

DAIKIN INSIGHT

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2021



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NEW YEAR MESSAGE

“

2020

was definitely
a year like
no other.

Masaaki Miyatake
Chairman and President



Let me first start by extending my new year greetings to everyone.

Despite the unprecedented circumstances brought about by the COVID-19 pandemic, we went on doing what we do best -- support human health and provide comfort while creating new value for air and the environment. The journey would not have been so effortless without the trust and confidence placed in Daikin by our partners, dealers, distributors from the Middle East and Africa and most importantly, our customers.

Thank you for your continued support! The excellent performance that Daikin posted in 2020, as the group market value had doubled, can be attributed to the robustness of our business resilience strategy amid a volatile global economy, as well as the aggressive investments and various measures that were undertaken in line with our Fusion 20 Strategic Management Plan.

Going forward, Daikin will continue to remain steadfast in its commitment towards making strategic investments that are aimed at further growing the business, while still living up to our promise of giving back to society. For sure, we will continue in our promotion of energy-efficient air conditioners and refrigerants that have less of an impact on the environment and have the potential to reduce carbon emissions that cause global warming. Our aim is to deliver good indoor air quality through whole building climate control with energy-efficiency and comfort as our core mission in the region.

Looking ahead, 2021 might bring its own share of challenges, but I am sure by working together, staying focused on our priorities, and putting our customers first, we will be able to scale greater heights, challenge new initiatives, increase brand awareness, strengthen our operations in all markets that we operate in, and introduce new technologies and solutions.

As we embark on another year that brims with possibilities and opportunities, I am very pleased to extend my very best wishes to you and your family for health and prosperity in 2021.

NEW YEAR MESSAGE



We witnessed the
resilience
of the human spirit.

Tuna Gulenc
Vice President, Sales



Without a doubt, the year 2020 was a challenging period for many of us. It was during this period that we saw unprecedented difficulties and seemingly insurmountable barriers that were brought about by the still raging pandemic. While this is so, we have also witnessed an opportunity to demonstrate the resilience of the human spirit. All of us have quickly adapted to the new normal --wearing facemasks, practicing social distancing, and remote working. As a result of joint collaboration between governments, companies and scientists, multiple vaccines have been created within less than one year, giving us a key sense of confidence in our capacity to fight with the pandemic and maintain our optimism in addressing more challenges such as climate change.

We, at Daikin MEA, had ended the year celebrating this resilience as part of our long-held values and commitment to advancing major initiatives with a positive impact on global society. This is the reason Daikin has taken it upon itself to become a proactive contributor to the global environmental sustainability movement. Our commitment stems from knowing that Daikin and the whole HVAC industry have a pivotal role to play to promote the wellbeing of communities worldwide.

As such, designing green technologies that are capable of enhancing air quality and reducing carbon emissions remains a top priority of our organization. It is our mission to harness the full potential of our innovative solutions in energy efficiency, air quality, and environmental protection, not just to lead the HVAC industry but to transform global society as well.

In this challenging year, as Daikin MEA, we prioritized the health, wellbeing and stability of our employees and customers by taking quick steps and countermeasures. We supported our business partners, dealers, and distributors during the tough times, and concentrated on creating new solutions for the rapid changing needs of our customers. Despite the slowdown in the construction industry, we have been awarded several mega projects in the GCC region, particularly in UAE and KSA, and took concrete steps to further strengthen our Africa business foundation by establishing our Nigeria Office. Another great achievement was having been selected and awarded with the 2020 Superbrands UAE Choice Award. The award was given in recognition of our continuing commitment towards excellence in providing customers with environment-friendly HVAC products.

NEW YEAR MESSAGE

2020 was a year for both tackling the unprecedented changes in the social and business environment by taking quick decisions to fight with the unknown and at the same time prepare our 5 years Strategic Management Plan towards 2025. We formulated our Fusion 25 plan on the pillars of further localization and penetration actions in the MEA region, transformation towards solution business, aggressive development of Daikin brand awareness and the creation of solid business foundation in Africa to make it the next growth engine of Daikin Group.

