

## PRESS RELEASE

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### **CONNECTING Experts: Planned collaboration between Chillventa and China Refrigeration**

- **Chillventa and China Refrigeration initiate extensive marketing collaboration**

**The organisers of Chillventa, the leading exhibition for refrigeration, AC, ventilation and heat pumps, and China Refrigeration, the key event in China for HVAC&R, have agreed to work more closely together from 2016. The aim is to develop common trade fair themes internationally and establish them in the respective markets. The idea for this initiative was prompted by the longstanding business relationship between the two parties. The concept for the partnership is based on a comprehensive marketing mix that will once again focus on "CONNECTING EXPERTS".**

For many years, NürnbergMesse has been successfully organising and developing a large pavilion at China Refrigeration. For two years this has gone under the name "European Pavilion – powered by Chillventa". The pavilion introduces a mix of European and international companies to the professional community in Asia. China Refrigeration will take place in Beijing in spring, from 7 to 9 April 2016. Since it was launched in 2008, Chillventa has grown to become the leading international exhibition and biggest event in the refrigeration sector. Featuring the usual air conditioning, ventilation and heat pump segments, Chillventa will be held in Nuremberg from 11 to 13 October 2016.

Alexander Stein, Executive Director Chillventa, underlines the importance of the alliance between the two events: "We are delighted to have agreed on this marketing collaboration with China Refrigeration, which will be conducted in a spirit of partnership to be expedient and fruitful for both parties. NürnbergMesse has been operating successfully in the Chinese market for many years. This was one of the main reasons for establishing NürnbergMesse China eight years ago. We are confident that this joint venture will be a success for both parties and are looking forward to working closely with the Chinese Association of Refrigeration (CAR), the China Refrigeration and Air-conditioning Industry Association (CRAA), China Council for the Promotion of International Trade, Beijing Sub-council (CCPIT Beijing) and their successful China Refrigeration."

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Jin Jiawei, Secretary General of the Chinese Association of Refrigeration (CAR) is equally positive: “The collaboration between Chillventa and China Refrigeration is based on a longstanding strategic partnership underpinned by a spirit of mutual trust. In order to push forward Chinese HVAC&R product and technology towards the world’s market and improve the influence of Chinese manufacturing, CAR and China Refrigeration are obliged to choose an excellent international public platform and promote the Chinese enterprises’ effective participation in activities such as the academic communication as well the exhibition. In NürnbergMesse and its successful Chillventa event we have a partner we can rely on. We also see this alliance as an opportunity to create synergies and make progress together and are looking forward to the collaboration between the two events.”

### **About NürnbergMesse Group:**

NürnbergMesse is one of the 15 largest trade fair companies in the world. Its portfolio includes around 120 German and international trade fairs and congresses and about 40 sponsored pavilions at the Nuremberg venue and worldwide. Every year, around 30,000 exhibitors (International contingent of 41%) and up to 1.4 million visitors (24% international) take part in the Group’s own, partner and guest events. NürnbergMesse Group has subsidiaries in China, North America, Brazil, Italy and India. In addition, it has a network of around 50 agencies operating in more than 100 countries.

### **About CAR**

Chinese Association of Refrigeration (CAR) was founded in 1977. CAR is a national scientific organization in the field of refrigeration and air-conditioning, which is subordinated to China Association for Science and Technology (CAST). CAR formally joined in the International Institute of Refrigeration in January 1978, and became a second category member. Up to now, CAR has over 600 company members, 78 supersenior members, over 1000 senior members, over 8,000 ordinary members, over 4,000 student members, and 3 oversea members. CAR has conducted activities like facilitating domestic and international scientific communication, formulating and revising standards of the technologies and products in the field of refrigeration, initiated and successfully organized the influential China Refrigeration Expo, organized to participate the oversea international exhibitions.

### **About CRAA**

Founded in April 1989, China Refrigeration and Air-Conditioning Industry Association (CRAA) is a national non-profit industrial organization mainly representing refrigeration and air-conditioning manufacturers, as well as

research institutes, universities, associations and companies of design, installation and servicing with the principal of voluntary participation. With more than 600 members, CRAA represents the main voice of China HVAC&R industry. Holding the concept of “Pragmatism & Innovation and Harmonious Development”, CRAA is devoted itself to serving for the government, industry and its members by fully playing the role of as a bridge between government and enterprises, forwarding enterprises’ appeal to the government, preserving the legal interests of members as well as the whole industry, disciplining the industrial behaviour, maintaining the fair competition, strengthening the whole industry’s cohesion and driving the production and technical advancement to promote the innovative development of China HVAC&R industry. CRAA has been committed to providing services for the HVAC&R industry since its foundation: consulting and assisting on formulation and implementation of relative policies and regulations for the Chinese government, setting out the Five-Year Plans for China HVAC&R industry; conducting investigation in the industry and releasing Annual Report, conducting the ODS phase-out in the industry, drawing up and releasing standards; editing and publishing magazine – Refrigeration and Air-conditioning, organising domestic and international events to enhance communications and exchanges among the global industry etc.

## **About CCPIT Beijing**

CCPIT Beijing, a foreign economic and trade organization composed of representative figures, enterprises, associations and groups in Beijing’s economic and trade circle, is a mass organization managed in reference to the Civil Service Law, and a member of international organizations, i.e. the permanent member of the World Trade Center Association and the Beijing Workstation of UNIDO. Its tenet is promoting foreign trade, promoting utilization of foreign investment, promoting introduction of advanced technologies, management and talent, as well as promoting Sino-foreign economic and technological cooperation and exchanges in various forms.

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