



# Fresh Air

Daikin Middle East and Africa



## Table of contents

Chairman's Message	4
Top Highlights of 2022	6
Industry Events	11
Grow together	14
Gulf switches to more energy efficient cooling solutions	16
Investing in sustainable partnerships	20
Healthy Air	24
What are the influencers saying?	28

# Chairman's Message

Since the establishment of Daikin MEA in 2006, we have strived to uphold our mission of contributing to each market we operate in. With our constant efforts for growth, investments, and dedication to the MEA, we have significantly grown in the region over the last decade.

As you know, localization and sustainability are at the heart of Daikin Middle East and Africa. The company has been expanding its footprint and business network across the region while doing what we do best - providing comfort while creating value with air while supporting human health by challenging ourselves to achieve carbon neutrality.

Moving forward, Daikin will reinforce its commitment to making strategic investments for growth, while still living up to our promise of giving back to society. New investments, partnerships, and setting up new sales offices, training, and service centres, remain our cards of expansion. And will further strengthen our business structure by working alongside governments and companies to support and accelerate their efforts toward minimizing environmental impact through our products and solutions. We will keep our promise to contribute to nurturing and empowering the skills of the local talent at every step of our expansion.

Our core mission in the region remains to deliver high-quality and clean indoor air and promote comfortable living with unrivaled energy efficiency solutions that are flexible, scalable, and cost-efficient for our customers. We have reiterated our commitment to innovation, sustainability, food security, and safety in the region. We will continue



**Masaaki Miyatake;**  
**Chairman & President;**  
**Daikin Middle East & Africa**

to promote our energy-efficient air conditioners and refrigerants that are not just the latest innovative solutions for healthy living but also reduce carbon footprint as a part of our long-term Environmental Vision 2050.

2023 is a landmark year for the UAE. Declared the Year of Sustainability by His Highness Sheikh Mohamed bin Zayed Al Nahyan, the President of the United Arab Emirates and Ruler of Abu Dhabi. The UAE is the host to the UN's Climate Change Conference

(UNFCCC COP28) for the first time, this year will be full of opportunities for all stakeholders to come together to drive the transition towards decarbonization across the entire region.

With global demand for cooling expected to triple by 2050 and air conditioning accounting for up to 70% of a building's total energy consumption, sustainable cooling technologies today are crucial. It is our responsibility to reduce our consumption of energy as the demand for cooling and power increases. We can achieve this by using high-efficiency inverter air conditioners and low global warming refrigerants, which can reduce the environmental and climate impacts of air conditioning by up to 50% through reduced power consumption. Additionally, we

should focus on the longevity of refrigerators by implementing periodic maintenance and retrofitting units, which can support a circular economy.

To meet critical regional net zero goals, it is essential to prioritize air-conditioning and building cooling on the agenda. Let's commit to collaboration and working together to achieve climate goals. Thank you for your support and partnership, and we look forward to continuing to work together and strengthen our relations to create a more sustainable and comfortable future for the next generation of the Middle East and Africa.



# Top Highlights

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## of 2022



April 2022

## Ramadan celebration

with Iftar gatherings

To strengthen Daikin's relationship with its customers, the company organized an Iftar during the holy month of Ramadan. Daikin takes pride in its customers and their contributions to the success of the company. To recognize their efforts, an Iftar was hosted for the customers to thank them for their efforts and support and for being valued partners.



May 2022

## Hotel Show Dubai 2022

Spearheading Sustainability agenda

Daikin Middle East and Africa spearheaded the conversation around the hospitality industry's sustainability agenda at the Hotel Show Dubai 2022. We led a keynote session at the show under The Hospitality Engineers Middle East Annual Conference within the theme of Net-Zero Hospitality on the topic of 'Going Green with Chillers and Heat Pumps as upcoming methods of Hot Water Production.'

For more information, click [HERE](#)



June 2022

## Net Zero by 2050

One step closer

Daikin Middle East and Africa moved closer to its Net Zero by 2050 Target with the launch of a new solar plant at its headquarters in Dubai. The project is made possible with a solar lease from Yellow Door Energy, a UAE-based sustainable energy provider for businesses.



July 2022

## First Shop in Nigeria

Closer to the Market

The Nigerian market is rapidly adopting new technologies and Daikin Middle East and Africa is constantly making efforts to promote a healthy living environment. As a part of the localization strategy, the company opened its first Brand Shop in Nigeria, in partnership with ACE Solutions, our Authorized Dealer. With Daikin & ACE professionals on-site, the new store is an extension of Daikin's expertise, paving the path to access high-quality HVAC-R systems in the country.

For more information, click [HERE](#)



August 2022

## Leading on VRV systems

Investing to meet industry demands

Daikin witnessed the rising demand for VRV systems globally, which is expected to reach US\$ 29.2 bn. by 2027. To respond to the demand in a flexible manner and reduce supply lead times, Daikin made a strategic move to manufacturing closer to the regional markets. The company invested 13 million euros to start the production of VRV systems for the Middle East at its new factory in Turkey.



September 2022

## 1st Training Centre in Nigeria

In partnership with ETIWA TECH LTD/GTE, Daikin Middle East and Africa has established our first training center in Nigeria with the aim of expanding our expertise and know-how to further build the skills and knowledge in the growing African market. We consider that building a generation of well-equipped technicians and installers in Nigeria is an essential step towards transforming our environment into a cleaner and more sustainable space for our customers.

For more information, click [HERE](#)



December 2022

## Nigeria's Renewable Energy Daikin, Panaserv and Arnergy partnership agreement

To meet Nigeria's energy needs by delivering reliable electricity to power various quality lifestyle appliances including air conditioning, and commercial equipment, Daikin Middle East and Africa Panaserv, and Arnergy to promote its environmentally sustainable HVAC solutions across Nigeria.



October 2022

## Expanding in KSA Conquering Saudi Arabia's market step by step

Daikin Middle East and Africa opened its first factory in the Kingdom of Saudi Arabia which is 48,010 square meters big and located in Sudair Industrial City, 150km from Riyadh. The factory is a custom-built premise as a part of the company's five-year integration and industrial growth plan for Saudi Arabia & the region. In line with the Kingdom's Vision 2030 objectives, the facility is supporting national energy efficiency and sustainability goals while creating vital job opportunities and supporting the Kingdom's economic growth.