As we welcome the new year, rest assured that we will continue in our sustainability path while bearing in mind the importance of showing resiliency amidst adversities. We look to the future with optimism and high hope.

I thank you all for your unwavering support for Daikin. I wish you and your family a prosperous and healthy 2021!

The COVID-19 pandemic increased the focus on
Indoor Air Quality.

Paolo Nascetti
*Vice President for
Applied Business*



The year 2020 will forever be remembered as a year laden with challenges, which led to key changes in how we conduct our business and live our lives. The coronavirus (COVID-19) pandemic created a health crisis of global magnitude that it posed to be a major challenge to the worldwide economy. The HVAC industry played a major role in the fight against the pandemic, specifically in the healthcare sector applications, but more in general for air treatment solutions where suddenly the focus on Indoor Air Quality (IAQ) increased to ensure that HVAC systems were designed to prevent spreading or carrying the disease.

Despite the unprecedented circumstances, Daikin was able to withstand and hurdle many obstacles-- from the challenges of assuring continuity in our manufacturing plants and field service activities, adopting all necessary safety measures to protect our employees' health, to the safeguarding of all our stakeholders interest, the immediate development and launching of new innovative IAQ solutions in "Airside Products" (Fan Coils and Air Handling Units) besides the traditional filter technology, for use in hotels, healthcare facilities and residences.

NEW YEAR MESSAGE

With innovation remaining at the center of our efforts, we increased our R&D investments, specifically in Europe, the United States and Japan this year. In Japan, for instance, our Technology and Innovation Center (TIC) is now set to release a cutting-edge elemental technology related to individual components of chillers and airside equipment like Compressors, Fans, Controls, and Inverters. These innovations are going to be adopted by various regional Applied Development Centres for local market's needs, including specific design for Middle East harsh environment.

Furthermore, Daikin, the only HVAC manufacturer in the world that has its own refrigerant company, Daikin Chemicals, had sought in 2020 the use of new refrigerants capable of addressing the new ecological challenges of HVAC systems from both refrigerant Global Warming Potential and Energy Efficiency viewpoints.

All eyes are now on 2021, accompanied by the bright hope of better things to come. With this in mind, Daikin MEA is confident in its efforts to live up to its commitment of pushing the boundaries to help its clients meet their market needs. We remain steadfast in our goal of driving in a reduction of the environmental impact made by cooling, heating, and refrigeration systems.

In Applied Systems, and in line with our new 5-year strategic management plan, "Fusion 25," we look towards further enhancing our local Engineering & Manufacturing capabilities in the GCC region, including the achievement at the beginning of the year of the Hygienic Certification (VDI 6022 & DIN 1946-4) for our AHUs produced in our UAE Factory, and at the same time, we will focus to also give innovative solutions to our customers apart from product offerings. In fact, we will further develop our Off-Site Manufacturing and Modular solutions across MEA region, going beyond the flanges of only traditional Chillers, thanks to our inhouse engineering team having HVAC Design and BIM expertise.

I would like to take the opportunity to wish you all the best and let the positivity of the new year be your guide in achieving more growth and prosperity. Season's greetings and a Happy New Year to all.





BUSINESS DURING COVID-19

MASAAKI MIYATAKE

appointed as new Chairman of the Board of Directors and President for Daikin Middle East and Africa

Daikin has announced the appointment of Masaki Miyatake as the new Chairman of the Board of Directors and President for Daikin Middle East and Africa. Miyatake, who first joined the company as a sales engineer more than 30 years ago, has made a meteoric rise in Daikin--promoted to the ranks of Project Sales Manager and later as General Manager for the Applied Business Division of Daikin Europe. In July of 2020, Masaki was transferred to Daikin MEA, which is currently headquartered in Dubai.

Under his leadership, Miyatake led the award-winning team responsible for the creation of an inverter heat-pump modular chiller in Japan, which won the '2017 Energy Conservation Grand Prize' and the 'Energy Conservation Center Chairman's Award.'

In an initial speech to the public, Miyatake stated, "Daikin MEA is seeking to expand its footprint across its key regional markets--opening new affiliates, sales offices and service centers as well as introduce new products to enable us to reach as many customers as possible. This move will be supported by a stronger business structure and vibrant cooperation with our sales partners and other industry stakeholders."

