

Press Release

H.H. Sayyid Tariq Bin Shabib inaugurates GCC region's first Daikin Air Conditioning Solution Plaza

Newly-opened facility to help customers learn more about the technology and features of Daikin products

Muscat– Daikin's authorized Oman distributor Muscat Electronics has unveiled the GCC region's first 'Daikin Solution Plaza,' which was inaugurated by His Highness Sayyid Tariq Bin Shabib Al Said. The newly-opened facility is aimed at helping customers learn more about Daikin's diverse portfolio of products, including the technology it uses and other features.

Strategically located in Ruwi, the 'Daikin Solution Plaza' will also feature live demonstration of units and other activities that have been designed to give customers ready access to the right solutions for their specific needs, be it domestic, commercial or industrial.

Faisal Bin Mohamed Al-Yousef, Executive Director, Muscat Electronics, said, “The country's wise leadership has mandated special focus and attention directed towards the protection of the environment. In fact, the Ministry of Environment and Climate Affairs, was established thanks to the vision of His Majesty Sultan Qaboos bin Said. Without a healthy environment, we cannot benefit from the remarkable advances of science and technology. Today, sustained environment is an essential element of the prosperity indicators of the overall economy of countries.”

Faisal Al-Yousef pointed out that despite the many advantages and benefits presented by modern AC systems, many related environmental challenges have also emerged. These systems consume around 56 per cent of electricity in Oman. The use of these ACs have resulted in harmful emissions that affect the ozone layer and contribute to global warming.

He shared that the opening of the new facility proves to be both timely and strategic as it coincides with the 40th anniversary of Muscat Electronics and the 36th year of the company's long standing partnership with Daikin.

Faisal Al-Yousef added, “In the highly intense and competitive market of today, we believe that the 'Daikin Solution Plaza' will throw the spotlight on Daikin's world-class quality products and the unparalleled services offered by Muscat Electronics. Customers will learn more about the advantages and benefits to be gained from using Daikin products, like the energy efficient and

environment-friendly R-32 Inverter splits, which is known for its minimal impact on global warming and zero negative effect on the ozone layer. This inverter system is also quite cost-effective due to low energy consumption. A special test cabinet in the 'Daikin Solution Plaza' will provide visitors with the opportunity to see this for themselves.”

Another interesting device on display is the Intelligent Manager, which controls a number of household electrical products with a single controller. It also prepares a report covering electricity consumption by calculating peak period of consumption, day and night, and in relation to different parts of the building. Also, to be displayed is the Smart VRV system and Air Handling Unit products that can maintain air quality for standard applications and special hygienic applications.

Faisal Al-Yousef lauded the Ministry of Commerce and Industry for its implementation of new guidelines and regulations covering modern devices and equipment. The move contributes to creating uniform terms and conditions of competition in the Gulf market--encouraging the sale of quality products and the implementation of the minimum EER regulations. As a result, consumers will now be more empowered to choose the most appropriate product going beyond its price, by comparing energy consumption too.

Yuji Miyata, Chairman and President, Daikin MEA, stated, “Muscat Electronics LLC is one of our oldest distributors in the region and has been with Daikin for over three and a half decades. The company has played a big role in our growth as it has helped grow Daikin's business. Through this new facility, customers will now be able to experience, feel, touch and see the difference and invisible values of Daikin systems. This will help end-users make better decisions as they can pick the right air-conditioning system after observing different options. We wish Muscat Electronics more success and together we shall be the number 1 brand in the Omani Market.”

-ends-

About Daikin Industries;

Daikin Industries is a global leader in developing and manufacturing advanced, high-quality air conditioning, heating, ventilation and refrigeration products (HVAC-R) and solutions for residential, commercial and industrial applications. Founded in Japan in 1924, the company strives to combine expertise and experience to create new innovative technologies by anticipating the future requirements of customers and society. Daikin has evolved over nine decades to employ 76,000 people with 100 production bases and presence in 150 countries worldwide.

Daikin Middle East and Africa promotes and provides aftermarket support for a full range of air conditioning equipment and systems in All GCC, Middle East and Africa regions.