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## **Dr. Iyad Al-Attar first Associated Consultant of Eurovent Middle East**

### **Leading IAQ consultant joins the region's HVACR industry association**

**Dubai, 19 July 2020. Amidst growing concerns over the impact of the COVID-19 pandemic, Eurovent Middle East welcomes its first Associated Consultant. Dr. Iyad Al-Attar is amongst the world's leading experts for Indoor Air Quality (IAQ) and Air Filtration, topics which receive heightened attention with countries fighting to reduce transmissions of the novel coronavirus (SARS-CoV-2).**

Eurovent Middle East has opened up membership to the consultant community in a move to bring the industry in the region closer together and support technical exchange on a range of pressing issues. With his background in mechanical engineering, Dr. Iyad Al-Attar is both an Air Filtration consultant and an environmental enthusiast. He is currently a Visiting Academic Fellow in the School of Aerospace, Transport and Manufacturing at Cranfield University in the United Kingdom.

Dr. Al-Attar said: "SARS-CoV-2 has paid us a surprise visit and found us pledging allegiance to sketchy filter specifications that tolerate regenerating disposal filters, inappropriately selecting filters, entertaining conventional filter design and prompting single-stage filtration solutions for most applications." He highlighted: "Prior to suggesting any sort of refinements, we ought to re-examine the math of the international filtration standards for the Middle East and particularly in the Arabian Peninsula to close the gap between rhetoric and reality when it comes to implementing their recommendations."

"Combating COVID-19 is an existential challenge we face today" Dr. Al-Attar explains. "The pandemic has demonstrated the importance of appropriate building ventilation and air filtration selection, an issue that has been notoriously overlooked for decades - and I am afraid we are now paying a hefty price for this negligence. It is of paramount importance for the community to realise that there are no low cost, short term and over-the-counter solutions as far as designed ventilation and filtration systems are concerned. The first corrective action toward enhancing air quality is making appropriate filter based on the physical and chemical characterisation of the airborne contaminants in the air we breathe. Unfortunately, the spread of information that lacks precision and is possibly driven by commercial interests are overshadowing the key message which needs to be understood: Enhanced IAQ saves lives!"

Mr Markus Lattner, Managing Director of Eurovent Middle East said: "Since our inception, we stated improved IAQ as one of our key objectives. Unfortunately, we now see how urgent this matter has become. We are positive that with the support and the expertise of Dr. Al-Attar, we will be able to gain more attention on the design, installation and operation of ventilation and air filtration systems. We are excited to welcome him on board with us, as we know a joint effort is required by everyone to overcome the current crisis and prepare to stave off future threats to our societies."

Dr. Al-Attar concludes by advising, "We need to be part of the solutions, not the symptoms. For the best interest of the health of the public, it is essential to work together to establish a non-commercial

approach and neutral grounds to educate the international audience on how to enhance our air quality and consequently, our well-being. Eurovent Middle East provides the platform where we can exchange and create awareness on such important topics. I am looking forward to exchanging knowledge, experiences and calling on the industry and governments to join us in these discussions for the benefit of our societies and mankind. SARS-CoV-2 is a global game changer and we need to challenge the existing standards, maintenance practices and, most importantly, ourselves.”

Eurovent Middle East is the region's industry association for Energy Efficiency, Indoor Air Quality and Cold Chain Solutions. Its participants constitute leading manufacturers, consultants and service providers of Indoor Climate (HVAC), Process Cooling, Food Cold Chain, Industrial Ventilation, and Building Automation Technologies, as well as sector associations and industry initiatives active in these fields. By thinking 'Beyond HVACR', contributing manufacturers fulfil the highest requirements in terms of product quality and sustainability. For more information, visit [www.eurovent.me](http://www.eurovent.me).

### Enclosed documents

All related files can be found in the respective sections in the right sidebar.

- Eurovent Middle East logo files
- Press images
- Biography and business portrait of Dr. lyad Al-Attar
- PDF version of the Press Release in English and Arabic