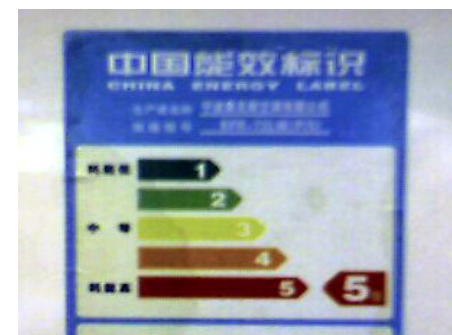
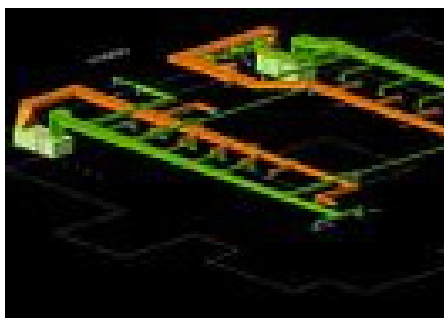


The China Green HVAC Market

Product Briefing

Contents

- Product Overview
- Market Snapshot
- Market Dynamics
- Drivers and Inhibitors
- Purchasing the Study



The China Green HVAC Market – Product Overview

Green HVAC in China

This LPS provides an in-depth understanding of the market for energy efficient and environmentally friendly “Green” HVAC product in Mainland China.



The report is based on a study of the production, sales, distribution and application of five products that are representative of all green HVAC products across multiple regions and industry sectors (target market). A quantitative and qualitative assessment of the following are included:

- Market Figures
- Competitive Analysis
- Channel Analysis
- Analysis by Product Segment
- Growth Rates & Forecasts
- Market Opportunities

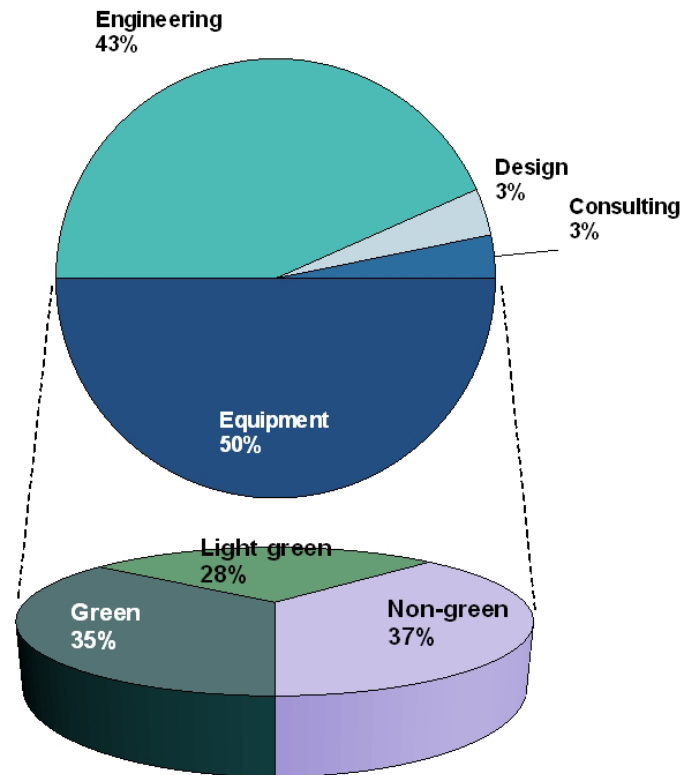
The following figure shows a breakdown of the interviews conducted for this study.

Interviewed Companies include:	
AAF	Fuerda
Arotor	Hitachi
Bright	Honeywell
Bri-way	ShuangLiang
Broad	Kawasaki
Carrier	LS
Climaveneta	McQuay
Danfoss	Sanyo
Dunham-Bush	Siemens
Ebara	Trane
Emerson	Tongfang

Interview Sampling

Target Groups	Companies (No.)
Suppliers	48
Channel & Influencer	32
Other	7
Total	87

China’s surging construction industry is driving double digit growth rates in the multibillion dollar market for green HVAC. However, uneven demand, regulation, and public awareness are limiting penetration. Most suppliers expect prices to decline by around 5%.



