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Eurovent Middle East sees successful launch

Initiative receives backing and support of a wide range of major industry players

Brussels, 30 October 2016. Today, the Eurovent association has announced the launch of its Eurovent Middle East issue group. The latter will act as the representative of Eurovent members based in/or active in the Middle East region. Founding members constitute more than 15 manufacturers and related organisations that are going to jointly undertake advocacy, marketing, and trade-related activities throughout the region. Mr Markus Lattner has been assigned Director of the initiative.

The setup of Eurovent Middle East highlights the increasing importance of the Middle East markets for Eurovent members, and follows requests to handle this region in a regional framework outside the European-oriented framework of the Eurovent association in Brussels. It constitutes the first multinational platform of its kind for the Gulf region. The group aims to jointly contribute to a lower energy demand, improved food safety, and work towards a better indoor air quality in the Middle East.

'We are glad to see that our initiative has received so many positive responses and is supported and backed by a wide range of key players from all HVACR areas' states Mr Markus Lattner, newly-assigned Director of Eurovent Middle East. 'Over the past two years, our team has listened carefully to the market and observed the need for an initiative that contributes to a regional level-playing field while raising awareness on state-of-the-art HVACR solutions.'

Lattner goes on stating: 'While the group wants to overcome misperceptions existing on some markets, it also aims to raise awareness on forward-thinking legislative and standardisation approaches. At Eurovent, we have made extensive experiences with the development of energy-related component, product and system legislation over the past years that we would like to share with the market. We want to contribute to the region considering approaches that allow a wide range of stakeholders to play a major part in the region's success based on the best available technologies.'

Markus Lattner is looking back at 10+ years of business experience in emerging markets with a key focus on the Middle East region. More information on Eurovent Middle East and all founding members can be found at www.eurovent.me, on LinkedIn and Twitter (@EuroventME). On the homepage, users can also register for a dedicated newsletter called 'MMessage', which provides regular updates on the group's activities.

Enclosed documents

Eurovent Middle East logo files
Press photos
English and Arabic version of the Press Release

Founding members

Together, the below-mentioned founding members employ thousands of people locally, supporting a more diversified economy throughout countries in the Middle East region.

Manufacturers

Baltimore Aircoil Gulf, Clivet, Coolex, Daikin Middle East & Africa, ebm-papst Middle East, E flow Technologies, Enventus, EPTA, EVAPCO Europe, Frico, Friterm, Hoval, Lindab, Midea, Multi-Wing, RIC – Refrigeration Industries and Storage Company, SPX, Systemair, Swegon, WIKA

Related organisations

ceis, ISKID, REHVA

Supporters

EU-GCC Clean Energy Network II, EU-GCC Trade and Business Cooperation Facility

For information on how to join Eurovent Middle East or how to become a supporter, visit

www.eurovent.me

About us

Eurovent Middle East is the representative of Eurovent members based in/or active in the Middle East region. Its participants constitute leading manufacturers of Indoor Climate (HVAC), Process Cooling, Food Cold Chain, and Industrial Ventilation Technologies, as well as sector associations and national industry initiatives active in this field. By thinking 'Beyond HVACR', contributing manufacturers fulfil highest requirements in terms of product quality and sustainability. They are united in their aim to work towards a lower energy demand, an improved food safety, and a better indoor air quality in the Middle East. Together, they employ thousands of people locally, supporting a more diversified economy throughout countries in the region.

For more information, visit www.eurovent.me, connect with us on LinkedIn or Twitter (@EuroventME) or contact the project office.