

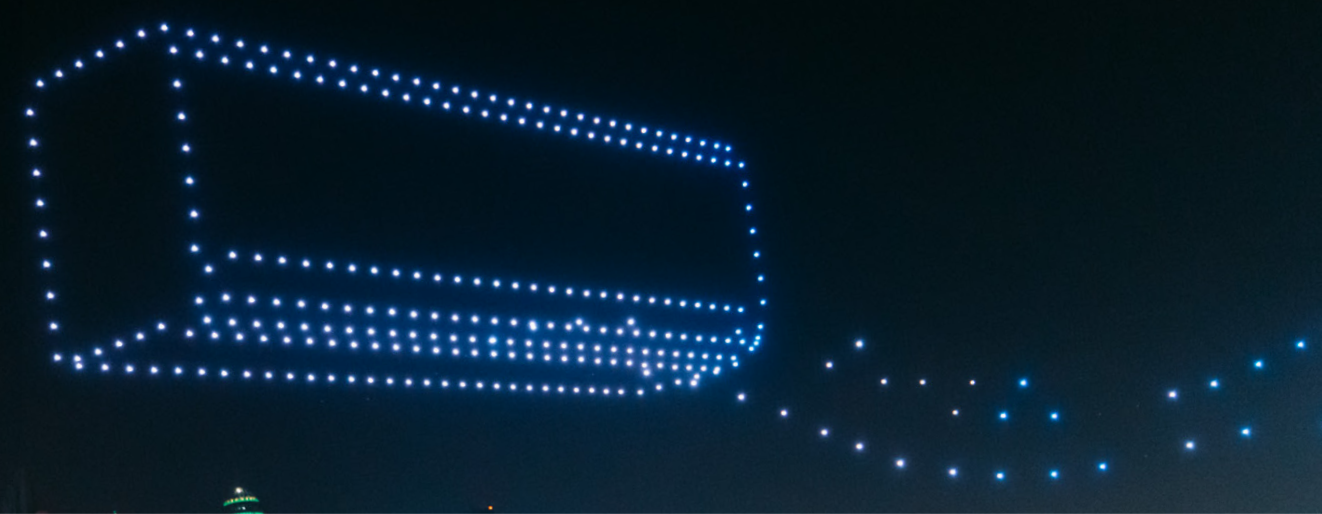
100 YEARS

of Innovating Tomorrow's Comfort



TOP HIGHLIGHTS

JULY - DECEMBER 2024



December 2024

DAIKIN MIDDLE EAST & AFRICA RECOGNIZED AS 'GREAT PLACE TO WORK' ACROSS THE REGION

Daikin Middle East and Africa has received its achievement of the prestigious "Great Place to Work" certification. This accolade encompasses Daikin MEA's affiliates in the UAE, KSA, Egypt, and Qatar.

Awarded by the global authority on workplace culture, the certification is based on comprehensive employee feedback and an in-depth assessment of workplace culture.

This recognition demonstrates Daikin MEA's commitment to fostering an environment where employees feel truly valued, supported, and motivated to excel.

Sherif Elogeiry, General Manager, HR & General Affairs at Daikin Middle East and Africa, highlighted that this recognition is coinciding with Daikin's 100th anniversary, marking a century of innovation and excellence, motivating the organization to achieve even greater success while enhancing lives through its innovative solutions.

DAIKIN MIDDLE EAST & AFRICA IN KHALEEJ TIMES JAPAN REPORT 2024

Daikin Middle East and Africa was featured in the 12th edition of the Khaleej Times Japan report, which highlighted various Japanese-origin brands in the UAE. The report included an interview with Daikin celebrating 100 years of innovation.

In the interview, Tuna Gulenc, Regional Vice President of Daikin MEA, discussed the company's centennial milestone and its ongoing plans to expand within the UAE and the broader region.

He emphasized Daikin's focus on increasing operations, growing its workforce, and strengthening its sales and distribution networks, while also introducing new services to meet the evolving market demand.

DAIKIN MIDDLE EAST AND AFRICA & ISUZU UNITE FOR A GREENER, SMARTER 17,000 M² WAREHOUSE IN JAFZA

Daikin Middle East and Africa partnered with Isuzu Middle East to implement advanced cooling solutions for Isuzu's 17,000 m² warehouse in JAFZA, Dubai.

Equipped with Daikin's innovative Variable Refrigerant Volume (VRV) systems and ductless cooling solutions, the warehouse ensures optimal temperature control year-round with energy-efficient technology.

This collaboration goes beyond cooling; it represents a shared commitment to sustainability by reducing environmental impact and contributing to a greener future.

The partnership highlights the synergy between two industry leaders in delivering smart, reliable, and eco-friendly solutions for modern industrial needs.



November 2024

DAIKIN CELEBRATED 100 YEARS OF INNOVATION AT DUBAI'S MUSEUM OF THE FUTURE

Daikin celebrated its 100-year anniversary in Dubai with a special event at the Museum of the Future, followed by a spectacular drone show at Palm Jumeirah.

The event, themed "100 Years of Innovating Tomorrow's Comfort," highlighted Daikin's century of technological advancements and its commitment to sustainable HVAC-R solutions.

In collaboration with a renowned establishment dedicated to eco-friendly art, Daikin unveiled a stunning art installation crafted entirely from recycled waste.

The installation, symbolizing air and purity, aligned perfectly with Daikin's vision of sustainability and innovation in creating energy-efficient, environmentally friendly products.

Esteemed speakers such as Dr. Noah Raford, a futurist and expert in future studies, and Hasan Onder, President of Daikin Türkiye and Daikin Middle East and Africa, emphasized Daikin's role as a leader in sustainable technological solutions, reinforcing their commitment to shaping a cleaner and greener future.