For more information, click [HERE](#)



# Total Sustainable Solutions

Providing enhanced air quality while delivering powerful, sustainable and cost-efficient solutions

As a company that prides itself on providing solutions with air, Daikin continues to pursue and create new value with air. With 100 years of experience in the industry, Daikin is a leading global manufacturer of Heating, Ventilation, Air Conditioning & Refrigeration (HVAC-R) solutions. Our products and solutions are well known for quality, reliability, and being environmentally friendly. We are setting new standards in indoor comfort living with unrivalled energy efficiency solutions that are flexible, scalable, and cost-efficient for our customers.



November 2022

## Gulfood Manufacturing 2022 Addressing food security, and safety

At Gulfood Manufacturing 2022, Daikin Middle East and Africa addressed the importance of cold-chain solutions to the food security and safety industry and led the show by unveiling its innovative yet sustainable new Monoblock refrigeration solution. For the growth of the regional food manufacturing industry, it is critical that cold chain solutions meet energy efficiency and sustainability standard- the new Monoblock will enable small and medium-sized businesses to enjoy Daikin's effective, reliable, and sustainable refrigerant solution.

For more information, click [HERE](#)

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# Industry Events

(The Hotel Show and Gulfood Manufacturing)

Identifying market challenges and converting them into opportunities is something that every business should strategize if they want to serve the local community. Daikin strongly believes in localization and protecting the environment and community where we operate. There couldn't be a better platform than The Hotel Show and Gulfood Manufacturing to discuss the company's success and lay the groundwork for a better future with all our customers, partners, dealers, stakeholder, and staff.

We participated in many events around the year, but The Hotel Show that took place in Dubai in May 2022 was an exhibition where we not just did business but also spearheaded the sustainability agenda. Lorenzo Cipriani, Regional Consulting Sales Manager at Daikin Middle East and Africa presented a keynote session at The Hospitality Engineers Middle East Annual Conference under the theme of Net-Zero Hospitality on the topic of 'Going Green with Chillers and Heat Pumps as upcoming methods of Hot Water Production.' During the session, Lorenzo explored the various methods and technologies of producing hot water for the hospitality industry while emphasizing the significance of reducing direct and indirect emissions. He then went on to discuss the process of heating water through the use of refrigerant cycle machines while demonstrating the benefits of heat pumps over conventional electric water heaters and boilers. He also commended Dubai's Carbon Abatement Strategy 2030 and further explained that systems such as heat pumps and chillers efficiently use electricity as a low-carbon solution to reduce carbon emissions.

At Gulfood Manufacturing 2022, it was special occasion as we participated at the show for the very first time and thanks to all our stakeholders' efforts, we were very impressed with the turn out both in terms

of the show and also at our stand. We showcased a wide range of its flagship commercial and industrial refrigeration solutions at the show which took place in November 2022. We built strong and positive conversations around Daikin's stand around food security and safety and marked the event as the most pivotal moment in Daikin's history through the launch of our new Monoblock refrigeration solution- our response to the food safety and security industry through our innovation.



# Snapshot of our participation and some media conversations that we framed at The Hotel Show 2022

## الاستدامة تتصدر حلول دايكين في معرض الفنادق بدبي 2022

دبي، 14 نوفمبر 2022: موضحاً أن حلول التبريد المتقدمة من المبردات والخضعات الحرارية تستخدم الكهرباء بكفاءة أعلى بهدف خفض الانبعاثات الكربونية. وأضاف: "يتمتع قطاع الضيافة طلباً كبيراً على الماء الساخن، نظراً إلى أن غرف الضيوف وحمامات السباحة والطعام تتطلب كميات كبيرة من المياه. لذا، يعد إيجاد طرق مبتكرة لتسخين المياه أمر حيوي للقطاع ويسهم في إرساء مستقبل أكثر استدامة. وتوفر الخضعات الحرارية المصممة لضمان تحسين كفاءة استهلاك الطاقة، طرقاً أكثر استدامة لتسخين المياه وتساعد الفنادق في زخاعتها نحو إرساء ممارسات وأحداث الاستدامة. واختتمت الجلسة بتقديم ملخص عن حلول دايكين المبتكرة لتسخين المياه لختلف التطبيقات، وعرض دراسة حالة لفندق فاخر من فئة 5 نجوم في دبي، تبين أن تركيب الأنظمة التقليدية المبددة لمعظمها لتسخين المياه يوفر الطاقة بنسبة 30% وإلى جانب الجودة الحوارية، شارك فريق دايكين مع أصحاب المصلحة في القطاع بمناقشة أحدث التقنيات والحلول المصممة لتلبية الاحتياجات المتنامية المتزايدة لقطاع الضيافة، من ضمنها حلول أجهزة لتقية الهواء المؤخرة للطاقة وأنظمة تكيف الهواء وحمامات تقية الهواء ومعدات التبريد التي تخدم الاحتياجات الشاملة والفنادق لأصحاب المصلحة.

دبي-الصحف

صدرت الاستدامة حلول شركة دايكين الشرق الأوسط وأفريقيا، الشركة الرائدة في تصنيع حلول تكيف الهواء والتهوئة والتدفئة والتبريد، وذلك خلال مشاركتها في معرض الفنادق بدبي 2022 الذي أقيم في الفترة من 24 إلى 26 مايو 2022. بحضور قادة القطاع وخبراء الضيافة ومهندسين ومعممين. وقد سلطت الضوء على أحدث التطورات والابتكارات التي تخدم قطاع الضيافة ومعالجة التحديات السائدة فيه. وبهذا السياق، ترأس لورينزو سيريراتي، المدير والاستشاري في المبيعات الإقليمية في دايكين الشرق الأوسط وأفريقيا، جلسة حوارية في المؤتمر السنوي لهندسي الضيافة في الشرق الأوسط بعنوان "صالة الصفرية لقطاع الضيافة" تم خلالها مناقشة موضوع استخدام منتجات التبريد والخضعات الحرارية الصديقة للبيئة كطرق جديدة لتسخين المياه. وعرض سيريراتي خلال الجلسة التقنيات والأنظمة المتقدمة والمبتكرة لقطاع تسخين المياه في قطاع الضيافة من خلال استخدام آلات التبريد، مصفلاً الضوء على أهمية خفض الانبعاثات الكربونية المبصرة وغير المباشرة، وفوائد الخضعات الحرارية على سخانات المياه الكهربائية التقليدية. وأثناء سيريراتي باستراتيجية

