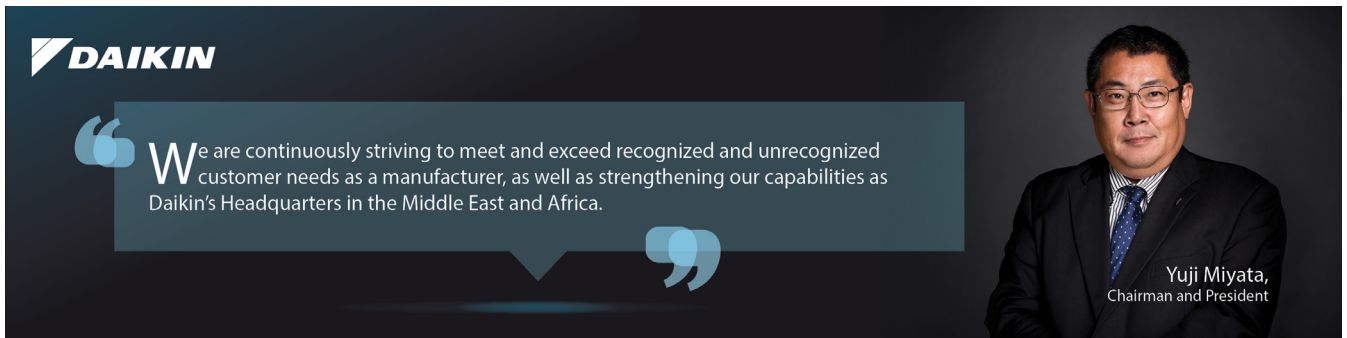


Daikin Insight



Message from the Chairman



I am glad to greet you in 2019. May the new year bring health, success, and happiness to you and your family.

In 2019, Daikin will continue to follow the direction of its fusion 20 policy and the 5-year strategic management plan. Daikin continues to hold its position as the only manufacturer that brings a full range of HVAC solutions, from 2KW mini-split systems to 3,000 TR centrifugal chillers of premium quality and with strong after-sales & service capabilities.

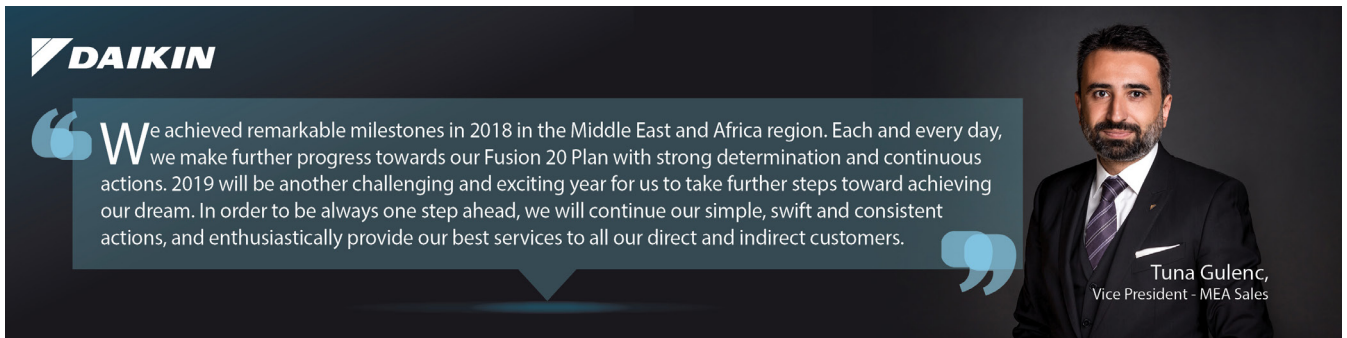
Daikin Middle East & Africa is not a regional sales company. We are part of a global manufacturing group that aims to contribute to each and every region we operate in. We are continuously striving to meet and exceed recognized and unrecognized customer needs as a manufacturer, as well as strengthening our capabilities as Daikin's headquarters in the Middle East and Africa. We are keen to show the "invisible values" of our HVAC solutions by meeting not only today's needs, but also the needs of the future.