Opinion article in FoodBev.com :

ADDRESSING FOOD LOSS AND WASTE ACROSS THE GLOBAL SUPPLY CHAIN, ATTRIBUTED TO SAMER ALAWIAH

Samer Alawiah, Managing Director of Daikin UAE, shared his insights on the need for systemic changes in the global food supply chain in an exclusive thought leadership article.

He discussed the environmental and economic impact of food waste, the technological solutions driving sustainability, and innovations in farming, storage, and distribution.

Samer also highlighted the innovations reshaping the supply chain to meet UN sustainability targets.



INTERVIEW OF SAMER ALAWIAH WITH AL ANBA ON DAIKIN EXPANSION IN THE MIDDLE EAST & AFRICA WITH INNOVATIVE REFRIGERATION AND AIR CONDITIONING SOLUTIONS

In this interview during Gulfood Green 2024, Samer Alawiah, Managing Director of Daikin UAE, discussed the company's growing role in the region, highlighting the prominent solutions it provides to support the infrastructure and food industries.

He also spoke about the growth strategies the company adopts to achieve its goals.

Samer explained that the company provides integrated solutions tailored to the requirements of each project, from engineering design to implementation and operation.

He noted that the demand for cooling and air conditioning solutions is rapidly increasing due to massive urban expansion and population growth in the region and emphasized that the company is achieving significant annual growth.

September 2024

DAIKIN WAS FEATURED ON THE WORLD'S BIGGEST MURAL ON AL-ITTIHAD STREET IN DUBAI

Daikin Middle East and Africa collaborated with the UAE Emirates Society for Consumer Protection to unveil the world's largest mural.

The mural was displayed on September 29, 2024, on Al-Ittihad Street, as part of the "Our Responsibility to Protect" initiative led by the Emirates Society for Consumer Protection.

SAMER ALAWIAH'S INSIGHTS ON THE UAE'S ROLE IN PRESERVING THE OZONE LAYER, FEATURED ON 24.AE

Samer Alawiah, Managing Director of Daikin UAE, was featured in an exclusive article on the UAE's pivotal role in preserving the ozone layer.

It highlighted the country's initiatives and contributions to environmental conservation, showcasing the importance of global cooperation in this critical area.

Notably, Samer Alawiah emphasized Daikin's commitment to supporting the UAE's vision for a more sustainable future.

DAIKIN MIDDLE EAST AND AFRICA PARTNERED WITH SOFTLOGIC HOLDING MEA TO ADVANCE UAE'S COMMERCIAL AIR CONDITIONING INDUSTRY

Daikin Middle East and Africa and Softlogic Holding MEA announced a strategic partnership to expand their presence in the UAE's \$650 million commercial air conditioning market.

Combining Softlogic's expertise in project management and retail sales with Daikin's advanced HVAC technology, the alliance aims to capitalize on the region's booming construction industry and rising demand for innovative air conditioning solutions.

It reinforces their commitment to innovation and excellence, positioning them as key players in the UAE's competitive HVAC market.

DAIKIN UNVEILS ITS GLOBAL SUSTAINABILITY REPORT 2024

Daikin announced the release of its Sustainability Report 2024, covering the fiscal year 2023 (April 1, 2023 – March 31, 2024) for Daikin Industries, the parent company of Daikin Europe. The report highlighted the group's commitment to balancing business growth with fostering a sustainable global society.

It outlined Daikin's global quantitative targets and achievements across 10 key ESG themes, shaped by a comprehensive materiality analysis. The report delved into ESG governance and the company's detailed reporting methodology.

DAIKIN MIDDLE EAST & AFRICA & KOMATSU DRIVE SUSTAINABILITY WITH ADVANCED COOLING SOLUTIONS FOR JAFZA FACILITY

Daikin Middle East and Africa and Komatsu Middle East have expanded their global partnership to the Middle East, introducing Daikin's advanced Inverter Chiller Technology to Komatsu's 9,800 m² Regional Parts Distribution Center in Jebel Ali Freezone, Dubai.

This innovative system ensures efficient, year-round cooling with minimal operational disruptions, while harvested water from the cooling process will be repurposed for Komatsu's Green Belt initiative, further promoting sustainability.

This collaboration sets a benchmark for sustainable cooling solutions in large facilities across the GCC, demonstrating how innovation and partnerships can drive environmental responsibility.

October 2024

INTERVIEW OF SAMER ALAWIAH WITH UTILITY BUSINESS MENA ON ENHANCING FOOD SUPPLY CHAIN EFFICIENCY THROUGH HVAC-R INNOVATION

During Gulfood Green 2024, Samer Alawiah, Managing Director of Daikin UAE, shared insights with Utility Business MENA about how advanced HVAC-R technologies are transforming food supply chains, reducing waste, and enhancing sustainability in the Middle East's extreme climate.

The interview highlighted how Daikin is revolutionizing the global food supply chain with energy-efficient HVAC-R solutions and IoT-enabled technologies.

August 2024

DAIKIN MIDDLE EAST & AFRICA LISTED IN FORBES GLOBAL MEETS LOCAL 2024

Daikin MEA's Regional Vice President, Tuna Gulenc, was recognized on the Forbes Global Meets Local list of 2024. The list highlighted the top executives leading multinational corporations in the MENA region.

Forbes Middle East's "Global Meets Local 2024" list recognized 104 executives from 100 companies and 30 sectors who have significantly influenced the Middle East and North Africa (MENA) region.

Industry story in Emirates News Agency (WAM):

THE ENGINE OF ECONOMIC GROWTH AND SUSTAINABLE DEVELOPMENT, FEATURING INSIGHTS FROM SAMER ALAWIAH

Samer Alawiah, Managing Director of Daikin UAE, was featured in an industry story on UAE economic growth and sustainable development.

The article also included insights from speakers at Mubadala and Emirates Steel Arkan, alongside Samer Alawiah.

In the article, Samer highlighted the UAE's industrial growth driven by ambitious plans, advanced infrastructure, strategic location, and world-class ports.

