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## Letter to the industry

### 5 Year Anniversary



**In January 2017, representatives of 22 HVACR manufacturers established Eurovent Middle East as the region's first industry association for heating, ventilation, air-conditioning and refrigeration. What started as an initiative to enable more coordination among industry stakeholders has become a real driver for knowledge transfer in energy efficiency and indoor air quality. The occasion calls for an outlook to the next five years at our upcoming event in September.**

Eurovent Middle East invites government representatives and executives of the industry to join our 5 Year Anniversary Congress '**HVACR Next Generation: Rethinking Policies and Strategies**', taking place 13 and 14 September at the LeMeridien Dubai. Rather than looking back on our history, we want to take our work forward and highlight opportunities to support the region's long-term development goals.

Energy efficiency is one of the conditions most relevant for the prosperity of the Middle East in the future. We will outline aspects usually overlooked and showcase opportunities which could unlock immediate energy savings. As our credo goes: the technology is ready, it just needs to be utilised! How we can motivate this utilisation will be one of the main topics of the congress.

The transition to low GWP refrigerants is a headache for governments and industries all around the globe. We will give an update on this transition, shine a light on policies from other regions and will outline a possible approach for regional governments to regulate the transition without limiting the availability of products and solutions.

In the aftermath of the pandemic, it is of greatest importance to keep up the focus on Indoor Air Quality. The economic fallout from the past two years is too big to ignore the looming threat of future viral outbreaks. We will look at policies and strategies from various countries and discuss ways how to best approach ventilation retrofits and improvements in the building sector.

Further topics include an outlook to future cooling trends based on patents filed in the past couple of years and how to organise market surveillance in the region based on transparency and fairness. Still too many players are bypassing regulations and manipulate conformity certificates. The damage caused to energy efficiency policies needs to stop. A level playing field for all is the only way to ensure the success of sustainability goals.

I believe we have a great mix of interesting subjects to discuss on. We are looking forward to seeing you at this event and celebrate with you our anniversary in true spirit: with professional exchange on the key issues of our time!

Kind greetings,



Markus Lattner  
Managing Director  
Eurovent Middle East