

Team member  
Morten Schmelzer

Phone  
+32 (0)466 90 04 01

Email  
office@eurovent.me

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## **LG Electronics Gulf has joined Eurovent Middle East**

Entry of market leader reflects increasing recognition of Eurovent Middle East in the region

**Dubai, 29 August 2017.** On 17 August 2017, LG Electronics Gulf has become Eurovent Middle East's latest member. As a globally recognised innovator of home appliances, air conditioning and air quality systems, LG Electronics Gulf is determined to support Eurovent Middle East and its more than 30 member organisations in jointly working towards higher standards and quality ideals for the region.

LG Electronics Gulf is creating total solutions for the home with its industry leading core technologies. LG Electronics Gulf has long been in line with the major regulations prevalent in the region including, among others, Arab Energy Efficiency Building Regulations, and GCC Standardization Council (GSO). LG Electronics Gulf ensures that its products strictly comply with the latest energy efficiency norms laid down by the respective regulators and governments.

Mr Alex Heo, Senior Director of HVAC Business, LG Electronics Middle East and Africa, stated: 'At LG, we are committed to making life better for consumers around the world by providing thoughtfully designed products along the entire HVACR value chain. Joining Eurovent Middle East is an important step for our company through which we further reinforce our high quality and compliance ideals. We look forward to cooperating with the region's leading players in our industry to jointly support the development of higher standards, their enforcement and surveillance in the region.'

LG Electronics Gulf is also an active contributor to Eurovent Middle East's upcoming 'HVACR Consultant Leadership Workshops' Launch Event, which is going to take place at the LeMeridien Dubai on 25 September 2017. For more information on this event and our members, visit [www.eurovent.me](http://www.eurovent.me), subscribe to our newsletter and follow us on [LinkedIn](#).

### **About Eurovent Middle East**

**Eurovent Middle East is the representative of Eurovent members based in and/or active in the Middle East region and a subdivision of Europe's leading HVACR sector association Eurovent.**

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 organisations 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](http://www.eurovent.me)