He emphasized the country's investments in innovation, economic stability, and strong global partnerships, which have strengthened its position in industrial and business investments.

DAIKIN SHOWCASED PIONEERING COLD CHAIN SOLUTIONS AT CHILLVENTA 2024

Daikin announced its participation in Chillventa 2024 held in Nuremberg, Germany, from October 8-10, 2024, the premier international trade fair for refrigeration and cold chain. Under the theme "United Beyond Cold", Daikin showcased its latest innovations across its brands.

DAIKIN EXPLORED RIYADH'S COOLING CHALLENGES THROUGH GLOBAL AIR QUALITY SURVEY

Daikin launched its World Air Survey as part of its 100-year celebrations, engaging 1,200 participants across 12 cities, including Riyadh. This localized study highlighted Riyadh's unique cooling challenges, such as enduring the world's highest average temperatures and significant daily air conditioner usage.

Distributed to relevant markets, the survey emphasized Daikin's commitment to understanding local needs and developing advanced HVAC-R solutions tailored for extreme climates, ensuring both comfort and sustainability.

July 2024 GUEST COLUMN ARTICLE BY SANJEEV MAHESHWARI IN CLIMATE CONTROL MIDDLE EAST

Sanjeev Maheshwari, General Manager of Service & Refrigeration at Daikin Middle East & Africa, was featured in the July edition of Climate Control Middle East. He shared his insights on the importance of workforce training and development in tackling environmental challenges and fostering innovation in the HVAC-R sector.

Sanjeev highlighted Daikin MEA's commitment to cultivating skilled employees who can deliver innovative, sustainable solutions while ensuring exceptional service for customers.

INDUSTRY STORY: HOW AIR CONDITIONERS ARE HEATING THE MIDDLE EAST, FEATURING INSIGHTS FROM TUNA GULENC IN FAST COMPANY MIDDLE EAST

Tuna Gulenc, Vice President of Daikin Middle East and Africa was featured in Fast Company Middle East in an industry story addressing the environmental impact of rising energy demand from cooling devices.

The article explored how companies are innovating with renewable energy sources and alternative, energy-efficient cooling technologies to combat increasing carbon emissions.

Tuna Gulenc highlighted the growing demand for cooling, the strain it places on global energy systems, and the critical need to upgrade energy infrastructure to meet these challenges sustainably.



INTERVIEW OF AYUSH DUBEY WITH TECHNOLOGY INTEGRATOR ON DAIKIN'S INNOVATIVE COOLING SOLUTIONS FOR DATA CENTERS AND INFRASTRUCTURE

Ayush Dubey, Dy. General Manager - Applied, Daikin Middle East and Africa, was featured in an exclusive interview with Technology Integrator.

The interview emphasized Daikin's commitment to sustainable solutions, local partnerships, and technological innovation to meet the growing demands of the HVAC-R market in the Middle East and Africa.

He highlighted partnerships with OFPPT in Morocco and Almoayyed in Bahrain to develop skilled talent and promote sustainable cooling, enhance customer satisfaction and needs of data centers in Bahrain.

Ayush explained, the evolving trends in data center cooling, including water-economizers, liquid cooling, and predictive analytics to improve PUE and reduce carbon footprint.



Top Stories

and features



ARTICLE:

DAIKIN MIDDLE EAST AND AFRICA RECOGNIZED AS 'GREAT PLACE TO WORK' ACROSS THE REGION

Dubai, United Arab Emirates: Daikin Middle East and Africa (MEA), a leading manufacturer of Heating, Ventilation, Air Conditioning & Refrigeration (HVAC-R) solutions, proudly announces its achievement of the prestigious "Great Place to Work" certification. This accolade encompasses Daikin MEA's affiliates in the UAE, KSA, Egypt, and Qatar. Awarded by the global authority on workplace culture, the certification is based on comprehensive employee feedback and an in-depth assessment of workplace culture. This recognition demonstrates Daikin MEA's commitment to fostering an environment where employees feel truly valued, supported, and motivated to excel.

"We are truly honoured to receive the Great Place to Work certification, which highlights our continued dedication to creating a workplace built on trust, respect, and collaboration. This recognition reflects the collective efforts of our employees and leadership in cultivating an inspiring and supportive environment. It is a particularly meaningful achievement as it coincides with Daikin's 100th anniversary, marking a century of innovation and excellence. It motivates us all to reach even greater heights, and we remain focused on working together to drive our success as we continue to enhance lives through our innovative solutions," said Sherif Elogeiry, General Manager, HR & General Affairs at Daikin Middle East and Africa.

With a robust presence across the Middle East and Africa, Daikin MEA employs over 750 individuals and is rapidly expanding its footprint across the region. Driven by a people-centered management approach, the company is focused on empowering its workforce with personalized training, skill enhancement, and steadfast support to enable employees to unlock their full potential. At the heart of Daikin's corporate philosophy are diversity and inclusion, which serve as key pillars in creating a dynamic, collaborative culture where excellence empowers growth and accelerates the company's success.

This achievement highlights Daikin MEA's dedication to prioritizing initiatives that promote the personal and professional development of its employees. By offering training programs, continuous upskilling opportunities, and encouraging greater collaboration, Daikin MEA's goal is to transform the company into not just a great place to work, but an exceptional one, where employees are empowered, motivated, and proud to contribute to the collective success of the organization.



Khaleej Times

ARTICLE:

DAIKIN MEA IN KHALEEJ TIMES JAPAN REPORT 2024

Tuna Gulenc (right), Regional Vice President, Daikin Middle East and Africa, takes the spotlight at Daikin's 100th anniversary celebration at the Museum of the Future. Daikin, a global brand for heating, ventilating, air conditioning, and refrigeration, is poised to expand its presence in the region on rising demand of its energy-efficient quality products, says its senior executive.