Our responsibility is to contribute to society with our resources and solutions, respect for regulations, and reduction of the negative impact on the environment by cutting on carbon emissions. We continuously introduce innovative and highly efficient products and after-market services that are specially designed for this region. Our presence and market visibility in the MEA region are growing, branching from the headquarter operations to the local affiliates in key countries, to our wide sales network, authorized distributors, dealers and service providers in all countries where we are present. We will be further closer to "YOU" via our "GEMBA" activities to better understand our customers' needs and in order to better develop our products and services for the future.

Wishing everyone a happy and prosperous 2019!



Message from the Vice-President



It is a pleasure to greet you and your loved ones in the beginning of this year.

I am pleased to share with you that Daikin achieved remarkable milestones in 2018 in the Middle East & Africa region. We further strengthened our organization, launched new products, and increased our market exposure through our network and landmark project references throughout the region.

In the UAE, we acquired several landmark projects with our DX, VRV, and applied product range in a variety of applications ranging from single villas to large district cooling projects. Next to the newly-built market, we are deploying significant efforts in the replacement market, particularly in ESCO projects with our energy-efficient products and solutions.

Dealers are the backbone of our business and we firmly believe that sustainable growth depends primarily on developing a robust network of dealers across the world. Apart from appointing and training new dealers, we also enhanced our brand presence in the UAE by launching 9 exclusive Daikin showrooms. I am also happy to announce that our affiliate companies, Daikin Saudi Arabia and Daikin Egypt witnessed tremendous growth in 2018 and this trend is going to continue.

We also are expanding our presence in North and West Africa with our Consulting Sales and Service Engineers placed in key African countries. In 2018, we launched the first R-32 Inverter product range which has been specifically designed for African conditions. We are looking forward to launching many more innovative products in the region.

Our distributors in the region have been successfully representing our brand for many years with the excitement of one on its first day. Case in point, thanks to their continued efforts, we were awarded the Most Trusted Brand in Oman for the second year in a row. Led by the GEMBA philosophy, we established a task force from the MEA Headquarters who are continuously visiting the marketplace in order to get first-hand information on the market specific product development requirements and to support our distributors on the ground.

Last year, we trained over 1,000 technicians and installers in our academy, and we will further accelerate product and service trainings to cascade the know-how of our experts to the market.

Each and every day, we make further progress towards our Fusion 20 Plan with strong determination and continuous actions. 2019 will be another challenging and exciting year for us to take further steps toward achieving our dream. In order to be always one step ahead, we will continue our simple, swift and consistent actions, and enthusiastically provide our best services to all our direct and indirect customers.

I wish all of you a Happy New Year.

Etihad ESCO Partners with Daikin for Execution of JAFZA Package-3 Chiller Replacement Project



Ali Al Jassim, CEO of Etihad ESCO and Yuji Miyata, Chairman and President of Daikin Middle East and Africa, signing the agreement.

In line with its efforts to actively contribute to the realization of Dubai's energy efficiency goals, Etihad Energy Services Company (Etihad ESCO) has recently announced a partnership with Daikin for the replacement of existing chillers with advanced, energy efficient chillers as part of JAFZA Package 3 energy retrofit project. The project, which will see Daikin replace 15 existing chillers with 15 new inverter chillers for 11 JAFZA facilities, will result in an annual energy savings of 3,019,679 kWh for JAFZA, thereby saving USD 365,837 annually.

As the world's HVAC Leader, Daikin focuses on promoting environmental aspects and energy efficiency across its full product range. So far, many of the Super ESCO's projects have harnessed the potential of Daikin's innovative energy saving technologies.

Yuji Miyata, Chairman and President of Daikin MEA, said: "Daikin's commitment to support Etihad's retrofit program extends throughout the organization from the technological perspective, and is in alignment with our efforts to support energy efficiency initiatives in the region and globally. Furthermore, this latest partnership with Etihad ESCO is a significant step towards achieving our overarching goal of creating new value to solve impending and long-term environmental challenges. We remain committed to providing efficient and reliable solutions to our partners, and we attribute our leading market position to the array of support services we offer that ensure the unparalleled performance of our systems."

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First Inverter Air Conditioning System Featuring R-32, Launched in Africa



Daikin launched the world's first Inverter Split Wall Mounted unit, GTKL-TV1, specially designed for African market conditions during the last quarter of 2018. With this new launch, Daikin takes a big leap forward in its commitment to developing environment-friendly products for global markets. The new range features the use of R-32, an alternative refrigerant with zero ozone depletion potential as compared to the previously used R-22, and lower global warming potential than R-410A.