## Daikin to participate in The Hotel Show Dubai

by CMME Content Team



*Company speaks of encouraging the hotel industry to go green with chillers and heat pumps as novel methods for producing hot water, of wanting to contribute towards accelerating the hospitality sector's transition to carbon net-zero.*

DUBAI, UAE, 20 May 2022: Daikin Middle East and Africa said it is set to showcase its innovative heating solutions of chillers and heat pumps at The Hotel Show Dubai 2022, from May 24 to 26 at the Dubai World Trade Centre. Making the announcement through a Press release, Daikin said the solutions are designed to ensure efficiency and optimise energy consumption for the hospitality industry. The solutions will support organisations in the hospitality sector to take one step closer to their sustainability goals, it added.

Traditional methods of producing hot water are undergoing innovations across several western countries, driven by the rise of industry regulations, Daikin said, adding that the trend is also closely materialising in the Middle East. Within the region, the company said, designers are looking into

DUBAI, UAE, 14 November 2022: Daikin Middle East and Africa unveiled its new-generation Monoblock refrigeration system at Gulfood Manufacturing 2022, which took place from November 8 to 10 at the Dubai World Trade Centre. Developed using R-290 and inverter technology, the Monoblock units are designed for minimal environmental impact and deliver excellent thermodynamic properties, Daikin claimed through a Press release.

The Monoblock range not only reduces power consumption drastically but also brings quality and speed while installing the product with minimal maintenance, Daikin claimed. The units are ideal for small and medium enterprises with cold storage needs, including restaurants and supermarkets, the company said.



Commenting on the launch, Sanjeev Maheshwari, Refrigeration General Manager, Daikin Middle East and Africa, said: "According to reports, nearly a third of all food produced each year[1] is squandered or lost before it can be consumed. With the launch of a new-generation of Monoblock, we have reiterated our commitment to innovation, sustainability, food security and safety and marked it as the most pivotal moment for Daikin in the region.

# Glimpse of our success at Gulfood Manufacturing 2022

HOME > NEWS > DAIKIN UNVEILS NEW MONOBLOCK REFRIGERATION SOLUTION AT GULFOOD MANUFACTURING 2022



## Daikin Unveils New Monoblock Refrigeration Solution at Gulfood Manufacturing 2022

Posted By: admin on: November 15, 2022 In: News

Print Email

Home > Industry > Food

## Leveraging the power of sustainable cold chains to safeguard food security

According to recent research, approximately one third of the food produced is getting wasted which puts pressure on consumers to change their behaviour

BY SANJEEV MAHESHWARI  
NOVEMBER 18, 2022



DUBAI, UAE, 14 November 2022: Daikin Middle East and Africa unveiled its new-generation Monoblock refrigeration system at Gulfood Manufacturing 2022, which took place from November 8 to 10 at the Dubai World Trade Centre. Developed using R-290 and inverter technology, the Monoblock units are designed for minimal environmental impact and deliver excellent thermodynamic properties, Daikin claimed through a Press release.

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### SUSTAINABILITY

## Daikin spearheads sustainability agenda at The Hotel Show Dubai 2022

As part of its associate sponsorship at the event, the brand showcased its innovative solutions while conducting a keynote session on sustainable hot water production systems

Press Release

May 31, 2022

Dubai, United Arab Emirates – Daikin Middle East and Africa FZE ("Daikin"), a leading manufacturer of Air Conditioning, Heating, Ventilation, & Refrigerant solutions spearheaded the conversation around the hospitality industry's sustainability agenda at the Hotel Show Dubai 2022 that took place from May 24-26, 2022. Over the course of three days, the event brought together hospitality leaders, engineers, culinary experts, and design enthusiasts to spotlight the latest advancements and address the most pressing challenges prevailing within the hospitality industry.

الرئيسية / أعمال / دايكين تعرض كافة حلول التبريد خلال جلفود للتصنيع

## دايكين تعرض كافة حلول التبريد خلال جلفود للتصنيع

بيان صحفي / تاريخ النشر: 08 تشرين الثاني / نوفمبر 2022 - 07:24



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# Top stories around Daikin expansion

## Grow together

KSA factory opening, Nigeria brand shop, and Nigeria Training Centre, dealer openings

Since the start of our operations in the Middle East and Africa, Daikin has combined its forces to strengthen our local ties by investing in the region across business and community development needs in addition to sales territory.

### Middle East

In the Middle East, after equipping our Dubai HQ with solar panels to meet more than 80% of the energy consumption needs, we mobilized our teams to speed up the process to launch a new factory in the Kingdom of Saudi Arabia. Our KSA factory is 48,010 square meters big and located in Sudair Industrial City, 150km from Riyadh. Due to its strategic geographic location, we have access to highly skilled talent, a key factor that will enable us to better service the local market. Supporting Saudi Arabia's Vision 2030 objectives, Daikin's second

factory premises in the region will provide high-quality products, carrying the label 'Made in Saudi Arabia' and the production of goods and services through this factory will further raise Kingdom's competitiveness and create sustainable job opportunities



Solar plant installed at Daikin MEA HQ



Daikin opens a new factory in KSA

In order to fuel the UAE economy, Daikin expanded its dealer network and distribution channels in the UAE by opening a new showroom in Sharjah to serve the customers in the best way possible and provide the right solutions at the right time. Comfort Zone Air Conditioning Trading is Daikin's newest authorized partner in the Emirate of Sharjah where Daikin is showcasing its innovative technologies and sustainable solutions, all while demonstrating the company's installation capabilities.

### Africa

Our annual sales are the highest in Africa as compared to the Middle East. But just doing business is not our actual achievement, the company will only be successful when we raise the local community, equip them with the right knowledge and be the face of transformation in the African markets. Our first and foremost foundation for growth has been to educate the technicians, train them and make them an essential part of the journey to transform our environment into a cleaner and more sustainable space for all.