The new Chairman and President encouraged all of Daikin MEA's teams to effect change, reach ambitious targets and transform the company in line with the company's strategic Fusion 25 management plan.



40M AED HVAC CONTRACT

awarded to Daikin for high-end cooling equipment for Azizi Developments

Daikin Middle East and Africa has been awarded a AED 40 million HVAC contract to supply high-end cooling equipment for communities under UAE developer Azizi Developments. Under the terms of the award, Daikin will provide world-class HVAC systems for 35 of Azizi's flagship community project, the Riviera.

BUSINESS DURING COVID-19

The company will also supply HVAC systems for Creek Views, the developer's 634-unit modern luxury development in Dubai Healthcare City and for Azizi's Berton project, a well-connected residential development located in the heart of Dubai's new growth corridor, Al Furjan.

Masaaki Miyatake, Chairman & President of Daikin Middle East and Africa, said, "We are excited with this newly awarded contract from Azizi Developments. We are humbled by the trust and confidence that they have placed in Daikin. We look forward to delivering outstanding value in the form of the most advanced, environmentally friendly air conditioning solutions. The collaboration together emphasizes our determination to strengthen and expand our business, create and provide advanced HVAC-R solutions, achieve our overarching goal of creating new value for our customers, contribute to society and save energy."

DAIKIN LEADS IN HVAC

and expresses confidence in maintaining leading market position in post-COVID 19 era

The Daikin Group has revealed that its overall market value has doubled from USD 30 billion to USD 65 billion--widely attributing the success to the company's implementation of a business resilience strategy and aggressive investments and various measures carried out under its Fusion 20 Strategic Management Plan. These actions have helped the company maintain its leading position in the market during and even after the COVID-19 pandemic.

Daikin continues to remain steadfast in its efforts to grow the business while also building on its robust corporate structure to give back to society. As customers look beyond the pandemic, their needs have changed.

Daikin was among the first to respond to their growing demand for air quality solutions by tapping the power of technology to provide products and services designed to improve air quality and promote efficient cooling and energy consumption.

Masaaki Miyatake, Chairman and President, Daikin MEA, said, "We are continuing to expand Daikin's operations and footprint across all key markets. While others are shrinking and minimizing operations, Daikin will confidently continue its efforts in finding solutions to customer needs while serving and contributing to each local market we operate in. Delivering good indoor air quality through whole building climate control with energy-efficiency and comfort will be our core mission in the region."



BUSINESS DURING COVID-19



2020 SUPERBRANDS DISTINCTION

awarded to Daikin

Daikin has revealed being included in this year's list of winners for the Superbrands UAE Choice Awards. The achievement further consolidates the company's leading position as one of the leading innovative brands in the field of heating, ventilation, air conditioning, and refrigeration (HVAC-R).

According to Superbrands, the award was given to Daikin MEA in recognition of the company's excellence in providing customers with environment-friendly products.

Daikin's diverse portfolio of products and solutions are widely being used for residential, commercial, and industrial applications. The Superbrands award further adds to customer confidence placed in Daikin--making it one of the most reliable brands in its category in the UAE.

Tuna Gulenc, Vice President for Sales, Daikin MEA, said, "Daikin Group had selected the UAE as the base for its MEA headquarters and the factory to serve both the local and regional markets effectively. Over the last years, the brand has emerged to be among the top contributors and drivers of the HVAC market in the region. With our ambitious vision to transform and lead the region's HVAC industry by harnessing the potential of our innovative solutions in energy efficiency, air quality, and environmental protection, we strive to become the 'MEA Super-Brand' across all of the countries that we operate in,"

DAIKIN INTERVIEWS

PUBLICATION: Technical Review ME Magazine

Daikin: Intense IAQ focus reshaping Middle East's HVAC industry during COVID-19

Paolo Nascetti, the Vice President of Applied Business in Daikin MEA discussed with Technical Review Middle East the trends and developments in the HVAC industry in the COVID-19 era, stressing that the HVAC industry is already playing a major role in fighting against the pandemic by supporting the healthcare sector in deploying cooling and air treatment solutions in upcoming new facilities. He mentioned that new HVAC construction technologies such as modular and offsite manufacturing (OSM) will become more popular and will bring in speed, quality, and cost competitiveness. Nascetti further commented that retrofit and replacement markets will see their share increase in the total HVAC market. This focus will also expand to include energy efficiency targets on air side systems while enhancing IAQ.



