# ASERCOM to host annual convention focusing on industry challenges and insights



The Association of European Component Manufacturers (ASERCOM) is set to hold its annual convention on 24 January 2025 in Brussels, Belgium. This flagship event will focus on **policy, market insights,** and **challenges** within the refrigeration, air conditioning, and heat pump (RACHP) industry.

ASERCOM president Marco Masini highlighted the convention's intent by stating, “This year’s programme reflects a deliberate focus on connecting strategic discussions with real-world challenges.” Masini emphasised that the convention aims to provide actionable insights by addressing **not just policy and market trends**, but also **the practical hurdles** faced by industry participants and installers on the ground.

The agenda for the convention will feature a variety of sessions, including an overview of ASERCOM’s achievements in **brand awareness**, a look into the **EU political environment**, and **key insights** into medium- to long-term policies that will affect the sector.

Significant discussions are expected around **sustainability** and **fair competition**, both of which will be framed under the ESG (Environmental, Social, and Governance) umbrella. Additional topics include **refrigerants** and **polymers**, which present regulatory challenges for the industry.

Industry experts will address **emerging trends** and **technologies**, particularly focusing on the future of heat pumps and the implications of the newly adopted **F-gas regulation**. Moreover, the role of **certification** in fostering a **sustainable** and **competitive industry** will be a key point of discussion. Participants will also hear insights on **cybersecurity** and **grid stability**, both of which are crucial for enabling efficient RACHP applications.

A dedicated **Challenges** section will confront pressing issues including **manpower** and **skills shortages** in the sector, spotlighting potential solutions related to training, safety, and certification processes. Additionally, discussions surrounding **manufacturer liability** are anticipated, alongside updates on standards that ensure compliance and safety for RACHP components.

For those unable to attend in person, online participation options remain available via the ASERCOM website, allowing broader access to the convention's insights and discussions.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

* <https://www.asercom.org/convention-2025/> - Provides details on the ASERCOM Convention 2025, including the date, location, and agenda, which supports the information about the event's focus on policy, market insights, and challenges.
* <https://www.asercom.org/convention-2025/> - Outlines the agenda for the convention, including sessions on ASERCOM’s achievements in brand awareness, EU political environment, and medium- to long-term policies.
* <https://www.asercom.org/convention-2025/> - Discusses significant topics such as sustainability, fair competition under the ESG umbrella, refrigerants, and polymers, which are regulatory challenges for the industry.
* <https://www.asercom.org/convention-2025/> - Highlights industry experts addressing emerging trends and technologies, particularly the future of heat pumps and the implications of the F-gas regulation.
* <https://www.asercom.org/convention-2025/> - Mentions the role of certification in fostering a sustainable and competitive industry, as well as discussions on cybersecurity and grid stability.
* <https://www.asercom.org/convention-2025/> - Addresses the challenges section, including manpower and skills shortages, and discussions on manufacturer liability and updates on RACHP component standards.
* <https://www.asercom.org/> - Provides general information about ASERCOM, its mission, and its activities, which contextually supports the convention's goals and focus areas.
* <https://www.coolingpost.com/training/asercom-convention-looks-to-the-future/> - Describes the ASERCOM Convention 2025 as the flagship event for the RACHP industry, focusing on future-oriented discussions and practical challenges.
* <https://www.asercom.org/convention-2025/> - Confirms the availability of online participation options for those unable to attend the convention in person.
* <https://www.asercom.org/convention-2025/> - Details the convention's structure around strategic discussions and real-world challenges, aligning with Marco Masini's statement on the event's intent.
* <https://www.coolingpost.com/training/asercom-convention-looks-to-the-future/> - Please view link - unable to able to access data