With this in mind, we opened our first brand shop in Nigeria in partnership with ACE Solutions, our

Authorized Dealer and lead by the example- first company in the region to own HVAC category of products. From the community perspective, we opened our first training center also in Nigeria in partnership with ETIWA TECH LTD/GTE. This to not just promote a healthy living environment but also extend our expertise with the local community to build their skills and knowledge in the growing African market.

In the Africa market, being the leaders of the HVAC category, we are committed to educating the regulators by extending our global expertise to transform the industry in the region.



Daikin inaugurated its first training center in Nigeria



Daikin opened its first brand shop in Nigeria



# Gulf switches to more energy efficient cooling solutions

## Interview of Tuna Gulenc with Arabian Gulf Business Insight

- AC units using inverter technology
- Growing global demand for ACs is 'blind spot' in energy debate
- Cooling systems account for 80% of UAE buildings' energy consumption
- Daikin AC firm opens second factory in Middle East in Saudi Arabia

**T**he UAE's replacement market for air conditioning (AC) is growing fast as energy consumption concerns continue to rise.

Global consumption of electricity for household ACs is increasing rapidly, creating urgent demand for more efficient cooling systems.

Energy demand for space cooling will more than treble by 2050 unless there is action to address energy efficiency, according to the International Energy Agency (IEA).

"The replacement market for ACs is growing much faster than the new building market," said Tuna Gulenc, vice president at Daikin MEA, one of the largest heating, ventilation and air conditioning vendors in the world.

"Replacement demand is double the new build demand – and this will only grow. An inverter unit consumes 40 to 50 percent less energy compared to a fixed unit."

An AC unit that uses inverter technology maintains a space's set temperature by cooling when room

temperature rises above the set temperature and heating when the room temperature falls below the set temperature.

"If there are 20 people in a room and then another 20 people come in, the speed of the AC should increase," Gulenc said. "But if 10 people leave the room it should decrease. Inverter technology adjusts.

"Non-inverter air conditioners may cost less, but inverter air conditioners provide consistent energy efficient cooling that provides better value in the long run."

The IEA estimates that around two thirds of the world's households could have an AC unit by 2050.

"Growing demand for air conditioners is one of the most critical blind spots in today's energy debate," Fatih Birol, IEA executive director, said in a 2018 report.

"Setting higher efficiency standards for cooling is one of the easiest steps governments can take to reduce the need for new power plants, cut emissions and reduce costs at the same time."

The problem is today's consumers are not buying the most efficient ACs, the report stated.



**Rising temperatures are a business opportunity for air conditioning giant Daikin, but it also faces the task of achieving carbon neutrality**

Increasing temperatures and economic growth are continuing to drive electricity consumption for household air conditioning globally.

The average temperature of the planet in July 2019 was about 1°C above the 20th century average, according to the National Oceanic and Atmospheric Administration in the US, making it the warmest month on record.

Heatwaves have become common even in Europe, where air conditioners have not been used as commonly. Summer temperatures have broken record highs, reaching up to 45 Celsius.

This has a direct impact on electricity consumption for air conditioning: a 1°C increase results in energy demand rising by around 15 percent to power cooling units, according to the European energy consulting firm Enerdata.

Enerdata's research shows that air conditioning consumption of the 20 most prosperous countries in the world increased by around 400 Terawatt-hours between 2015-2018.

The excess usage is equivalent to the present yearly consumption of buildings in Africa.

Cooling accounts for a large proportion of the residential electricity used in the Middle East and North Africa region: above 60 percent in Saudi Arabia and the UAE, compared to around 25 percent in the US.

"There are regulations in certain countries [like Japan and Europe] that you have to use inverter air conditioning, but not everywhere in the world," Gulenc said.

"We are sharing our knowledge with government bodies about how inverter air conditioning can reduce energy consumption in the region.

"In China, which is one of the largest air conditioning markets in the world, inverter air conditioning was just 20 percent of the market 10 years ago. Today, it is more than 60 percent."

Cooling systems in the UAE account for 80 to 85 percent of a building's total energy usage due to its extreme climate conditions.

"We see initiatives from the government and the awareness is increasing," Gulenc said.

"In the UAE, Etihad Energy Services Company, the wholly-owned subsidiary of Dubai Electricity and Water Authority, are supporting retrofit projects for energy efficiency and we [Daikin] have participated in many of them.

"Up to five to six years ago, in this territory the subject was only about reliability of air conditioning. Is it strong? Can it cool enough? But now all the discussions are about energy efficiency."

Daikin is conducting a replacement campaign for villas, Gulenc said, as more individual consumers are looking to reduce their energy consumption and costs.

But financing remains a challenge to accelerate the transition to more efficient cooling.

"The UAE is becoming less transient, with government initiatives like Golden Visas," said Gulenc. "People are buying houses and settling here. The challenge now is between capital expenditures and operating expenses. "If there are green funds or loans that can help



## Daikin opens a new factory in KSA

someone replace their air conditioners, this can help accelerate the shift. It's already happening in the commercial market."

The IEA said that efficient ACs could reduce global investment and running costs by \$3 trillion by 2050.

Average cooling energy costs would be almost halved and, combined with cleaner power sources, can radically reduce overall emissions.

Four out of the six Gulf states have pledged to be net zero by at least 2060, investing billions towards greatly reducing carbon emissions.

The global air conditioning systems market size was valued at \$106.6 billion in 2020 and is expected to expand at a compound annual growth rate of 6.2 percent from 2021 to 2028, according to a Grandview Research report.

According to 6Wresearch, the Middle East air

conditioner market size is projected to grow at a compound annual growth rate of 3.8 percent during 2021-2027.

"Our sales have more than tripled in the last 10 years," Gulenc said. "And we would like to more than double our sales [again] by 2025."

Daikin opened a new factory in Saudi Arabia last month as part of the company's five-year growth plan for the Middle East region and to contribute to energy efficiency and sustainability in the region through the provision of energy-efficient products.

The factory is the company's first in Saudi Arabia and its second in the Middle East after Dubai.



# Investing in sustainable partnerships

## Interview of Paras Adhvaryu with Big Project Middle East

Paras Adhvaryu of Daikin Middle East and Africa speaks to Big Project ME about the HVAC manufacturer and suppliers' sustainability achievements and contribution to regional efforts to combat climate change

In the wake of COP27, which was held in Egypt from November 6 to November 20, 2022, global organisations and governments have announced a raft of sustainability-linked measures and initiatives. With the built environment responsible for generating 40% of annual global CO2 emissions, the sector has been proactive in pushing for more effective, productive, and intelligent ways of operation and maintenance across the entire lifecycle of a building.

