

# ATW Warms Cold European Market

## — A Review of MCE 2010 in Milan, Italy

Mostra Convegno Expocomfort (MCE) 2010 was held from March 23 to 27 in Milan, Italy. The cosmopolitan venue offered opportunities meet and do business with HVAC professionals from different cultures and find the latest in technology and design. More than 2,300 companies showcased their hottest product offerings during the expo. Of these, 900 companies were from overseas, with active participation this year by a number of companies from China, the United States, and Turkey.

Technology played an important role at the expo. Innovation, comfort, energy efficiency and energy savings were common themes running throughout the MCE's four zones of heating, cooling, water, and energy. The heating zone was the most prominent of the four and boasted the largest floor space.

European boiler manufacturers displayed a variety of boilers and micro-cogeneration systems. Some of them also showcased air-to-water heat pump water heaters (ATW).

Asian manufacturers, including Japanese manufacturers, also brought their ATW products to the expo. Daikin displayed its Altherma series, Mitsubishi Electric (Melco) had its Ecodan

series, Sanyo showed off its CO<sub>2</sub> Eco Cute, Panasonic promoted its Aquarea series, Mitsubishi Heavy Industries (MHI) offered its Hydrolution series, and Toshiba Carrier focused on its Estia series.

LG and Samsung from South Korea also showcased their ATW products. LG displayed its Therma V commercial series and Samsung exhibited its multi-purpose system that can provide cooling, heating, and sanitary hot water. Samsung established its Digital Air Solutions Division to focus more intensively on the HVAC industry.

Chinese manufacturers offered their ATW products as well. Some small Chinese companies have begun production of ATW products with the aim of expanding business in the European market.

In residential AC products, Asian manufacturers highlighted stylish designs intended to attract discriminating European customers. The aforementioned Japanese and South Korean manufacturers as well as Chinese manufacturers, all highlighted new models of residential products, most equipped with DC inverter technology. In VRF products, some heat recovery

systems were also on display. In central air conditioning systems, McQuay displayed its high-efficiency WME series centrifugal chiller featuring bearings that use magnetic levitation (1,400 to 1,900 kW). Shuangliang and other absorption air conditioner manufacturers from China exhibited waste heat driven absorption chillers.

Titled 'Next Energy,' the energy area was in its fifth edition. It represents the essence of MCE's philosophy: to anticipate new trends in the sector and create opportunities for growth and new market scenarios. Next Energy has become an international event that promotes the concept of architectural spaces as 'technological machines' designed to offer comfort, efficiency, and energy savings while balancing the needs of man and the environment. Organized with the support of a scientific committee comprised of esteemed experts in the sector, Next Energy is also a valuable opportunity for scientific learning with events that focus on the relationship between business and environmental conservation.

The European air conditioning market experienced a 20% decline

in sales in 2009. In some countries such as Spain, the drop was more than 50%. Italy, one of the most important markets in Europe, saw its market size shrink considerably due to a slowdown in infrastructure construction. The European market seems to be on a slower recovery track than expected, and there is still no clear indication that the market will experience an upturn in the short term. Nevertheless, the large amount of ATW products displayed at MCE 2010 caused many industry insiders to predict that sales of ATW products may experience growth in 2010. This in turn could signal a new round of growth in other air conditioning segments in Europe.

## Photo Report



**LU-VE**— introduced its new range of XDHV and XDHL single-row air cooled condensers and dry coolers. Their features are: more efficient grooved tubes, a greater number of available solutions and new energy-saving high performance fans. These ranges will be immediately available also in versions with Dry & Spray and Water Spray System.

And one more highlight of LU-VE is the new Mega Giant XXLD Dry Coolers. It was displayed at LU-VE factory for visitors.