Definitions

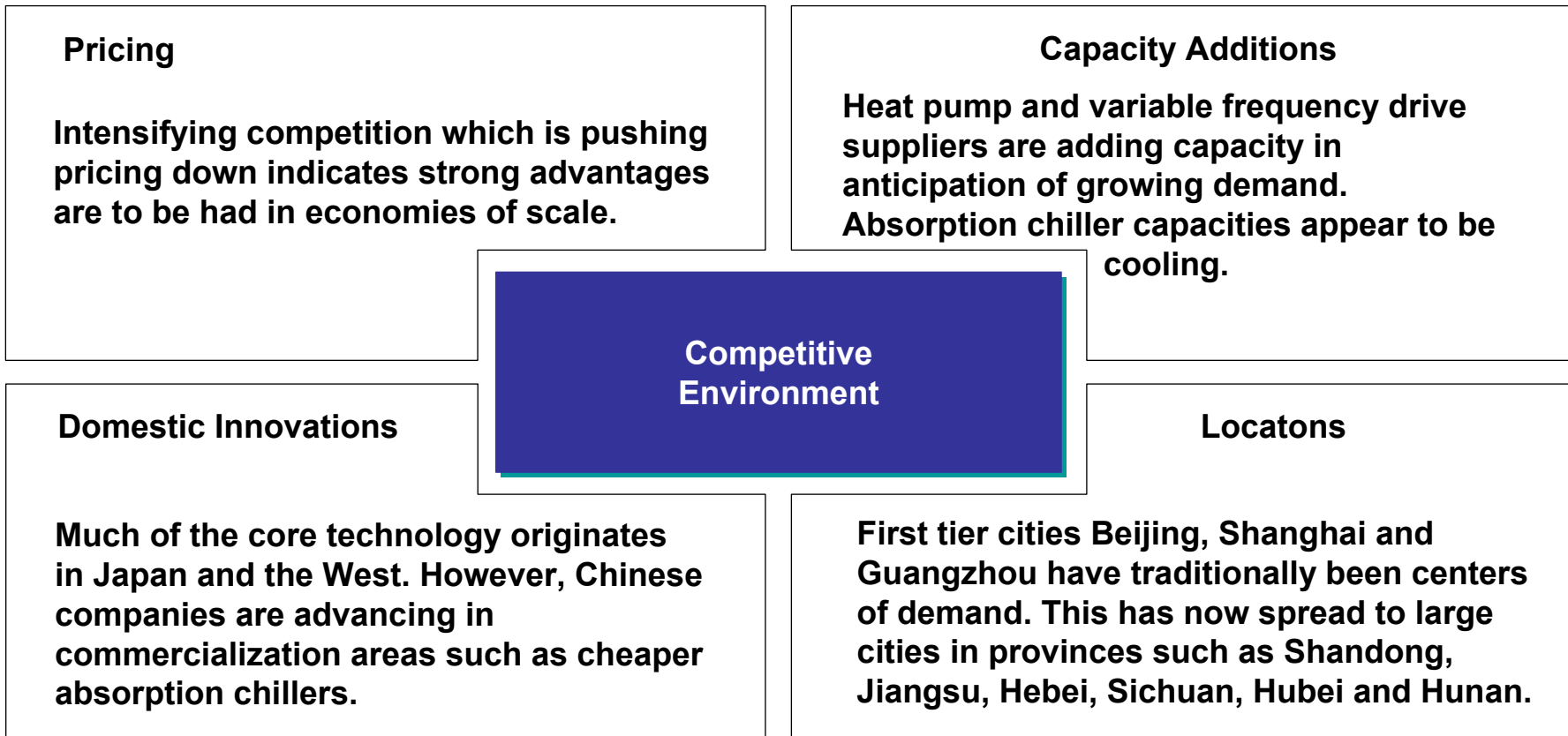
- **Deep Green.** HVAC equipment that is primarily designed to contribute toward energy conservation and minimize environmental degradation.
- **Light Green.** Equipment that indirectly or partially contribute to lower energy consumption or are sub-best-in-class.
- **Target Market.** Green HVAC market in China is exclusive of exports. Must be high-end, or best-in-class products and they must contribute toward energy conservation during use.

This ‘basket of goods’ comprises: Absorption Chillers, Variable Frequency Drives (VFD), Ground Source Heat Pumps, Energy Recovery Wheels, and Electronic Air Cleaners (EAC).