Given their consumption of electricity and the fluorocarbons used as refrigerants, HVAC systems are a major contributor towards global warming, particularly in rapidly developing economies, where the growing demand for air conditioning is likely to have an increasingly severe effect on climate change.

Therefore, as a major player in the global HVAC space, Daikin has pledged to alleviate the effect its products have on climate change, and to provide energy-efficient solutions that will not only reduce emissions, but also help it to recover, recycle, and destroy fluorocarbons during all stages, from production through to final product disposal.

To find out more, Big Project ME spoke to Paras Adhvaryu, applied Business general manager at Daikin Middle East and Africa.



Paras Adhvaryu, applied Business general manager at Daikin MEA.

### According to you, what are the challenges and opportunities in the HVAC market in the UAE and ME market?

Across the UAE, GCC and broader Middle East, traditionally the HVAC growth has been driven by the harsh climatic conditions coupled with increasing number of high rise, glass façade buildings are driving growing demand for cooling solutions.

At the same time, regional governments have set ambitious goals to reduce carbon emissions and reach net zero in the coming decades. To achieve these challenging targets, it is vital that buildings, which are the source of 27% of all carbon emissions, become increasingly energy efficient. At Daikin, our sustainability target is to reach net zero by 2050, in line with the UAE's target as well. So, our energy-efficient HVAC systems are designed to ensure energy efficient building with excellent IAQ.

With high-level government strategies supporting the development of greener, more sustainable buildings, we now need government policies to promote the spread of energy-efficient air conditioners. At Daikin, we have been meeting with government officials in both UAE and Saudi Arabia to support these policy developments in support of more sustainable cities.

### What is Daikin's roadmap for the next 5 years in the UAE and ME and Africa region?

Daikin Middle East & Africa has already been developing and promoting a solution approach instead of just a product sales approach in the region. This is evident in all our solution offerings across different verticals; Modular Chiller Plants, Pump Skids, Turnkey Refrigeration projects, Factory mounted controls in AHUs, Various IAQ solutions, Cloud services and other IoT solutions to better serve our customer needs.

At the same time, we would like to closer to our customers and we had already embarked on an aggressive localization drive for past 3 years. Besides expanding our offices in UAE & KSA; we have established Daikin's direct presence in Egypt, Qatar, Nigeria & Morocco. The localization has not only been limited to Sales & Service presence, but we have also increased our manufacturing footprint by establishing a 10,000sq.mtr Factory in Saudi Arabia, in addition to our existing Dubai Factory. This localization drive

will continue across other regions of Middle East and Africa ensuring that best solution and service reaches our customers and end users.

### What are some of the sustainable practices adopted by Daikin in the Middle East and Africa region?

At Daikin, we strive to reduce the environmental footprint of our products. We are working to reduce the environmental footprint of our products and activities across the entire value chain as we work toward achieving net zero by 2050.

Our core sustainability practice is to aggressively promote energy efficient HVAC technology utilizing inverters in Chillers, DX & VRV as well as EC fans for AHUs and FCUs. Our CSR department actively works with various government environment and energy regulatory bodies to support them in formulating standards and labelling programs.

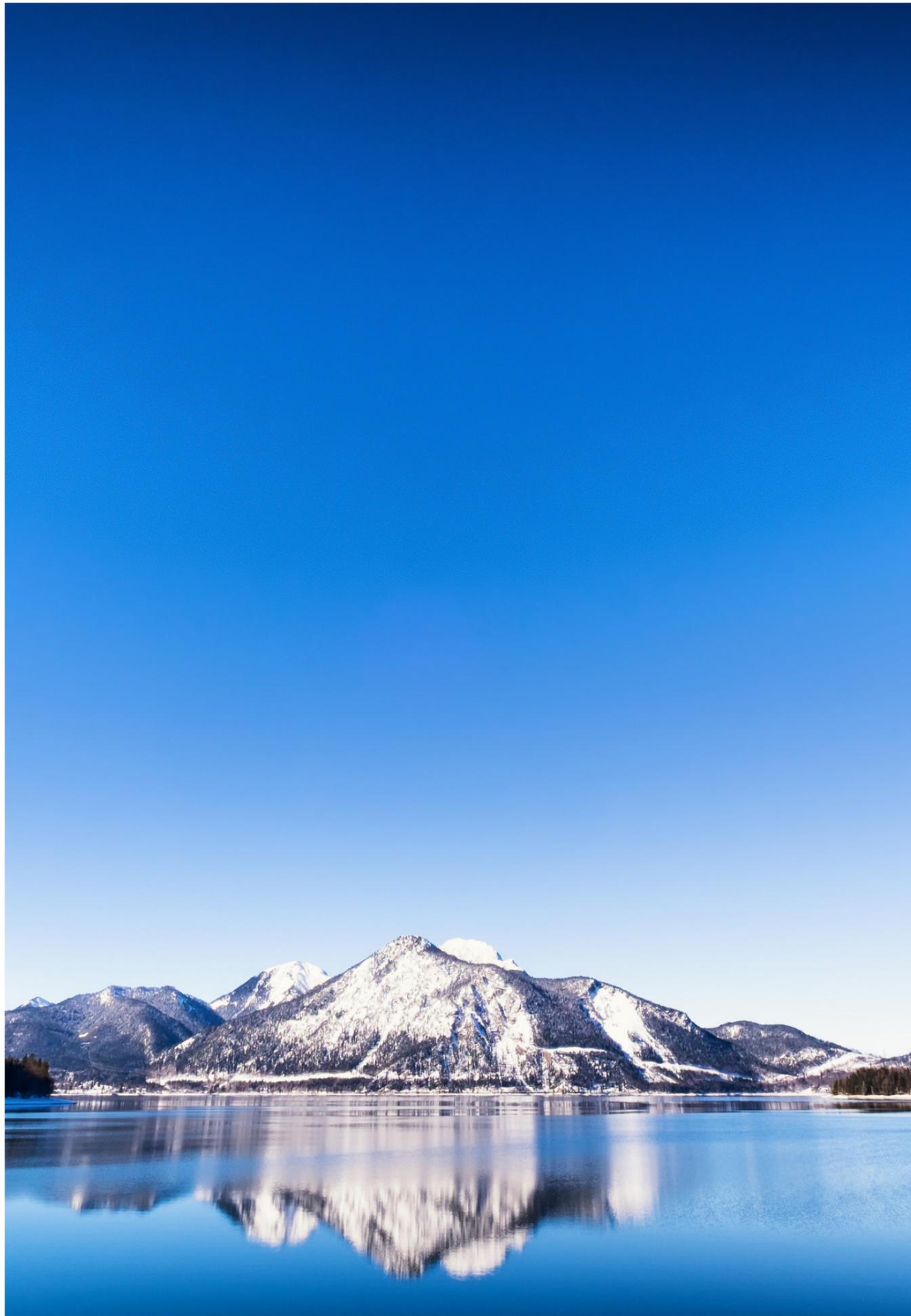
As an extension of our Global initiative to reduce GHG and minimizing carbon footprint, we have established local manufacturing facilities in UAE & Saudi. The supply chain is designed also maximize the utilization of local vendor network and reduces import from outside the country.