Tuna Gulenc, Regional Vice-President, Daikin MEA, said the company has established its strong base in the UAE as the emirate is a gateway to the Middle East, Africa, Europe, and Western markets. "As we continue to expand in the UAE and the broader region, we are increasing our operations, growing our workforce, and strengthening our sales and distribution networks. Additionally, we are introducing new services to meet evolving market demands," Gulenc said during an interview.

Daikin, which was set up in 1924 by Akira Yamada as a business manufacturing parts for aircraft, established itself as a strong global brand for heating, ventilating, air conditioning, and refrigeration. It is celebrating 100 years of innovation this year and reaffirms its commitment to continue innovation and expand into new areas of consumer-oriented segments.

"At Daikin, introducing new products and technologies is part of our DNA, and that's why we have existed for 100 years. Thanks to our core values of trust, partnerships, and innovation, combined with our focus on heating, ventilating, air conditioning, and refrigeration, we continue to innovate across our product portfolio and bring new technologies to the market to improve people's health and comfort," Gulenc said.

With the increasing demand for air conditioning units due to a rise in building construction, managing energy consumption is critical and Daikin is addressing these challenges by continuously introducing more energy-efficient products to minimise energy requirements. Another priority at Daikin is to reduce the environmental impact of refrigerants used in air conditioning systems. Daikin is actively developing and implementing eco-friendly refrigerants with lower Global Warming Potential (GWP), ensuring a more sustainable approach.

"Daikin is also leading the way by introducing new technologies to transform the market practice from a combustion-based heating system to more environment-friendly and efficient systems. We also continue to innovate and expand into new areas, such as refrigeration for food security."



DAIKIN'S MILESTONES

Between World War I and World War II, Japan faced a period of profound change and difficulty. It was during this time, in 1924, that Daikin was founded, integrating expertise in three core technologies — electronics, mechanics, and chemical technology. These areas form the foundation of the company's innovation and strength. This synergy is symbolised in the Daikin logo, represented by a triangle.

Established at a time when global cities were on the rise, Daikin invested significantly in air-conditioning, starting with a focus on the Japanese market. Soon after, Daikin began to eye global expansion and began exporting its products to the rest of the world.

After half a century, it established a base in Europe, starting first in Malta, and then Belgium with small manufacturing operations, which later led to the establishment of a very strong distribution network in Europe, including Italy, France, Portugal, and the UK. It later trained the technicians and created an air conditioning culture. After that, Daikin acquired distributors and expanded its network.

Between 1974 and 2005, Daikin subsequently became the number one brand in Europe for air conditioning. At the same time, Daikin expanded to China, starting first with a small factory, later expanding its operations to establish an air conditioning culture in China too.

The largest milestones in Daikin's more recent history are its acquisitions. In 2006, Daikin acquired a large Malaysia-based company called OYL, owners of McQuay and AAF, part of one of the world's largest chiller manufacturers.

In 2012, Daikin acquired the largest air conditioning player in North America, Goodman, for almost \$3.7 billion, which was an important milestone for expanding across North America. Today, Daikin's revenue in North America is more than \$10 billion.

“Daikin also acquired local manufacturing company Airfel in Turkey, in 2011. Today, Daikin Turkey has close to \$1 billion in operations, with a huge factory exporting to Europe. Daikin is established globally, with more than 180 factories worldwide.”

THE MIDDLE EAST FORAY

Gulenc said Daikin began its operations in the Middle East through independent distributors, but localisation has always been a key focus in our business development strategy. “In 2006, we established our first office in Dubai, UAE, with a small team of employees.

Since then, we have gradually expanded our operations in the country, and today, we have 750 employees in MEA.

“In 2013, we launched a joint venture in Saudi Arabia, followed by the start of operations in Egypt in 2016. In 2020, we established a presence in Qatar, and more recently, we opened offices in Africa, with locations in Nigeria and Morocco in 2021 and 2022, respectively.

Additionally, we established two factories in the GCC: one in JAFZA, UAE, in 2014 and another in Saudi Arabia in 2022,” he said.

In reply to a question why Daikin established its base in the UAE, Gulenc said the country is a strategic location, has a conducive environment for investment with availability of talent and skills in the country.

“We chose Dubai as our regional hub due to its access to a highly skilled and diverse talent pool, along with a business-friendly environment supported by favourable government policies.

Managing operations across 54 countries from Dubai allows us to benefit from the city’s multicultural workforce, which includes speakers of English, French, and Arabic.

Additionally, Dubai's strategic location enables us to tap into talent from Southeast Asia, further strengthening Daikin's operations in the region,” he said.

While Daikin is already well established in the B2B sector, he said the UAE is becoming an increasingly important market due to its population growth and booming real estate sector. “This growth is driving higher demand for air conditioning units, as well as a growing need to refurbish older systems that are 10 to 15 years old.”

EXPANDING PRESENCE

Gulenc said Daikin will continue to expand its footprint next year due to rising demand of its energy-efficient quality products worldwide.

“At Daikin, our expansion is an ongoing journey. For instance, in the UAE, we started with a small office, and later we expanded our sales network, recruited more people, and trained more technicians,” he said.

“Our factory went from small to large, expanding our product range. As we look to the future, we endeavour to expand the number of countries that we are established in, adopting a localisation approach to our expansion efforts, meaning we will work with and invest in the local community,” he said.

To a question, he said Daikin will expand its manufacturing facilities in the region.

“In 2025, we plan to further expand our manufacturing operations in the region. While we already have factories in the UAE and Saudi Arabia, we aim to broaden the scope of our production capabilities and increase our workforce. Additionally, we are exploring opportunities to expand into new regions, particularly North Africa,” he said.

About the rising demand of energy-efficient products, he said the Middle East is a core market for Daikin because of the region's climate and environment.

“When it comes to the Middle East region, it is fair to say that one cannot imagine living in a space without air conditioning. With that said, every building has an air-conditioning unit, however, the focus now is on making these units more energy efficient.