Cooling and air treatment solutions are already playing a major role in the fight against the pandemic .

Paras Adhvaryu
General Manager of
Applied Business

Meanwhile, Paras Adhvaryu, the General Manager of Applied Business, elaborated on the new innovations in Daikin's Chilled Water HVAC technologies with special focus on designing products for Middle East's specific climate conditions and market needs. These include the Premium Efficiency 3000TR Centrifugal specifically for Middle East District Cooling and Large Capacity Chiller Plants. He further talked about the plans to introduce new IAQ solution on fan coil units targeted mainly for hotels, healthcare, and residential applications in the region.

Adhyayru also shared insights about customers' changing preferences and that they are no longer satisfied with the best AED/TR product but are choosing products and solutions with best ROI and life-cycle operational costs, noting that the ESCO business model and district cooling have helped customers to make their buildings more energy efficient by reducing pressure on the initial investment.

He explained the importance of new innovation in filter technology (better filtration efficiency with lower pressure drop), especially non-traditional filtration technologies such as photocatalytic oxidation and electrostatic filters; new methods of heat recovery to reduce fresh air Load; and new ways of construction for air handlers to ensure better cleanability and special coatings on coils while incorporating new energy saving fan technologies like EC fans.

He further noted that Daikin remained true to its commitment to reduce the environmental impact of cooling, heating, and refrigeration systems. In support of this, we are now providing free access to the patents covering HVAC equipment using the low GWP R-32 refrigerant. On a regional level, we have been supporting the UN program to help regional manufacturers in their evaluation of low GWP alternative refrigerants.

To review the full interview <http://www.technicalreviewmiddleeast.com/current-issue>

The Egyptian Gazette
Established 1909 Online

PUBLICATION: The Egyptian Gazette

Daikin laying groundwork for further expansion in Egypt, other MEA markets



During an interview with the Egyptian Gazette, Sherif Soliman, the General Manager of Daikin Egypt talked about the opening of the new facility in Egypt and its role in expanding Daikin's market share in the industry, and the diverse range of HVAC-R products made available in Egypt - from the smallest 1-Ton split system to the largest 3,000-Ton chiller series, which also includes other solutions like controls, refrigerants, compressors, and offsite modular solutions. Daikin is also leveraging the local knowledge and investment expertise of its partner, BPE Partners, as well as collaborating with the Daikin MEA headquarters in Dubai, to expand and promote all solutions to any application type or size. Soliman added that The Daikin Egypt

DAIKIN INTERVIEWS

facility was established in line with the move to further consolidate our presence and operations in the local markets--from sales to aftermarket support. Furthermore, he mentioned that We have been spreading our unique technologies in VRV and Chiller systems in the region and are now working on the 'Inverterization' of the entire product range right from splits till Chiller systems, and the use of new green refrigerants like R-32. We have seen increasing acceptability for green products and with government regulations for energy efficiency coming in place, it will further fuel the growth in the market.

Soliman said: "Daikin continues to remain fully committed in providing key markets with highly efficient products that have been designed to address growing customer needs and expectations. Our excellent performance has given us the confidence in predicting a continuing demand for highly efficient products using inverter technology. We are also seeing continued increase in demand in residential projects and replacement (Retrofit) projects across hospitality and service sectors."



With energy-saving products, the company is poised to substantially expand its presence in Egypt.

Shunichi Mushiake

*Managing Director
Daikin Egypt*



Meanwhile, Shunichi Mushiake, the Managing Director of Daikin Egypt shed light on the opportunities that the company is seeing in Egypt. He said that the Egyptian market has always proven itself to be a highly resilient market, showing clear growth in terms of new developments across real estate, offices, commercial buildings, infrastructure, tourism, hospitality, and health sectors. He cited the large-scale urban development projects in the country which consequently will deliver substantial growth in the air conditioning market. The company is seeing continued increase in demand in residential projects and replacement (Retrofit) projects across hospitality and service sectors.