We have introduced products with low GWP refrigerants like R32 & R1234ze. We are also working towards promoting heat pump heating solutions to replace traditional fossil fuel or electric heating to contribute towards decarbonization.

In fact, our sustainability practice has started from our own Headquarter & AHU Factory building in Jebel Ali; Daikin and Yellow Door Energy together commissioned a 515 kilowatt-peak (kWp) solar plant this year which is expected to generate 826,000 kilowatt-hours of clean electricity in the first year of operation. Close to 1,000 solar panels have been installed on the roof of Daikin's facility, meeting more than 80% of the energy consumption needs. This is in line with our Environmental Vision 2050 and supports the UAE's Net Zero by 2050 Strategic Initiative and Clean Energy Strategy.

### What are the CSR activities by Daikin in the MEA region?

At Daikin, we have a dedicated department for CSR,



and we are committed to creating value for people, cities, and the earth. We are committed to reducing our environmental impact in support of the urgent climate action needed to mitigate the effects of climate change. We are working to deliver energy-efficient solutions that support sustainable cities. And we support a healthy lifestyle in support of economic productivity and advancement.

In line with these efforts, we pursue partnerships that can help create value for societies. We work with universities, researchers, and other stakeholders to develop new solutions to improve the quality of life. In partnership with ETIWA TECH LTD/GTE, we have established our first training centre in Nigeria with the aim of expanding our expertise and know-how to further build the skills and knowledge in the growing African market. We consider that building a generation of well-equipped technicians and installers in Nigeria is an essential step towards transforming our environment into a cleaner and more sustainable space for our customers.

#### **How is Daikin contributing to the UAE's smart city and sustainability vision?**

As explained previously, in line with the net zero ambitions of the UAE, at Daikin, we plan to achieve a 30% reduction in net greenhouse gases by 2025 and carbon neutrality by 2050. As of 2021, we achieved a 10% reduction rate of net greenhouse gases, demonstrating that we are on track to achieve our targets.

In support of the UAE's decarbonization efforts, we have just launched a new solar plant to power our regional Dubai-based headquarter thanks to our partnership with UAE-based Yellow Door Energy. The plant will provide more than 80% of the energy consumption needs to our 22,000m<sup>2</sup> facility helping us to save 300 tons of carbon emissions annually.

Additionally, we have opened a new Smart Excellent Centre in our Dubai Headquarter, which is a Remote Monitoring Centre for our smart HVAC equipment across. Our AHU factories also offer Smart AHUs with factory programmed and installed control systems for almost 30% of the production.

# Healthy Air

## Interview of Tuna Gulenc with Construction Business News Middle East

**T**una Gulenc, vice president of Daikin Middle East & Africa, discusses the company's latest offerings, the emphasis on indoor air quality, and a market overview of the Middle East.

### **What are the goals and objectives of Daikin for 2022 and do you believe you are on track to achieve these goals?**

At Daikin, we categorise our business goals and objectives through three different pillars, which include growth, localisation, and business lines. To set the stage, our goals towards sales growth have been accelerating as planned, as we saw Daikin's sales transcend by 123% in just one year. As we put each market under the microscope, we have noted that our sales grew by double-digits across all territories – which motivates us to continue the pace and thrive above and beyond in 2022.

Since the start of 2022, we have aimed to complete and strengthen our localisation direction in key markets following a successful opening in Nigeria last year. For the remainder of the year, we at Daikin hope to achieve this goal by building strong channels with partners and further aim to strengthen our business in North Africa and transform our solutions to better fit the market as we work towards establishing an office in Morocco. In addition, Daikin aims to launch/amplify its 'Breathe Health' brand campaign across key markets to further raise awareness and understanding of its objectives. Adding to this, increasing sales

and service manpower in KSA, Qatar, and Egypt in alignment with our vision for Fusion 25: expanding our presence in the region.

In addition, Daikin works towards its business line goals by investing in wider refrigeration solutions and air purifier ranges. To spread the word, we look forward to kicking off our brand awareness campaign that explains who we are: experts in the air quality industry.

As goes with any business, we have worked hard to overcome certain challenges that we faced over the course of the year. Some of these challenges involve the supply chain – however, given that Daikin is well-positioned globally, with factories in Europe, the Middle East, Asia, North America, and China we are in a strong position to manage our supply chain with a plan in place to better serve our customers.

### **What are your thoughts on the market overview in the Middle East?**

The Middle East as a whole has been gradually recovering and with significant uptake in tourism, especially in the UAE. Aside from the UAE, we see that the KSA market is booming, and we have also seen room for opportunity in the Qatar market, given the upcoming World Cup. In addition, Africa is one of our top emerging markets for air conditioners with Nigeria being one of the strongest, followed by Egypt.

As a whole, the region is moving towards more sustainable practices and regulations, having COP27 in Egypt and COP28 in the UAE. Moreover, we see an increasing focus on health and overall well-being, driving more demand for air quality products. There have also been large developments within the hospitality & residential sectors which further support the current/growing state of the market. Our innovative full food chain solutions ensure food safety in transit, storage, display and processing, and we aim to offer the most convenient and efficient solutions to fulfil any requirement of the market.

