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Press Release: HVACR Expo Saudi saw successful launch

Rising awareness on energy efficiency in Saudi Arabia, Eurovent organised extensive delegation and seminar programme in the course of the exhibition

Beginning of January saw the first-ever HVACR Expo Saudi taking place in Jeddah, Saudi Arabia. The show proved to be an instant success, attracting almost 2,200 visitors. Top brands from around the globe such as Baltimore Aircoil Company (BAC), Carrier, Coolex, ebm-papst, Friterm, and Johnson Controls were present, showcasing their latest innovations to visitors from throughout the Kingdom. In addition to the exhibitors, a comprehensive educational programme of 17 sessions was hosted in cooperation with Eurovent.

Rising awareness on energy efficiency in Saudi Arabia

The fact that the seminar theatre was either full or near to capacity throughout the entire event reflects an increasing interest in energy efficiency in Saudi Arabia. Energy costs in the Kingdom have risen and investors start realising that energy saving technologies can lead to a reasonable Return on Investment. This is being supported by various initiatives introduced by authorities in the Kingdom.

Within the scope of the Saudi Energy Efficiency programme, the Saudi Standards, Metrology and Quality Organization (SASO) is working on standards to increase minimum efficiency requirements. As of 2017, for example, IE3 motors will be required, while today IE2 are still accepted. Another example constitutes Saudi standard SASO 2663:2014. This revised standard sets energy labelling and minimum energy performance requirements for air-conditioners. It demands products to carry an EER (Energy Efficiency Requirements) label in order to receive a Certificate of Conformity required to sell on the Saudi market.

Risk of one-sided standards limiting product choice for Saudi customers

While exhibitors during the HVACR Expo Saudi have welcomed these initiatives, many local producers and importers have also expressed concerns. In particular, it was remarked that Saudi authorities would need to ensure that their initiatives include sufficient references to international standards. A too one-sided reference to standards from one region only would lead to a limited product choice for Saudi customers while preventing a level-playing field.

Comprehensive educational programme during exhibition

With its 'Innovation Hub', the European sector federation Eurovent had provided a dedicated programme during the HVACR Expo Saudi. Throughout 17 sessions, a wide-ranging amount of issues in the area of indoor climate, refrigeration and food cold chain was covered.

BAC, Carrier, and Kelvion (formerly: GEA Polacel Cooling Towers) have teamed up, highlighting how water cooled chillers and evaporative cooling technologies can reduce energy demands in hot climates zones. By providing a system comparison, the manufacturers explained the various advantages centrifugal chillers with cooling towers would have over a system with radiators - including reduced energy and first costs.

In another session, ebm-papst, Systemair, and European air curtain manufacturers have introduced intelligent ventilation solutions. Next to raising awareness on highly efficient EC motor technologies for fans, a focus was put on achieving a better indoor air through state-of-the-art air filters, smart AHUs, and by creating an effective air barrier through air curtains. Theoretical background on indoor air quality was provided by Prof. Geo Clausen from Denmark Technical University, one of the most renowned global experts on this topic.

Eurovent Delegation with diplomatic participation

In the course of the exhibition, Eurovent organised a trade delegation to Jeddah with close to 30 participants from Europe and Japan. One of the highlights marked a HVACR industry reception at the Italian Consulate in Jeddah. The reception saw more than 70 guests including high-ranking representatives of Saudi authorities and trade associations, the Consul Generals of France, Germany, Italy, and Turkey. Various industry cooperation projects were reportedly initiated during this event.

HVACR Expo Saudi will return in January 2017, from 15 to 17, and promises to be even bigger and better – with many exhibitors already confirming their participation.

About Eurovent

Europe's Industry Association for Indoor Climate, Process Cooling, and Food Cold Chain Technologies – thinking beyond 'HVAC&R'

Eurovent is Europe's Industry Association for Indoor Climate, Process Cooling, and Food Cold Chain Technologies. Its members from throughout Europe, the Middle East and Africa represent more than 1.000 companies, the majority small and medium-sized manufacturers. Based on objective and verifiable data, these account for a combined annual turnover of more than 30bn Euros, employing around 150.000 people within the association's geographic area. This makes Eurovent one of the largest cross-regional industry committees of its kind. The organisation's activities are based on highly valued democratic decision-making principles, ensuring a level-playing field for the entire industry independent from organisation sizes or membership fees.

Eurovent's roots date back to 1958. Over the years, the Brussels-based organisation has become a well-respected and known stakeholder that builds bridges between manufacturers it represents, associations, legislators and standardisation bodies on a national, regional and international level. While Eurovent strongly supports energy-efficient and sustainable technologies, it advocates a holistic approach that also integrates health, life and work quality as well as safety aspects. Eurovent holds in-depth relations with partner associations around the globe. It is a founding member of the ICARHMA network, supporter of REHVA, and contributor to various EU and UN initiatives.

Our Members and 'Affiliated Manufacturers'



Our Members are national associations from Europe, the Middle East and Africa that are representing manufacturers in the area of Indoor Climate, Process Cooling, and Food Cold Chain technologies.



The more than 1000 companies within their networks (Eurovent 'Affiliated Manufacturers') can directly participate in Eurovent activities in a democratic and transparent manner.

Our Corresponding Members



Manufacturers from EMEA countries, which do not yet have a national association Member within the Eurovent network. Examples include:



Our Associate Members



Organisations that are engaged in activities related to the sectors the Eurovent association covers. Examples include:

