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## ABB joins Eurovent Middle East

### The Middle East's HVACR industry association gains further support

Dubai, 21 April 2019. The decision by ABB sends a strong message to the industry to support cooperation and coordination by the region's HVACR industry association. With a history of innovation spanning more than 130 years, ABB is today a leader in digital industries with four customer-focused, globally leading businesses: Electrification, Industrial Automation, Motion, and Robotics & Discrete Automation.

Frank Taaning Grundholm, Vice President Global HVACR Sales, ABB Drives, said: "We see huge energy savings potential in the Middle East, and we believe the industry needs to take responsibility of achieving ambitious energy efficiency goals. Eurovent Middle East has proven to be an excellent platform for cooperation and coordination, taking initiative in so many different aspects. We are happy to support this approach and look forward to being part of the discussion."

Markus Lattner, Managing Director of Eurovent Middle East, added: "We greatly appreciate the endorsement and support from ABB. Seeing the association grow and gaining more and more support underlines that the demand for joint action is huge, as are the opportunities for our industry if we join our forces. Our vision two years ago when we started, has been very ambitious. We are extremely grateful to see that these ambitions haven't been lost."

The ever-growing construction industry, sustained focus on investment in infrastructure development, and the growth in hotel, tourism and healthcare sectors in the UAE will drive the demand for reliable and efficient HVACR in both commercial and residential segments.

"It is extremely important that HVACR solutions provide environmental-friendly operations that fit the government's blueprint for a greener future," said Ahmed Radwan, ABB's UAE Local Business Manager. "With ABB's energy efficient motors and variable speed drive solutions - easily integrated with ABB Ability™ digital monitoring services - we are ready to meet industry needs today and in the future."

Eurovent Middle East is the region's only industry association representing leading manufacturers 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 highest requirements in terms of product quality and sustainability. For more information, visit [www.eurovent.me](http://www.eurovent.me).

### Enclosed documents

Eurovent Middle East and ABB logo files
Press images
PDF version of the Press Release