### **Tell us about the latest products that are being manufactured by Daikin?**

At Daikin, we aim to help people to breathe easy in high regard and in line with our vision, we have launched several innovative solutions in recent times covering a new range of air purification solutions for both commercial and residential use, Hygienic Air Handling Units for healthcare applications, and inverter split types of air conditioners. All new systems provide high energy efficiency, comfort and IAQ levels.

We have seen that choosing the right air conditioning (HVAC) systems and purifiers for your home or office can vastly improve your quality of life. Daikin's MC55VB poses a unique double method by having high power plasma discharge technology, and the patented streamer technology that provides further purification to open spaces. Taking up a small amount of space and very quiet, Daikin's MC55VB takes three steps to decompose harmful substances – with powerful suction, effective capturing of pollutants with the electrostatic HEPA filter, and decomposition by oxidation removing up to 99.97% of fine particles with the streamer technology.

### **How do these products increase energy efficiency?**

Daikin was among the first to respond to the growing demand for air quality solutions by tapping into the power of technology to provide products and services designed to improve air quality and promote efficient cooling and energy consumption. Daikin's products use the latest technology to ensure optimum efficiency, using unique swing compressors and R32 refrigerants along with online energy monitoring and management via different cloud solutions.



**Tuna Gulenc, Vice President of Daikin Middle East & Africa**

### **How is Daikin taking steps to achieve its sustainability goals?**

Daikin's sustainability goal is to provide safe, healthy air environments while striving to reduce greenhouse gas emissions to net-zero. This goal aims at reaching carbon neutrality by 2050 throughout the entire lifecycle of its products. To achieve this goal, we need to act in every aspect of our business operations. From materials procurement to development, production, transport, installation use, recovery, and recycling. In fact, 98% of the product lifecycle greenhouse gas emissions occur from the energy consumed during operation and from the emissions resulting from the use of refrigerants.

To reduce the environmental impact of using air conditioners, Daikin is developing and adopting the inverter technology in its wide product range to help reduce energy consumption during operation time.

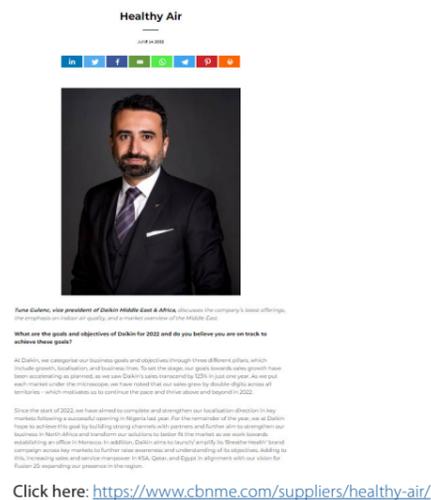
Refrigerants are essential to the heat exchange of air. However, when emitted into the air, refrigerants affect global warming. Daikin is gradually designing all its products to use lower global potential refrigerants such as R32. "Loop by Daikin" is our revolutionary



# What are the influencers saying?

## MEDIA & INFLUENCER SUMMARY AND COLLAGE

To position Daikin's MC55V as one of the highest performing and efficient HEPA air-purifier, Daikin handed over the product to select media and influencers for review. The media and influencers were carefully selected who would understand the use of air purifiers and appropriately write their memorable experiences using the product. Daikin's vision to provide cleaner and healthier indoor climates in homes and offices through MC55V was the main objective and was successfully highlighted within the stories published on both social media and online.



### Review: Daikin MC55VB air purifier

Daikin's air purifiers have been contributing to a healthier and more sustainable carbon-neutral society. We review their MC55VB air purifier

by Almas Tholot | July 7, 2022



Click here: <https://www.mepmiddleeast.com/suppliers/review-daikin-mc55vb-air-purifier>

### Daikin MC55VB Review: Compact, silent and efficient HEPA air-purifier for your personal use

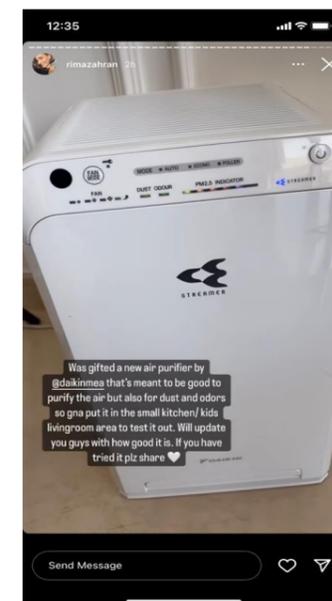
The air purifier is impressively silent in operation, and it doesn't let you feel that it's there.

By [Rohan Choudhury](#) June 10, 2022



In today's world, clean air is very critical to our health. In fact, our physical and mental well-being is influenced by the quality of the air we breathe in. You might have often felt like coughing and stinging eyes in some dire situations; even respiratory diseases have all been linked to air pollution. Reportedly, depression and anxiety are more common in young people who are exposed to harmful contaminants. Needless to say, this polluted and deteriorating world necessitates that we keep an eye on the air that fills our lungs

Click here: <https://me.mashable.com/tech/17566/daikin-mc55vb-review-compact-silent-and-efficient-hepa-air-purifier-for-your-personal-use>



**laurabuckwell**  
Dubai Marina

To help beat flu season we have drafted in the Japanese Daikin Air Purifier @daikinmea which eliminates 99.98% of coronavirus in 2.5 minutes! It also has a 10 year filter and eliminates dust and odor. It's super quiet too so hardly notice it's there. Currently on Amazon in the White Friday Sale until Monday 28th 🙌 You are welcome :) #Collab

<https://amzn.eu/d/eFr0SXX>

#airpurifier #amazon #whitefriday #whitefridaydubai #ordernow #dubaideal #collaboration #fluseason #dxb #dubai #dubailife #dubainstagram #breatheeasy #igers #dust #dustfree #virusfree #flufree #japanese #japanesemodel #discountdubai #dubaia

Liked by elianesdiaries and others

NOVEMBER 23, 2022

Add a comment...