Mushiake said: "At present, we are now looking into increasing our visibility and presence through the opening of more local offices and affiliates across major countries in the Middle East and African (MEA) region. We have found considerable success in this effort, which has prompted us to set our sights towards further expansion. The opening of our new facility in Egypt is aligned with our Fusion 20 management plan of penetrating each region by establishing local sales companies and offices. Since opening Daikin Egypt four years ago, the company has managed to achieve remarkable growth, which has allowed us to position ourselves into becoming one of the most significant players in the Egyptian market today--marked by an active presence, robust setup and operations."

He added: "With energy-saving products ranging from residential, commercial to industrial use, the company is poised to substantially expand its presence in Egypt. The success that we have achieved across the Egyptian market can be used as a springboard to future developments in the MEA region."

DAIKIN INTERVIEWS

PUBLICATION: Al Bilad Newspaper

Daikin eyes higher market share in Saudi Arabia



Satoshi Matsuzaki

*Managing Director
Daikin Saudi Arabia*

Despite the difficult conditions, Daikin Industries has achieved sales increase by 2.8% to reach JPY 2,550 BN (\$23.8 BN) at the end of the 2019 financial year.

Satoshi Matsuzaki, Managing Director of Daikin MEA shared with Al Bilad Newspaper the latest market developments in the Arab Gulf region, and in Saudi Arabia, in particular. These include the launch of the VRV X Cooling-Only air-conditioning system as well as the new heat pump wall mounted inverter system and R-32-based SkyAir Concealed ranges, which complete the Inverterization capabilities in the Kingdom. In the applied business, he talked about the introduction of the premium efficiency screw chillers with HFO1234ze refrigerant and a new generation of air-cooled scroll chillers and heat pumps with R-32 refrigerant.

Matsuzaki also discussed plans to increase the company's market share in the Kingdom. "Despite the difficult conditions, Daikin Industries has achieved sales increase by 2.8% to reach JPY 2,550 bn (\$23.8bn) at the end of the 2019 financial year, which ended on 31st March 2020. It is the 10th consecutive year of sales increases for the group, with air conditioning and refrigeration total sales increasing by 3.9% year on year to JP Y2,309bn (\$21.5bn)."

"In the Kingdom, Daikin Saudi aims to increase its market share. As such, we have appointed key dealers in each major city to promote and sell our residential and commercial solutions. We are also successful in replacement business and have started heavily in promoting our Refrigeration and highly efficient chiller solutions to key projects," he said.

Daikin is currently looking into increasing its visibility and presence in the region and is keen to open more local offices and affiliates across major markets such as Abu Dhabi and Africa. In Saudi Arabia, we have three branches that cater to the needs of its key regions and they are supported by our warehouse, training center, professional sales team, and after sales services. We are set to expand to accommodate key projects planned across the kingdom.

Haitham Ghanem (GM Sales) at Daikin, meanwhile, highlighted Daikin's energy-saving technologies with the launch of the inverter split and SkyAir series using the low GWP R-32 refrigerant which helps reduce its environmental impact. Daikin has also supplied products and solutions to key projects in the region, including Expo 2020 pavilions, museums, villa residential compounds, stadiums, malls, and hotels.

Ghanem further said: "We have been spreading VRV technology in the region and are now working on the 'Inverterization' of the entire product range right from splits and till chiller systems, as well as on the use of new green refrigerants such as R-32. In line with this, Daikin has identified that the acceptability for green products is increasing, and with government regulations for energy efficiency coming in place, it will further fuel the growth in the market. The company continues to remain steadfast in its commitment to providing key markets with highly efficient products that have been designed to meet growing customer needs and expectations."

To review the interview Al Bilad Newspaper

IN THE NEWS

PUBLICATION: MEP Middle East

Azizi Developments appoints Daikin in \$10million HVAC deal

CONTRACT AWARD

Azizi Developments has awarded a HVAC contract worth over \$10million to Daikin.

