperial College London and has a broad understanding of the environment arena, with specialist knowledge of climate change related issues. Prior to joining shecco she worked in research, policy analysis, and events organisation in the NGO sector. Now managing shecco's media and publications department, Janaina develops and delivers marketing and communications campaigns to promote climate friendly HVAC&R technologies.



FRANZISKA MENTEN

Author / Managing Director
beatPlus GmbH

As a new part of the shecco group, beatPlus GmbH is a Berlin-based creative agency for branding & design, digital solutions and events for green and sustainable projects. Before co-founding beatPlus, Franziska worked as Events and Marketing Manager at shecco. She has over five years of professional experience in the field of climate-friendly technologies with a concentration in natural refrigerants. Franziska holds a Master's degree in Business and Economics from Humboldt University in Berlin and a degree in Management from Bordeaux Business School.



MEHDI BOUHJAR

Head of Design
shecco

As far as he can remember, Mehdi has always loved drawing, building, design, and crafting things. As soon as he got the opportunity, he chose to pursue a career as a graphic designer. Identifying and understanding the user's needs, then finding the right visual solution is fascinating to him. Over the past 7 years Mehdi has had the opportunity to sharpen his skills in various businesses in Europe, Canada and Australia. These experiences have allowed him to really understand and apply the creative process. He is applying this knowledge every day.

Natural Refrigerants Faster to Market

shecco is a market development specialist helping companies worldwide to bring their climate friendly solutions faster to market.

Within the HVAC&R (heating, ventilation, air conditioning and refrigeration) industry we specialise in the natural refrigerants CO₂, hydrocarbons, ammonia, air and water.

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.

PROMOTING YOUR SOLUTIONS

Through media and publications, including the world's leading online industry platforms for the natural refrigerants CO₂, hydrocarbons, ammonia and water (add logos), and our catalogue of dedicated research reports, the GUIDES.

MEETING THE EXPERTS

Through our international ATMosphere events, created to bring policy-makers, end users and industry together to find ways to "bring natural refrigerants faster to market?"

DEVELOPING YOUR BUSINESS

Through our tailor-made market research and public affairs services including, issue tracking, SWOT, market forecasts, and consultancy

AMONGST OUR 100+ PARTNERS

Advansor, GEA, Carrier, SANDEN, Parker, Mayekawa, Danfoss, Hillphoenix, Johnson Controls, Linde Group, Alfa Laval, Emerson, Dorin, Embraco, Bitzer, Grundfos, SWEP, Star, Temptrite, Hansen, Green & Cool, Systems LMP, Carnot, CIMCO, AHT, Mistubishi Heavy Industries, scop, BAC, Tecumseh

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