

FULL CLOSING REPORT

Brilliant premiere

♦ 804* exhibitors and 29,490* visitors at the first event

Euphoric mood in Nürnberg: Chillventa 2008, the International Trade Fair for Refrigeration, Air Conditioning, Ventilation and Heat Pumps, celebrated a brilliant premiere from 15-17 October 2008: 29,490* trade visitors from over 90 countries were interested in the products and services offered by the 804* exhibitors from 43 countries. "It is really exceptional for a newly announced exhibition to be more or less catapulted from nought to a hundred within slightly less than two years. This is only possible if the industry closely identifies itself with a new exhibition," says a delighted Walter Hufnagel, Member of the Management Board of NürnbergMesse.

The basic tenor of the exhibitors and visitors at Chillventa was a high level of satisfaction: "The industry has presented a self-assured image at the first Chillventa, which was made clear by the size and presentation quality of many stands at the exhibition," says a pleased Gabriele Hannwacker, Exhibition Director of Chillventa. What many dedicated organizations and individual figures wanted has now been created, namely a high-quality exhibition in their field that reflects their ideas and concepts to a large extent.

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* The figures for exhibitors and visitors are checked and certified by the Society for Voluntary Control of Fair and Exhibition Statistics (FKM), Berlin.

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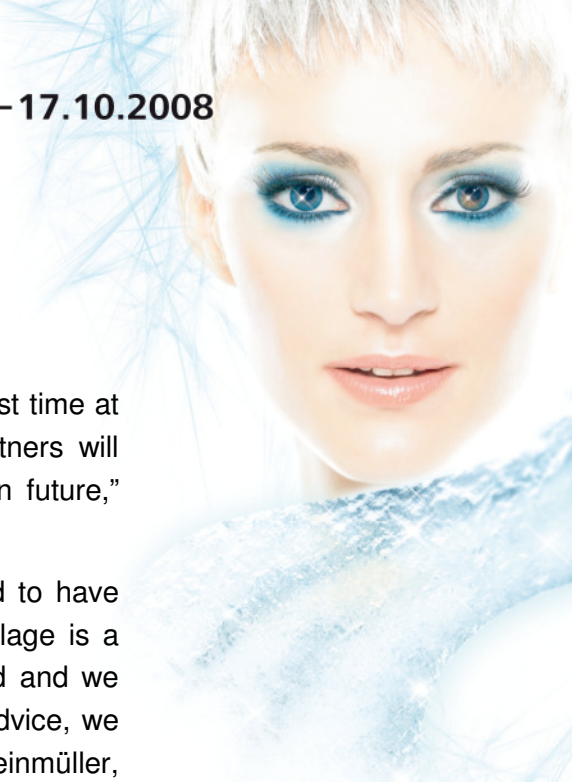
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Industrial heat pumps, which in Nürnberg were covered for the first time at an exhibition, got off to an outstanding start. “We and our partners will intensively devote our attention to this important energy topic in future,” says Walter Hufnagel.

The exhibitors in the Industrial Heat Pump Village were pleased to have found a new exhibition home at Chillventa: “The Heat Pump Village is a really good concept. There was a very big international demand and we have handed out a large amount of material. Apart from direct advice, we had many firm inquiries from sales partners,” says Helmut Steinmüller, Regional Sales, Glen Dimplex Deutschland GmbH. Josef Krenmair, Sales Central and West Region, Refrigeration, Danfoss Ges.m.b.H. also commented favourably: “The Heat Pump Village and the separate concept for heat pumps is very interesting for us. We had requests and firm inquiries for heat pumps and components. There was a particularly big interest in new products and future forecasts. Most of the visitors to our stand were producers, planners and teachers.”

The comprehensive supporting programme that started the day before the exhibition was also successful: Some 600 international participants attended the symposia and forums.

The variety of the supporting programme covered the spectrum of the international refrigeration and air conditioning industry: from absorption refrigeration, natural refrigerants, energy efficiency, heat recovery, commercial and industrial refrigeration, energy-efficient fans, refrigeration in the food trade and reduction of CO₂ in refrigeration and air conditioning systems to the use of heat pumps.