The agreement comprises HVAC systems for more than 25 of Azizi's buildings in Rixos, a new waterfront-lifestyle landmark in MBR City for Creek Views, a 624-unit modern luxury development in Dubai Healthcare City, as well as for Borton, the developer's residential development in the heart of Dubai's new growth corridor, Al Furjan.

Aziz Hassan, Chief Operating Officer at Azizi Developments, said: "This major contract award, which is the latest in our recent sourcing efforts, follows an in-depth analysis of the world's most prominent HVAC system suppliers."

"Having carefully studied all options, Daikin has emerged as the clear winner and best-in-class Japanese manufacturer, considering its high-tech fan coil units, air handling units and chiller systems, which all surpass international standards in terms of both build quality and energy efficiency."

"We are delighted to have this renowned supplier on board for our prestigious developments and are excited to soon deliver the very best to our valued customers."

The supplied HVAC systems comprise 72 of Daikin's air-cooled chillers, over 10,000 fan coil units, and 62 fresh air handling units.

Manasaki Miyatake, Chairman and President of Daikin Middle East and Africa, said:

"The trust that Azizi Developments, the reputable, leading UAE developer, has placed in Daikin is both a privilege, and a move that excites us."

"The communities that we will be supplying - Rixos, Creek Views and Borton - are all exceptional residential developments that we see our distinguished products in the perfect fit for."

"We look forward to delivering outstanding value in the form of the most advanced, environmentally friendly air conditioning solutions."

"This collaboration emphasises our determination to strengthen and expand our business, create and provide advanced HVAC-R solutions, achieve our overarching goal of creating new value for our customers, contribute to society, and save energy."



Azizi Developments and Daikin have entered a multi-million dollar HVAC deal.

PUBLICATION: Asdaf News

DAIKIN SET TO MAINTAIN LEADING MARKET POSITION IN POST COVID-19 ERA



The demand for solutions and products that promote a safer and healthier indoor air quality, ensure better ventilation, and eliminate air impurities is driving even higher growth for Daikin Group. The steadily growing demand comes as people in the Middle East and around the world take extra precaution to prevent the further spread of COVID-19. Daikin Group reported that its overall market value has doubled from USD 30 billion to USD 65 billion. The company attributed this successful performance to its business resilience strategy amid a volatile global economy, as well as aggressive investments and various measures carried out under its Fusion 20 Strategic Management Plan. These initiatives have empowered and will enable the group to maintain its leading position in the market during and even after this pandemic.

[Read More](#)

PUBLICATION:

Climate Control Middle East

Daikin announces imminent launch of mini VRV 5-s in Middle East and Africa

Units will contain "climate-friendly" R-32 refrigerant

By CCME Content Team



Daikin Middle East and Africa (MEA) recently announced that its Mini VRV 5-s air-conditioning system with climate-friendly R-32 refrigerant will soon be available in the region, as the company moves to strengthen its contributions to the MEA region, following the rising environmental protection and sustainability-related initiatives.

The newly developed Mini VRV 5-s, the company said through a Press release, was launched in Europe recently, marking a milestone in Daikin Europe's bid to help reduce carbon emissions in the air conditioning sector. With best-in-class design versatility, the system is the solution for the air conditioning of smaller commercial applications and apartment buildings, the company claimed. The system's intuitive online control and variable refrigerant temperature are all geared to provide optimum comfort, the company said.

Tuna Gulenc, Vice President-Sales, Daikin Middle East and Africa (MEA), said: "Following the successful launch of the system in Europe, Daikin is looking at bringing it to MEA territories to address the growing demand for environment friendly offerings within the regional air conditioning sector. This latest innovation incorporates all the newest technological developments, including the low global warming potential (GWP) refrigerant R-32, to effectively meet the safety, environmental compatibility, economy, and energy-efficiency standards in the field of VRV."