Driven by consumer demand and government regulations, manufacturers like us are working to deliver more energy-efficient solutions, and this is where we see demand growing,” he said.

Daikin celebrated its 100-year anniversary in Dubai with a special event at the Museum of the Future, showcasing a century of groundbreaking innovations and its commitment to providing sustainable, energy-efficient solutions, followed by an immersive drone show at the Palm Jumeirah.



DAIKIN CELEBRATES 100 YEARS OF INNOVATION AT DUBAI'S MUSEUM OF THE FUTURE

From (L to R) Tuna Gulenc, regional vice-president of Daikin MEA and Hasan Onder, president of Daikin Türkiye and Daikin MEA. Daikin, a global leader in Heating, Ventilation, Air Conditioning and Refrigeration (HVAC-R) solutions, celebrated its 100th anniversary in Dubai with a special event at the Museum of the Future, followed by an immersive drone show at the Palm Jumeirah.

The event highlighted a century of groundbreaking technological innovations, with Daikin hosting a conference at the Museum of the Future titled '100 Years of Innovating Tomorrow's Comfort'. Distinguished speakers and panellists discussed the company's future innovations as it embarks on the next 100 years. The event featured Dr. Noah Raford, a futurist and expert in future studies, strategic foresight, innovation, and project management, who has contributed significantly to the UAE's future-focused initiatives. The evening culminated in a stunning 10-minute drone show over Dubai's skyline, with the Daikin logo illuminating the night sky.

Highlighting Daikin's commitment to innovation, the event showcased the company's pivotal role in supporting sustainable growth across the MEA region. Discussions focused on Daikin's contributions to regional infrastructure, and energy-efficient solutions for sectors like food security, urban development, and data centre cooling.

The event explored emerging trends such as consumer demand for greener products, customer-centric strategies, and the role of AI in enhancing operational efficiency.

Hasan Onder, president of Daikin Türkiye and Daikin Middle East and Africa, said: "As Daikin marks 100 years of innovation, we celebrate our journey of advancing HVAC-R solutions that have transformed the way people live and work around the world. Our legacy is built on a commitment to sustainability and technological leadership, and we continue to lead the change in providing energy-efficient, environmentally friendly solutions. Looking ahead, we remain dedicated to creating healthier, more comfortable spaces for communities across the globe, while driving further progress in the industry."

Tuna Gulenc, regional vice-president of Daikin Middle East and Africa said: "Daikin has achieved remarkable growth and market leadership, particularly in the Middle East and Africa region through a strong commitment to innovation and energy-efficient solutions. By embracing local citizenship and adapting to unique cultural and environmental needs, we at Daikin ensure that our solutions and products are finely tuned to the specific demands of each region.

As we mark this extraordinary milestone, we remain focused on shaping Daikin's next century of advancing sustainable solutions and innovating products. Looking ahead, we will continue to collaborate with regional partners to support economic growth and knowledge transfer and ensure healthier and more comfortable environments through our efforts."

Dr Noah Raford, a futurist and managing partner at EMIR Intelligence, delivered a keynote on strategy and innovation at Daikin's 100th anniversary celebration. Reflecting on Daikin's remarkable achievement, he stated: "The probability of a company surviving more than 100 years is less than 1/1000th of a per cent. Daikin's continued success is a testament to its resilience, adaptability, and visionary leadership in an ever-changing world.

As a futurist, Daikin's journey is an inspiring example of how organisations can navigate the kinds of profound shifts which await us all. The next century will demand even greater innovation and purpose-driven leadership to tackle the challenges ahead - in particular climate change - and help us seize opportunities for creating a better world."

In regions with extreme climates like the Middle East, air conditioning is essential to modern life, and Daikin has transformed indoor comfort, boosting health, safety, and productivity. Today, it plays a key role in maintaining healthy environments and supporting industries such as healthcare, data centres, and urban development. Through innovations in air purification and ventilation, Daikin continues to enhance comfort and health while leading the future of indoor climate control.

As Daikin enters its second century, the company remains steadfast in its mission to lead with purpose-driven innovation. Building on advancements in low-GWP refrigerants, energy-efficient solutions, and IoT-enabled systems, Daikin is poised to redefine industry standards and continue enhancing the quality of life and well-being worldwide through sustainable practices, advanced technology, and strong community engagement.





What happens when two innovators join forces?
BIG THINGS.

Daikin MEA and Isuzu are working together to cool down 17,000 m² of warehouse space at Isuzu Middle East in JAFZA. Advanced VRV and ductless systems keep it cool all year round.

It's not just about cooling a warehouse, it's about cooling smarter for a greener future.

ما الذي قد يحدث حين يلتقي اثنان
من عمالقة الابتكار؟
إنجازات مذهشة!

دايكن تتعاون مع شركة إيسوزو موتورز لتبريد مستودع بمساحة ١٧,٠٠٠ متر مربع، بأنظمة VRV المتطورة وحلول التبريد الذكية بلا قنوات .

أصبحت المساحات باردة طوال العام، وأكثر من ذلك: ساهمت في بناء مستقبل أكثر اخضرارًا

FOODBEV MEDIA

Opinion Article: **ADDRESSING FOOD LOSS AND WASTE ACROSS THE GLOBAL SUPPLY CHAIN, ATTRIBUTED TO SAMER ALAWIAH**

With an estimated value of \$9.12 trillion in 2024, the global food industry is immense. The supply chain is vast and intricately interconnected, involving upstream, midstream, and downstream players – from growers and farmers to manufacturers, suppliers and retailers. However, this complexity also brings substantial inefficiencies. Each year, approximately 500 million tonnes of food end up as waste, with an estimated 30-40% of global food supply lost or wasted across the supply chain. This food loss and waste is valued at between \$600 billion and \$1 trillion.