Click here: <https://www.instagram.com/p/C1Sf0w2K14h/>

# A glimpse of our media partnership stories

In partnership with [Better Homes](#) and [Design ME](#) summary and coverage

In order to highlight the importance of indoor air quality and the technology used in Daikin products and how the products affect wellness and health, Daikin collaborated with Betterhomes for their annual guide "Moving in Guide" that covers all the aspects related to moving in and out. From tips to tackle maintenance issues to essential contacts to the steps to apply for permits to smart ideas and expert advice, everything is covered in the guide. Daikin was featured in the story highlighting the technologies of Daikin are delivering high-quality air conditioning and air purifier systems and everyone deserves to breathe quality air.

Design Middle East, one of the leading magazines within the interior designer's industry started with a brand hub on their website "Preferred Vendors". The Preferred Vendors is an initiative by the publication launched to empower the Design, Architectural and Interior Design community in the region. This is a separate section of the magazine which lists the top brands along with their products and services within the industry making it easier for the architecture and interiors from the Gulf,

Levant and beyond to reach out to not just browse and learn about the offerings of the brands listed but also reach out to them directly. An initiative like this is very unique in nature and a first of its kind by a publication which offers an opportunity to the brands listed to generate sales lead. Daikin entered into a one-year long partnership with Design Middle East to be listed on the Preferred Vendors section as the standalone company within the Air Specialist (HVAC) category.

## Daikin Brings A Breath Of Fresh Air To Every Home

Japanese patented technology and 98 years' experience in delivering high-quality air-conditioning and air purifier systems give Daikin a clear advantage in the home



Everyone deserves to breathe quality air and that's where Daikin's decades of expertise give homeowners complete peace of mind. Anchored by the latest technology from Japan, Daikin air-conditioning (a/c) systems are the 'smart cooling companion' that every home needs to have. With a/c units consuming up to 50 per cent of your utilities costs, you can recoup significant energy savings thanks to the brand's use of the latest Inverter and VRV technologies. So, if replacing the units in your villa has been on your mind for a while, then getting this done before the long hot summer takes hold should be a priority. Your a/c system comes with a choice of professional smart controller solutions featuring innovative designs and advanced settings to create the perfect



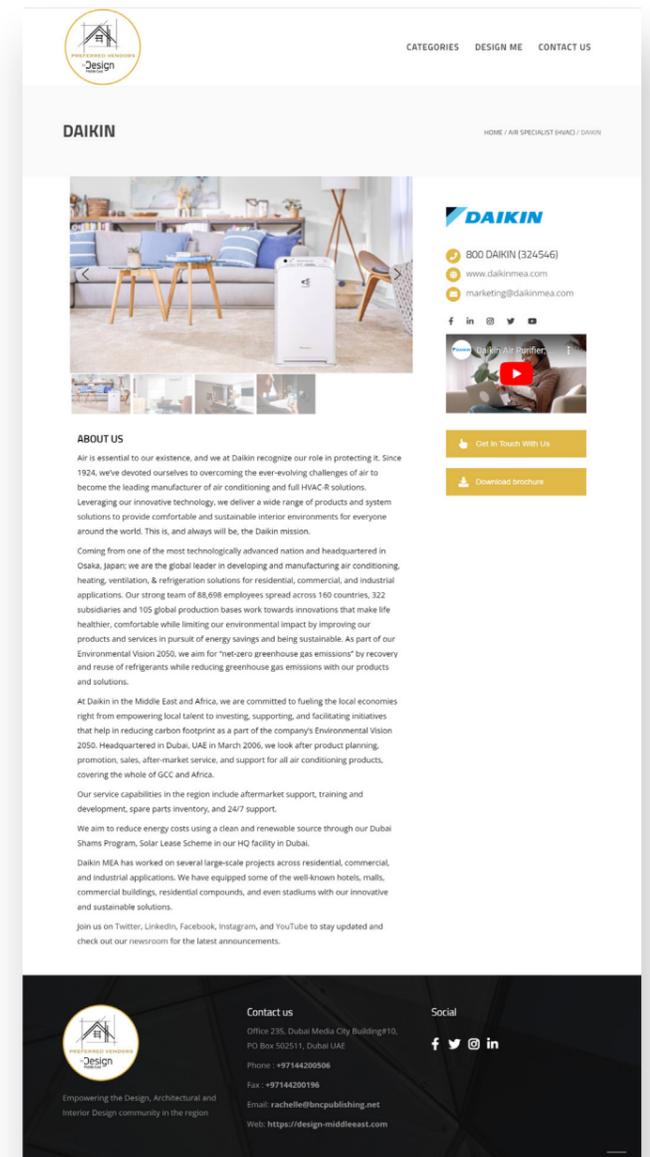
30

PROMOTION



climate for your home. Comfort, durability, efficiency and reliability are the brand promise, so say goodbye to noisy a/c units and fiddly control panels and say hello to a cool new experience supported by professional Daikin expertise and service. Plus, the Daikin built-in reliability guarantee also means zero downtime as well as improved air quality and comfort. For asthma and allergy sufferers, and health-conscious individuals, having a clean air environment is critical for long-term health and wellness. Daikin air purifier systems minimise symptoms by removing dust particles and pollen from the air and filtering airborne bacteria and viruses. A combination of high-performance electrostatic HEPA filters and Daikin's patented Flash Streamer technology ensures that each air purifier delivers powerful suction, effective capturing of pollutants, and the efficient decomposition of any harmful trapped substances. Tests undertaken by the renowned Institut Pasteur de Lille in France confirmed the efficacy of Daikin's air purifiers in eliminating over 99.98 per cent of allergens, dust particles and viruses - including Coronavirus - in just 2½ minutes. This provides an additional, valuable measure of protection in the fight against life-changing respiratory diseases. Compact plug-and-play design, odour reduction capabilities, and silent operation benefits come together to make a Daikin air purifier a welcome yet unobtrusive essential in every home. [Find out more at daikinmea.com](http://Find out more at daikinmea.com)

31



The screenshot shows the Daikin page on the Design Middle East website. It features the Daikin logo, contact information (800 DAIKIN (324546), www.daikinmea.com, marketing@daikinmea.com), social media icons, and an "ABOUT US" section. The "ABOUT US" section describes Daikin's commitment to indoor air quality, its history, and its focus on sustainable and energy-efficient solutions. It also mentions Daikin's commitment to the Middle East and Africa, and its participation in the Dubai Shams Program. The page includes a "Get in Touch With Us" button and a "Download brochure" button.



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