The VRV is an air-to-air heat pump that obtains its energy for cooling, heating and ventilation from a sustainable energy source and enables all-round thermal energy management in the building, the company said. All known VRV standards, such as Variable Refrigerant Temperature (VRT) technology, are also incorporated in the compact Mini VRV version, the company said. Thanks to its compact dimensions, the outdoor unit is easy to transport and flexible to use, the company claimed, adding that the system is equipped as well with new asymmetric fan design, leak-detection system, stop valves and the company's swing compressor.

With only one, newly designed, and larger fan, the Mini VRV 5-s provides a high airflow rate and reduced noise emissions up to 39 dBA, the company claimed. It can be combined with wall, concealed and cassette units, and now also with a door air curtain, the company said. It can also be integrated into a ventilation system, the company added.


The system emits lower carbon, owing to its single-component R-32 refrigerant, which is easy to reuse and recycle, the company claimed. The GWP of R-32 is only one-third of that of the R-410A refrigerant, commonly used in the market, and offers up to 75% of CO₂ emission equivalent reductions, the company said. Further, the Mini VRV 5-s, the company claimed, is already fully compliant with European LOT 21, Tier 2, and offers leading-edge seasonal efficiency, as it is designed with unique three-row heat exchanger.

IN THE NEWS

PUBLICATION: MEP Middle East

1/13/2021 Daikin receives 2020 Superbrands UAE Choice Award - MEP Middle East - Superbrands News

Daikin receives 2020 Superbrands UAE Choice Award – MEP Middle East



Daikin Middle East and Africa (Daikin MEA) has been awarded the 2020 Superbrands UAE Choice Award, reinforcing its position as one of the leading innovative brands in the field of heating, ventilation, air conditioning, and refrigeration (HVAC-R).

Superbrands, which is an independent authority and arbiter of branding, bestowed the award to Daikin MEA in recognition of its excellence in providing customers with environment-friendly products.

Daikin's diverse portfolio of products and solutions are widely being used for residential, commercial, and industrial applications – all based on designs intended to promote energy efficiency, reduce carbon emissions, and ensure the ultimate comfort of users.

1/13/2021 دايتكن تحصل على جائزة «سوبر براندرز الإمارات 2020» لمساهماتها بكفاءة الطاقة المستدامة

البصائر

«دايتكن» تحصل جائزة «سوبر براندرز الإمارات 2020» لمساهماتها بكفاءة الطاقة المستدامة

المصدر: دبي - البيان
January 2021 05 التاريخ:

جاءت «دايتكن الشرق الأوسط وإفريقيا» (Daikin MEA) جائزة «سوبر براندرز الإمارات 2020»، في إنجاز جديد يؤكد مكانتها الرائدة كإحدى أبرز العلامات التجارية المستمرة في مجال توفير حلول التدفئة والتبريد وتكييف الهواء والتبريد، وبأنى حصول الشركة على الجائزة المعروفة من «سوبر براندرز»، الجهة المختصة والمخصصة في تقييم العلامات التجارية، نغديراً لجهودها في توريد العملاء بمسجات مستمرة وأمنة بيئياً.

MOVING FORWARD TOGETHER



By working together, staying focused on our priorities, and putting our customers first, we will be able to scale greater heights, challenge new initiatives, increase brand awareness, strengthen our operations in all markets we operate in, and introduce new technologies and solutions.

Masaaki Miyatake
Chairman & President
Daikin Middle East & Africa

DAIKIN



We formulated our "Fusion 25", the 5-year strategic management plan following our localization direction on the pillars of:

- Creation of a solid business foundation in Africa, as the next growth engine for Daikin Group
- Transformation towards solution business
- Aggressive development of Daikin Brand
- Strengthening our social responsibility and sustainable initiatives across the region

We will execute our ambitious plan and reach to \$500m sales by 2025.

Tuna Gulenc
Vice President for Sales
Daikin Middle East & Africa

DAIKIN



In Applied Systems, we will further enhance our Engineering and Manufacturing capabilities in GCC region, including the launch of the innovative Chiller technologies, IAQ solutions, Hygienic Certification for our AHU Factory in UAE, and also going beyond products offerings by further developing our Off-Site Manufacturing & Modular solutions across MEA region.

Paolo Nascetti
Vice President for Applied Business
Daikin Middle East & Africa

DAIKIN