Energy efficiency – the key issue at the exhibition

The more than 800 exhibitors and the many forums and events at the first Chillventa international exhibition in Nürnberg have clearly shown that the substantial improvements in the energy efficiency of ventilation, refrigeration and air conditioning systems and heat pumps required for environmental aspects can be achieved without difficulty with modern systems, without adversely affecting the operation or performance of the systems.

This trend could be observed in all segments of Chillventa: in ventilation and air conditioning systems for office and commercial buildings, in refrigeration systems for supermarkets and industry, and in smaller air conditioning systems for single houses and apartment blocks.

Mainly responsible for efficiency improvements are the latest energy-saving plant components, the increasingly employed energy and heat recovery, and control systems that optimize the operation of ventilation, refrigeration and air conditioning plants and continually adapt them to the actual requirement. Heat pumps – including devices switchable to cooling mode – will make a considerable future contribution to achieving the environmental protection targets stipulated in many laws and regulations on energy-saving heating and air conditioning of buildings. The easily installed and comparatively low-cost heat pumps that use outside air as heat source are regarded as having especially good market prospects.

Statements by exhibitors at Chillventa 2008

“Bitzer was more than satisfied with the premiere of the new Chillventa exhibition. The mood among the exhibitors and visitors was positive and relaxed and the talks were at a recognizably high level. Bitzer achieved all the targets set for this exhibition – all the partners we had invited to Chillventa were present. The highlight for Bitzer was the presentation of the Valerius Fünfer Award to the best graduate of the year at the Karlsruhe University of Applied Sciences, which took place on our stand.”

Thomas Ernst, Director Corporate Communication at Bitzer Kältemaschinenbau GmbH, Sindelfingen, Germany

“Great praise goes to the Nürnberg exhibition company. Launching a professionally prepared exhibition in a relatively short time with such a powerful response is a great achievement. We have achieved all our targets. We reached our target groups to the greatest possible extent, although it was noticeable that there were fewer visitors from the Middle East and Far East. Apart from the totally new “stand culture” developed by the exhibitors at Chillventa, the highlight for me was the opening ceremony, whose completely new look and very relaxed atmosphere encouraged visiting the exhibition.”

Heinrich Reuß, General Manager of Bock Kältemaschinen GmbH, Frickenhausen, Germany

“The premiere of Chillventa was a complete success for us and deserves top marks. The objective and friendly atmosphere during the three days of the exhibition made it possible to hold good talks. We achieved our targets and reached our target groups well. There were several highlights, such as the opening ceremony, the forums and presentations, the exhibitors and their products – and many more.”

Manfred Seikel, Director of the Federal College of Refrigeration and Air Conditioning Technology (BFS), Maintal, Germany

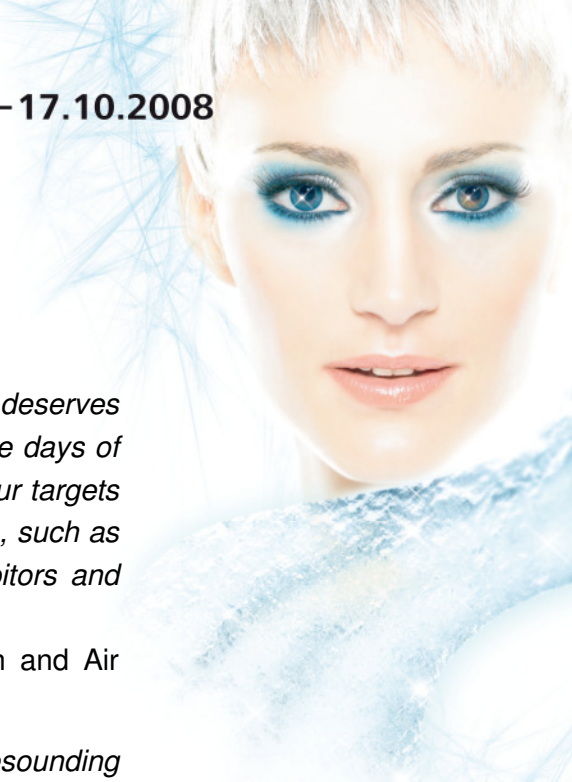
“Looking back, it must be said that the first Chillventa was a resounding success with a good mood among both exhibitors and visitors. BIV’s expectations of this exhibition were exceeded and the event was an outstanding opportunity for BIV to present its services. The highlights at Chillventa were the opening ceremony and the federal skills competition. The varied accompanying programme for the visitors should also be mentioned in this respect.”

