

Fujitsu General Showcases the GENERAL Brand at MCE 2024, a Product and Technology Trade Show in Italy

Accelerating the development of the total air-conditioning business in the Italian market with a new product launch

Fujitsu General (Italia) S.p.A., a Fujitsu General Group subsidiary responsible for sales activities in the Italian market, will join the MCE 2024 (Mostra Convegno Expocomfort). The event is an international comprehensive trade show on industrial technologies to be held in Milan, Italy, from March 12 to 15, 2024 (local time). There, we will showcase GENERAL, one of our air conditioner brands for international markets, and new products scheduled to be launched in 2024.

The annual demand for air conditioners in the Italian market is more than 1.8 million units. In recent years, the market has become increasingly environmentally conscious, with stricter regulations aimed at protecting the environment. Against this backdrop, we have introduced the GENERAL brand to Italy, and are focusing on expanding sales in the commercial market.

At this trade show, we will also present new products such as wall-mounted air conditioners with improved energy-saving performance, VRF products that use the low GWP refrigerant R32, and models that pursue design excellence. In addition, a chiller that is suitable for air conditioning in large-scale facilities will also be showcased to strongly promote our systematic air conditioning business.

The Fujitsu General Group is dedicated to "Sustainable Management." This means working to shape a more sustainable society through our business activities, together with our customers. One of our key themes in this effort is "Harmonious Coexistence with our Planet." Through our participation in this trade show, we will showcase our new products that contribute to solving social issues. We will also promote the GENERAL brand that offers comprehensive air conditioning solutions in the Italian market to further accelerate our business development.

[Outline of MCE 2024]

Date:	March 12 to 15, 2024 (local time)
No. of expected visitors:	Approx. 160,000 (approx. 90,000 in 2022)
No. of participating companies:	Approx. 2,400
Venue:	Fiera Milano (Italy)
Booth:	HALL 7 STAND E41
Official website:	www.mcexpomfort.it/en-gb.html



GENERAL brand booth (designer's image)

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[Our portfolio of environmentally friendly products]

This trade show will feature Fujitsu General's new products scheduled for launch in 2024. The KG Series of wall-mounted air conditioners with improved energy efficiency will contribute to the European market's efforts to promote energy conservation and environmental protection. Furthermore, the VRF J-VS Series uses the R32 refrigerant, which has a lower global warming potential than conventional refrigerants, reducing the impact on global warming.

By actively introducing these new products that reduce environmental burdens, we will continue to promote our commitment to achieving a sustainable society.



KG Series wall-mounted air conditioner with improved energy-saving performance



VRF J-VS Series with R32 refrigerant

[Our new products pursuing design excellence]

Here we introduce new products that pursue design excellence by reflecting local tastes. A wall-mounted controller for air conditioners, with a mirror-like texture and intuitive operability, will be displayed for the first time under the GENERAL brand*1.

The new KM Series of wall-mounted air conditioners will also be presented. The indoor unit and remote control in matte "soft black" color offer a natural warmth. They are designed to fit in with the interior of various living spaces in Europe, meeting the different needs of customers.



Wall-mounted controller for air conditioners



New KM Series model with soft black color

*1 Production for the North American market started in January 2023 under the brand name of AIRSTAGE.

[About the trademarks]

* GENERAL is a registered trademark of Fujitsu General Limited.