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UTILITY BUSINESS - MENA

Article: **INTERVIEW OF SAMER ALAWIAH ON ENHANCING FOOD SUPPLY CHAIN EFFICIENCY THROUGH HVAC-R INNOVATION WITH UTILITY BUSINESS MENA**

Daikin UAE Managing Director Samer Alawiah speaks to Utility Business MENA on how advanced HVAC-R technologies are transforming food supply chains, reducing waste, and enhancing sustainability in the Middle East's extreme climate

[CLICK FOR MORE](#)



Article: **INTERVIEW OF SAMER ALAWIAH ON DAIKIN EXPANSION IN THE MIDDLE EAST AND AFRICA WITH INNOVATIVE REFRIGERATION AND AIR CONDITIONING SOLUTIONS WITH AL ANBA**

دايكن تعزز تواجدتها في الشرق الأوسط وأفريقيا بحلول مبتكرة للتبريد والتكييف

[CLICK FOR MORE](#)

DAIKIN WAS FEATURED ON THE WORLD’S BIGGEST MURAL ON AL-ITTIHAD STREET IN DUBAI



Article:
**SAMER ALAWIAH’S INSIGHTS
ON THE UAE’S ROLE IN
PRESERVING THE OZONE
LAYER FEATURED ON 24.AE**

دور محوري للإمارات في الحفاظ
على طبقة الأوزون



Article:
**DAIKIN MIDDLE EAST AND
AFRICA PARTNERED WITH
SOFTLOGIC HOLDING MEA TO
ADVANCE UAE’S COMMERCIAL
AIR CONDITIONING INDUSTRY**

The partnership is formed amidst a booming UAE air conditioning market worth over \$650 million, driven by real estate growth

CLICK FOR MORE

Softlogic Holding MEA, a prominent conglomerate, and Daikin Middle East and Africa FZE (Daikin), a global frontrunner in air conditioning, heating, ventilation, and refrigeration solutions, have launched a strategic alliance aimed at enhancing their market footprint and asserting leadership in the competitive UAE commercial air conditioning landscape.

This collaboration comes at a time when the UAE's commercial air conditioning market is thriving, currently valued at over \$650 million, driven by a surge in real estate developments. Softlogic and Daikin intend to leverage this growth by implementing strong marketing and sales initiatives, effectively addressing the increasing demand and bolstering their market presence.

This partnership highlights the shared commitment of Softlogic and Daikin to foster innovation and excellence in the commercial air conditioning market, positioning both companies for significant growth and success in the UAE.

Softlogic Holdings PLC, recognized for its dynamic leadership across sectors such as ICT, healthcare, retail, financial services, automobiles, and leisure, contributes its extensive project management expertise to the partnership. Daikin Middle East and Africa, headquartered in Jebel Ali, Dubai, UAE, is celebrated for its cutting-edge HVAC-R technology and superior products, making this alliance a formidable blend of knowledge and innovation.

SYNERGY OF EXPERTISE AND INNOVATION

Ashok Pathirage, chairman of Softlogic Group, conveyed his enthusiasm regarding the partnership, noting the exciting possibilities that the collaboration with Daikin presents. He mentioned that the agreement marks a significant milestone in Softlogic's strategy for regional expansion. He also expressed optimism about the future of the commercial air-conditioning and chillers market in the UAE, suggesting that their project management and retail sales expertise, combined with Daikin's innovative technology and premium products, would contribute to mutual success.

STRATEGIC ALIGNMENT FOR GROWTH

Samer Alawiah, managing director of Daikin UAE, highlighted the significance of the strategic collaboration, stating that the partnership with Softlogic aligns with Daikin's mission to provide innovative HVAC solutions to customers worldwide.

He noted that by combining Daikin's advanced HVAC technology with Softlogic's market insights, they are well-positioned to drive substantial growth and achieve shared objectives. Additionally, he remarked that this alliance not only strengthens their presence in the UAE but also sets a new standard for excellence in the commercial air conditioning sector.

SETTING NEW STANDARDS IN THE MARKET

Mohammed Rizvi, director and CEO of Softlogic Holdings MEA, commented on the significance of the partnership, indicating that the alliance represents a bold step forward for both Daikin and Softlogic in the Middle East. He mentioned that they are not merely entering the UAE market but are also setting new standards of excellence. He expressed confidence that their combined expertise and innovative strategies will position them as leaders in the commercial air conditioning and chillers market, providing unmatched solutions and value to their clients.

COMMITMENT TO EXCELLENCE AND SUSTAINABILITY

Dipendu Goon, director of Commercial & Projects at Softlogic Holdings MEA, observed that the UAE's construction industry is rapidly evolving, creating unique opportunities in the commercial air conditioning sector. He emphasized that their focus is on delivering state-of-the-art solutions that adhere to the highest standards of efficiency and reliability. He also highlighted Softlogic's commitment to providing tailored, sustainable project solutions for commercial air conditioning, ensuring that clients receive nothing less than excellence.

DAIKIN UNVEILS ITS GLOBAL SUSTAINABILITY REPORT 2024

The report summarizes the approach of the Daikin group towards business growth while contributing to the development of a global sustainable society. It explores the company's worldwide quantitative targets and results across 10 key ESG themes, based on a comprehensive materiality analysis.

The report extensively covers Daikin's priorities such as responding to climate change, circular economy readiness and creating value from air. The report further zooms in on ESG governance and the reporting approach.



SUSTAINABILITY REPORT 2024



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The report summarizes the approach of the Daikin group towards business growth while contributing to the development of a global sustainable society. It explores the company's worldwide quantitative targets and results across 10 key ESG themes, based on a comprehensive materiality analysis. The report extensively covers Daikin's priorities such as responding to climate change, circular economy readiness and creating value from air. The report further zooms in on ESG governance and the reporting approach.

Carbon-neutral Environmental Vision 2050 – intermediate targets and results

As the world's leading air conditioning manufacturer, responding to climate change is a top priority in Daikin's ESG ambitions. By 2050, the company aims to be carbon neutral, not just in operations but across the full lifecycle of its products.