Dipl.-Ing. Frank Heuberger, Master of the Federal Guild of German Refrigeration Plant Assemblers (BIV), Siegburg, Germany

“We are more than satisfied with the premiere of Chillventa. The second day of the exhibition always used to be the day with the most visitors, but this year our stand was full of interested visitors from the first hour of the first day. Did we reach our targets and target groups? Definitely yes! Not only the classic air conditioning clientele came, but many Altherma customers as well. Many new customers from the refrigeration segment also came to our stand. The biggest highlight of the exhibition itself was the opening ceremony! Here NürnbergMesse managed to combine information and emotion in a wonderful way.”

Xavier Feys, General Manager of DAIKIN Airconditioning Germany GmbH, Unterhaching, Germany

“Chillventa was a great success for us and even exceeded our great expectations in some segments. Worthy of special mention here are the large number of visitors and the number of talks held on the very first day of the exhibition. Our visitors were mainly proprietors/decision-makers from SMEs in plant engineering and managers from the purchasing, engineering and production areas of series equipment manufacturers, which made the quality of the talks unique. A special attraction at the exhibition was the federal skills competition, which gave us the opportunity to support BIV and



the refrigeration plant assembly trade. The varied supporting programme offered a good mix to supplement the talks with exhibitors on the stands.”

Christine Bannert, Market Communication, Danfoss GmbH Kältetechnik, Offenbach, Germany

“We are very satisfied with the exhibition. Our stand was always well visited and we received very positive feedback on the stand concept. We reached all our target groups and had good talks. We also thought the symposia attracted a good response.”

Susanne Wunsch, Communication Specialist, Emerson Climate Technologies GmbH, Aachen, Germany

“In view of the large number of visitors, the keen interest shown and the good mood at the exhibition, we are satisfied with Chillventa on the whole. We reached our target group well in the refrigeration plant assembler segment, but not all the planners. The very good promotion of Chillventa before the exhibition should also be mentioned.”

Dr.-Ing. Christian Voigt, Managing Director of Frigotechnik Handels-GmbH, Hamburg, Germany

“Güntner can look back with great satisfaction on three successful days of exhibiting with a very favourable response from the customers. Some 4,000 visitors from over 30 countries came to our stand for information about our latest products – many of them even visited the stand on several days. The highlights were our new microox® technology (aluminium heat exchanger with microchannel) and the integration of EC fan technology into a control system with Güntner motor management.”

Bernd Gantner, Managing Director of Güntner AG & Co. KG, Fürstenfeldbruck, Germany

“The national connection with Southern Germany and the emphasis on refrigeration interested us in addition to the international orientation of the event. The organization of the exhibition was perfect and NürnbergMesse has made a big effort. We were in general satisfied with our exhibiting and the interest shown in our stand. We would like to see more importance attached to air conditioning and ventilation at Chillventa.

Dr.-Ing. Christoph Kaup, Managing Partner of HOWATHERM Klimatechnik GmbH, Brücken, Germany



“The premiere of Chillventa has far exceeded our expectations. With an attractive stand and comprehensive documentation for our individual fields of business, we managed to approach all our target groups. This is also reflected in a large share of first-time contacts on our stand – over 70 % of the visitors. My highlights at the exhibition include the entertaining and emotional opening ceremony of Chillventa.”