Market Dynamics “fast payback timeframes are essential”

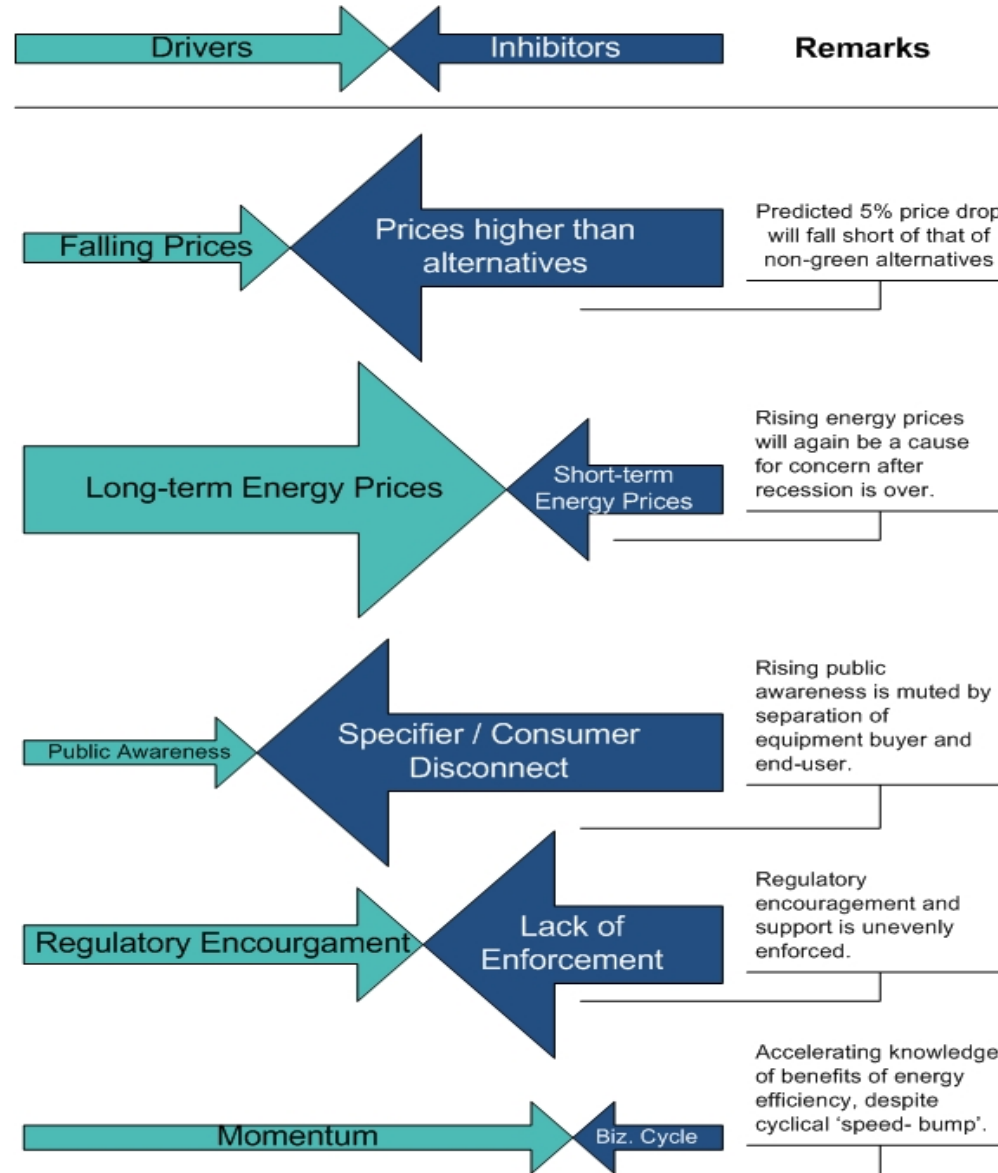


Customers prefer cheap, modular, green HVAC components and are turning away from big equipment with long payback periods. In this tightening real-estate market, developers’ horizons are shortened from years to months, and immediate, low risk economic gain are the dominant purchasing criteria.



Drivers & Inhibitors

“regulation drives, participant disconnect inhibits”



Purchasing the Study



This Study is priced at:

Complete Study:	RMB 19,700	Executive Summary:	RMB 8,650
Aggregate Analysis:	RMB 13,400	Supplier Profiles:	RMB 11,530
Competitive Analysis:	RMB 9,270	Influencer Analysis:	RMB 8,140
Product Segments Analysis (each):	RMB 7,250		<i>Plus Tax</i>

Major areas covered include:

- Market size and shares
- Five-year Projections
- Market Structure
- New vs Replacement sales
- Pricing trends
- Distribution
- Consumption
- Assessment of key suppliers

Contact:

Beijing

No., 2 Jiuxianqiao Rd.
Chaoyang District, P.O. Box 8502
Beijing, China 100015
T: 86-10-5978-9958 (ext. 822)

Shanghai

Room 10A3 Yu Jia Building
No. 1336 Huashan Rd.
Shanghai, China 200052
86-21-6213-1036

LPS@GCiS.com.cn