Commenting on Daikin's social responsibility, Chairman of the Board and CEO, Masanori Togawa said: "Air conditioning is an important aspect of our daily lives, and its demand is expected to increase for reasons such as health and economic development.

However, air conditioning has a significant impact on the environment due to its high electricity consumption.

That's why we believe that addressing society's needs for air solutions while also contributing to the decarbonization of society is our most important social mission. We will seize change as an opportunity to contribute to a sustainable society and grow as a corporate group."

The report explains Daikin's progress on its intermediate emission reduction targets for 2030, which were validated by the Science-based Targets initiative in March 2024.

It also provides extensive examples of activities and initiatives (see examples from Europe and Africa in the subsections below) taken to this end in the reporting fiscal year 2023.

City-wide optimal energy management (p. 42)

Daikin is using its technologies in air conditioning, heating and hot water supply to provide energy-saving solutions for entire communities to resolve energy issues and contribute to sustainable urban development. In Europe, since first participating in the Smart Communities Project in Greater Manchester (UK), we have gone on to be involved with a decarbonization verification project for home heating in Lisbon (Portugal), along with the Innovation Ecosystem project for the redevelopment of the former site of Expo Milano (Italy), and a smart city demonstration project for renovating detached houses in Genk (Belgium).

Subscription-based air conditioning business in Tanzania (p. 70)

Daikin has begun rolling out subscription-based high efficiency air conditioners for small offices and stores as well as homes in Tanzania. By reducing the cost of installation and the burden of electricity bills, we want to increase the adoption and spread of air conditioners in Africa.

The project is operated by Baridi Baridi Inc., a joint venture with WASSHA Co., Ltd., an electricity service provider that uses IoT technology in regions of Africa without electricity. Since the launch of sales in October 2021, the company has expanded its business, and as of March 31, 2024, approximately 2,000 units have been sold and installed.

About Daikin Europe N.V.

The Daikin Europe group is a leading provider of heating, cooling, ventilation, air purification and refrigeration (HVAC-R) technology in Europe, Middle East and Africa (EMEA).

Daikin designs, manufactures and offers customers a broad portfolio of products, maintenance services as well as turnkey solutions for residential, commercial and industrial purposes.

To date, Daikin Europe has over 13,800 employees across 59 subsidiaries. It has 14 manufacturing sites in EMEA (Belgium, the Czech Republic, Germany, Italy, Spain, Austria, the United Kingdom, Turkey and the United Arab Emirates). Headquartered in Ostend (Belgium) for over 50 years, the Daikin Europe group is a subsidiary of the global group Daikin Industries.

About Daikin Industries Ltd.

Daikin Industries is a worldwide leader in heat pump, air conditioning and air filtration technology with more than 98,000 employees. Founded in Osaka in 1924, it is the world's only manufacturer that develops and manufactures HVAC-R equipment, as well as compressors and refrigerants in-house. Daikin was named one of the world's top 100 most innovative companies by Clarivate (UK) and LexisNexis (USA), recognizing its leadership in technology research and intellectual property patents. For its fiscal year 2023, Daikin reported a record sales result of € 28 billion sales (1 April 2023 – 31 March 2024).

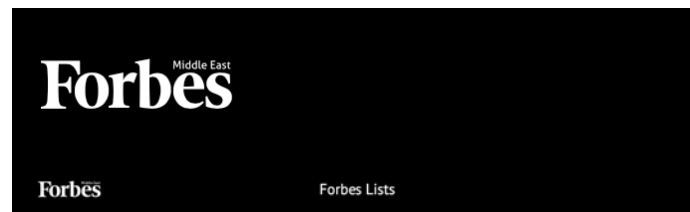
DAIKIN MIDDLE EAST AND AFRICA AND KOMATSU DRIVE SUSTAINABILITY WITH ADVANCED COOLING SOLUTIONS FOR JAFZA FACILITY

In the next major move towards sustainability, Daikin and Komatsu Middle East have expanded their global partnership to the Middle East!

Daikin's latest Inverter Chiller Technology will now cool Komatsu's massive 9800 m2 Regional Parts Distribution Center in Jebel Ali Freezone, Dubai, ensuring year-round comfort with minimal disruption to operations. The water harvested from the cooling process will be repurposed for Komatsu's new Green Belt, contributing to a greener future.

With Komatsu already offsetting electricity usage through solar panels, this partnership marks a new era of sustainable cooling for large facilities across the GCC.





Global Meets Local 2024



DAIKIN MIDDLE EAST AND AFRICA LISTED IN FORBES GLOBAL MEETS LOCAL 2024

Gulenc assumed his current position in 2016, having joined Daikin in 2006.

Since 2023, Daikin Middle East & Africa has set up four training centers and centers of excellence across Africa, in partnership with Nigeria's Etiwa Tech, Field of Skills and Dream, Morocco's Office of Vocational Training and Employment Promotion, and DMDC in Côte d'Ivoire. Daikin also appointed Almoayyed Contracting Group as its official distributor in Bahrain, in April 2024.

The company recorded its strongest sales yet at \$30 billion globally for the 2023 fiscal year, ending March 2024.

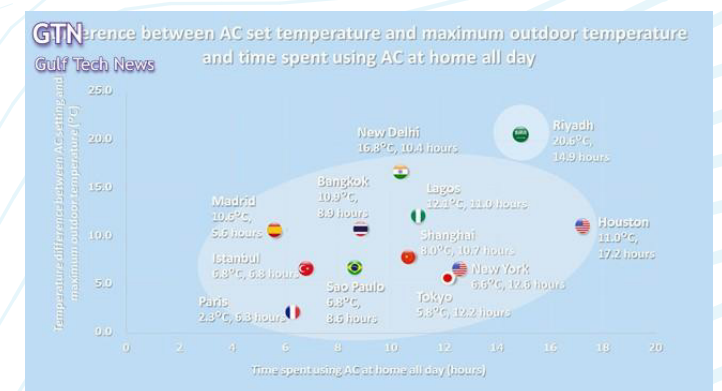
Article: DAIKIN SHOWCASED PIONEERING COLD CHAIN SOLUTIONS AT CHILLVENTA 2024

Daikin is excited to announce its participation in Chillventa 2024. This year's event will take place from October 8-10, 2024, at the Nuremberg Messe, Germany.