Gert Kehle, General Manager of ILKAZELL Isoliertechnik GmbH, Zwickau, Germany

“We were extremely satisfied with the first Chillventa, as the number of visitors far exceeded previous exhibitions, the mood of the exhibitors and customers reflected nothing of the present economic situation and we were able to present our exhibition highlights – the high-temperature heat pump with water as refrigerant and our METASYS Building Management System – in a fresh, future-orientated exhibition setting.”

Friedhelm Körner, General Manager, Johnson Controls Systems & Service GmbH, Mannheim, Germany

“The premiere of Chillventa was a success. Both the number of visitors and exhibitors and the customary excellent organization by NürnbergMesse was a reminder of best times. The confident presence of the craft trade associations and the broad choice of presentations made our customers feel at home. We welcomed many customers and presented our products, so we more than achieved our target. We had hoped to see more staff from consultant engineers, since, as announced, many exhibitors had particularly promoted this group of customers.”

Dipl.-Ing. Hans-Joachim Socher, General Manager of Walter Meier (Klima Deutschland) GmbH, Garching, Germany

“The strongly growing demand for heat pumps in the power range from 100 to 1,000 kW made exhibiting at Chillventa a must. But the demand for our products exceeded our expectations. The trend is also apparent that the talks are not used to provide more basic knowledge of heat pumps, but rather to discuss firm projects and detailed solutions. A majority of our target groups were present at the exhibition and the highlight was definitely the Heat Pump Village.”

Karl Ochsner, Managing Director of OCHSNER Wärmepumpen GmbH, Haag, Austria





“Chillventa was a thoroughly successful get-together for the refrigeration and air conditioning industry, with a definitely noticeable primary orientation of the exhibitors and exhibition company to the refrigeration and air conditioning market. We as exhibitor were more than satisfied with the number of visitors throughout the exhibition. The smooth handling of the exhibition by the exhibition company deserves special mention.”

Thomas Millbrodt, Managing Partner, REISS KÄLTE-KLIMA GmbH & Co. KG, Offenbach, Germany

“Establishing a new exhibition on the market was an enormous challenge for NürnbergMesse as organizer, but also for all exhibitors. The many international contacts confirmed the successful and smooth transition to Chillventa, the new leading exhibition. The varied supporting programme and the whole organization – before and during the exhibition – were extremely satisfactory and the Chillventa premiere was a complete success for the Rosenberg Group! We look forward to Chillventa 2010!”

Karl Rosenberg, Managing Director of Rosenberg Ventilatoren GmbH, Künzelsau, Germany

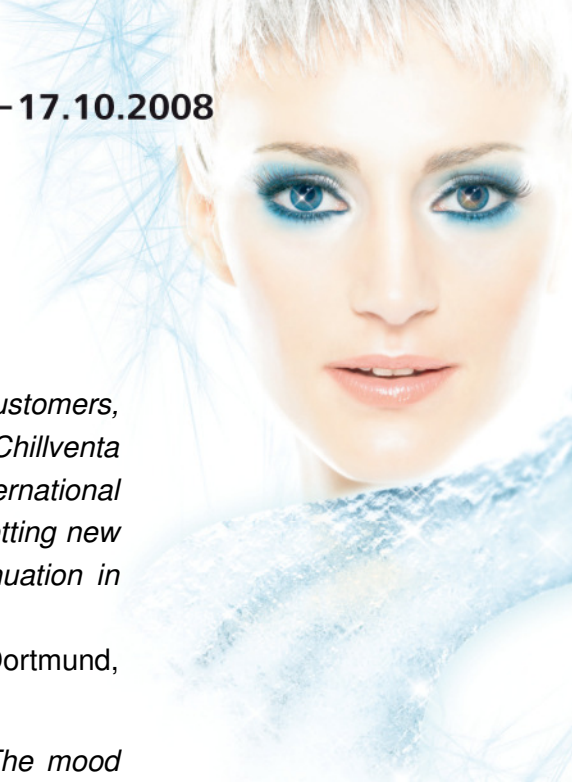
“Chillventa was overall a great success for me and for RÜTGERS/McQuay. Congratulations to the organizers. Our stand was visited by many visitors from Germany and abroad on all days of the event and surprisingly on the Friday afternoon as well. We are completely satisfied.”