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Article: Industry story in Emirates News Agency (WAM): THE ENGINE OF ECONOMIC GROWTH AND SUSTAINABLE DEVELOPMENT, FEATURING INSIGHTS FROM SAMER ALAWIAH

الصناعة الإماراتية.. قاطرة النمو الاقتصادي والتنمية المستدامة

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Article: DAIKIN EXPLORED RIYADH'S COOLING CHALLENGES THROUGH GLOBAL AIR QUALITY SURVEY

Daikin, an HVAC-R manufacturer present in 175 countries and regions, celebrating its 100th anniversary this year, conducted the Daikin World Air Survey, involving 1,200 participants from 12 cities worldwide, including Riyadh, Houston, Tokyo, Lagos, Madrid, and more.

This comprehensive survey aimed to explore attitudes and usage patterns of air conditioning in homes.

As Riyadh endures some of the world's highest temperatures, this survey offers insights into how residents are coping with the soaring temperatures while managing the heavy reliance it brings on air conditioning.

The findings reveal substantial daily air conditioning use and significant temperature fluctuations, underlining the city's unique cooling challenges.

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Article:
GUEST COLUMN ARTICLE BY SANJEEV MAHESHWARI IN CLIMATE CONTROL MIDDLE EAST.

PERSPECTIVE | TECHNICIAN TRAINING

'LET THE SERVICE GAMES BEGIN'

Fostering a competitive environment for measuring technician skills is just what the doctor ordered. Sanjeev Maheshwari of Daikin Middle East & Africa elaborates on a vital aspect on which rests the possible success of an eco-system of widespread sustainable cooling and refrigeration





The global climate is changing, and our expectations for comfort are evolving. Efficient air conditioning and refrigeration systems are no longer a luxury but a necessity. In the dynamic landscape of this industry, the key to driving product innovation, while meeting the growing demand of HVACR solutions, lies in empowering a skilled workforce. Companies that prioritise their employees' professional development through training not only achieve higher business results but also ensure exceptional service support to the customers. This underscores the pivotal role of skilled employees in ensuring the long-term success of the HVACR industry.

Nowhere is this more crucial than in the HVACR sector, as 60% of electricity consumption in the building is from these equipment and their operations. Therefore, precision in the production, installation and maintenance of air conditioning units, heaters, and ventilation and refrigeration systems is paramount. Without proficient staff and technicians, critical concerns, such as sustainability, efficiency and public health are at risk of being neglected, posing substantial threats to customers and service providers alike.

The challenge of bridging the gap: Technology and after-sales service

To overcome environmental impact and challenges, products in the field of air conditioning and refrigeration are constantly evolving through technological advancements. These advancements include new refrigerants, inverterisation, digitalisation and advanced compressor technologies, like magnetic-bearing compressors. Computational capabilities are embedded in air conditioning products to provide comfort to customers while remaining efficient. Today, even the smallest products, from residential air conditioners to District Cooling technologies, are equipped with PCBs to operate and drive the product to meet customer demands.

While the Middle East and Africa (MEA) region is adopting these technological changes faster, after-sales service remains a significant challenge. Developing regions and countries often face a scarcity of skilled resources to provide good quality service to customers. With rapid technological advancement, it becomes increasingly difficult to keep the HVACR workforce updated with the latest technology.

Training and development

It is important to understand these challenges and the importance of delivering quality, safety and service excellence to customers. It is important to take a step forward by prioritising the training and development of the next generation of technicians, installers and after-sales service personnel. Well-meaning initiatives are taking place in the region, such as investing in state-of-the-art training and development centres to train the direct workforce and the indirect workforce, such as installers, contractors, dealers and service providers. The aim is to provide comprehensive theoretical and practical training exercises in system installation, troubleshooting, maintenance and energy efficiency.

Further, to enhance the quality of workmanship as field service technicians, it is important to recognise that technicians need motivation to excel, not just information and training content. To foster better engagement in learning, an idea worth considering is to foster a competitive spirit. For instance, Daikin has organised the Service Games to bring competitiveness among service technicians and motivate them to learn more and excel in their area of expertise. The initiative cultivates a culture of excellence among technicians and engineers through competitive events that challenge participants in theoretical knowledge as well as practical skills. Launched for the first time in the Middle East and Africa in 2023, the Games not only celebrate technical expertise but also elevate the company's service standards globally.

The broad aim of workforce training goes beyond simply enhancing technical skills and service quality. It plays a pivotal role in addressing environmental and sustainability challenges by fostering a workforce equipped to deliver innovative, sustainable solutions in the HVACR sector.

This investment in continuous learning and development not only secures a competitive edge but also empowers local workforces across the Middle East and Africa. Such initiatives create a ripple effect, fostering economic growth, community development and career advancement opportunities, while ensuring superior service for customers. [Read more](#)

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Industry story
HOW AIR CONDITIONERS ARE HEATING THE MIDDLE EAST, FEATURING INSIGHTS FROM TUNA GULENC IN FAST COMPANY MIDDLE EAST

Experts discuss the challenges and solutions to prevent power grid overload and the need for efficient cooling technology.

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Article:
INTERVIEW OF AYUSH DUBEY WITH TECHNOLOGY INTEGRATOR ON DAIKIN'S INNOVATIVE COOLING SOLUTIONS FOR DATA CENTERS AND INFRASTRUCTURE

Integrator Media had an exclusive interview with Ayush Dubey, Dy. General Manager – Applied, Daikin Middle East and Africa



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