Josef Neuberger, General Manager of RÜTGERS GmbH & Co. KG KÄLTE KLIMA, Mannheim, Germany

“The crowd of visitors was phenomenal. We think the reason for this is the combination of curiosity about the new exhibition and the two-year cycle. The quality and number of customer visits was very favourable and we had good talks with numerous visitors on our stand. We also made contacts with new customers. The highlight of this exhibition in our view was Chillventa itself with its new appealing image.”

Dipl.-Kff. Anette Schießl, Managing Director of Robert Schiessl GmbH, Oberhaching, Germany

“We can generally say that our expectations have been totally fulfilled. First as far as the large share of international exhibitors and visitors is concerned, second due to the presence of a good number of OEMs in the segments of refrigeration and air conditioning applications and heat pumps. The number of visitors was very good, particularly on the second day.



Chillventa was an ideal marketplace for meeting our target customers, presenting new products and discussing the future together. So Chillventa has succeeded in continuing the traditions of a leading international exhibition for the refrigeration and air conditioning industry and setting new trends for heat pumps. We look forward to a successful continuation in 2010!"

Gero Böhmer, Director Sales Germany Industry at WILO SE, Dortmund, Germany

"Our expectations of Chillventa have been thoroughly fulfilled. The mood among the visitors and exhibitors was extremely good and relaxed. The new exhibition with its overall concept has been accepted in the market and has great potential for the future. We felt at home at the exhibition and in Nürnberg. Our stand was very well visited non-stop on all three days of the exhibition by a mix of visitors from the craft trades, industry and planning. The time was marked by extremely intensive talks on new ideas, technologies and trends in refrigeration, air conditioning and building services. Chillventa was a super exhibition for contacts and the optimum platform for presenting our innovative system solutions. Chillventa was the exhibition highlight of the industry for me."

Jean Bartko, Product Manager of Wurm Systeme GmbH & Co. KG, Remscheid, Germany

"Seldom has a new exhibition got off to such a good start as Chillventa 2008. It was a smooth continuation of earlier successes. With its usual professionalism, the Nürnberg exhibition company has provided the general conditions so that every exhibitor should actually be satisfied. The marketing and preliminary reporting successfully reached most of the target groups and ultimately ensured a very encouraging number of visitors. The exhibitors and exhibition company have apparently cooperated well. Ziehl-Abegg was very satisfied with the exhibition."

Peter Fenkl, Chief Executive Officer of Ziehl-Abegg AG, Künzelsau, Germany

"From the number of events exhibitors arranged for customers and press, it certainly appeared that all of the German manufacturer community wanted Chillventa to be a success. The momentum had been building for two years, and when the gates to the fair opened on Wednesday all the



excitement and enthusiasm broke loose. It really did appear as if the industry was united in a common cause.

One thing a North American is struck by when visiting fairs in Europe and especially in Germany, the undisputed kingdom of trade fairs, is the time spent by visitors at trade fairs and the quality of face-to-face communication received in the stands. Greeting visitors are not just marketing representatives but engineers who explain the use of equipment in systems and applications. This was certainly true at Chillventa.

In terms of technology presented, of course the greater acceptance of natural refrigerants in Germany is of interest to North Americans. Also, advanced compressor designs offering options other than screw compressors and improved heat exchanger design drew long conversations. Like they do at the ASHRAE show in the States, manufacturers chose Chillventa as the place to unveil what is new and to reinforce their corporate brand.”

W. Stephen Comstock, Publisher/Director of Publications & Education
American Society of Heating, Refrigerating and Air-Conditioning Engineers,
Inc., (ASHRAE), USA

The next Chillventa takes place in Nürnberg from 13-15 October 2010.

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