What is R-32?

Developed by Daikin, the R-32 is a next generation refrigerant that efficiently carries heat and has lower environmental impact. Because R-32 efficiently conveys heat, it can reduce electricity consumption up to approximately 10% compared to that of air conditioners using refrigerant R-22. Furthermore, compared to the refrigerants widely used today such as R-22 and R-410A, R-32 has a global warming potential (GWP) that is one-third lower and is remarkable for its low environmental impact.

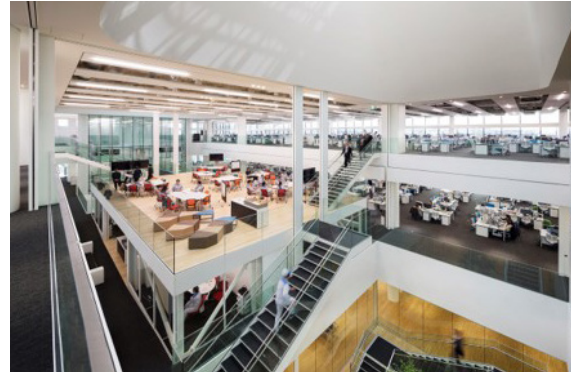
Answering Africa's Call

Having ratified the Montreal Protocol, African countries need to phase down depletion materials to almost zero by 2030, including the R-22 refrigerant used in AC equipment. Although a limited amount (2.5%) of ozone depleting refrigerants will remain available between 2030 and 2040 for servicing older cooling equipment, it will not be sufficient to replenish the needs unless conversion to alternative refrigerants in new equipment is implemented soon. Considering the lifetime of equipment, Daikin believes it is crucial to start using a non-ozone depleting refrigerant in new ACs as soon as possible.

Daikin's GTKL-TV1 has been specially designed for this region. Besides providing powerful and efficient cooling, the new range can also withstand the widest voltage range of 160-265V, for an AVS free operation. The standard anti-corrosion protection and a robust design make this range resistant to rough handling and transportation. Designed to meet the constraining requirements of the African market, such as an unstable power supply, the newly developed Daikin air conditioners will exceed end-user expectations by offering year-round powerful and efficient cooling without compromising on design, comfort or reliability.

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TIC: Creating Value for Tomorrow



Daikin's Technology and Innovation Centre (TIC)

In November 2015, Daikin created its core facility for future product developments, the Technology and Innovation Centre, at its Yodogawa factory in Settsu City, Japan. The six-storey, 58,000 square-meter facility functions as the central nervous system of Daikin, where the best minds from within the company and beyond work together to create the future of air conditioning, inverters, heat pumps, and refrigerants. Since its inception, the facility has been a point of convergence for path-breaking technologies and ideas from across different fields and industries.

The Big Picture

The philosophy of TIC embodies Daikin's vision to create solutions, not just for today, but for the future. In a rapidly evolving business environment, leading technological innovation is the only way for Daikin to further strengthen its position in the market and create new value through products and services that contribute to solving social issues related to environment, energy and health. At Daikin's Technology and Innovation Centre, experts of diverse backgrounds gather across national borders to consolidate their strengths and passion with the aim of innovating for a better tomorrow.

Collaborative Creation

The Technology and Innovation Centre promotes global cooperation between industry, government, and academia, and attracts people, information and technologies from all over the world. The facility enables Daikin to implement its 'Collaborative Creation' strategy on a global level by encouraging alliances and collaborations between companies, universities, and research organizations possessing distinctive technologies in various fields.

A Blueprint for Sustainability

The Technology and Innovation Centre is a blueprint of a sustainable future that Daikin aims to create. The buildings and equipment have been built to acquire environmental certifications inside and outside Japan by taking full advantage of the Daikin's environmentally friendly air conditioning technologies and fluorine chemistry. Both superb energy conservation performance and a comfortable indoor environment are attained to achieve a ZEB (Zero Energy Building).

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Daikin Egypt & ASHRAE Cairo Chapter Sign Platinum Sponsorship Agreement



Together with ASHRAE Cairo Chapter, Daikin Air Conditioning Egypt signed an agreement for the “Platinum Sponsorship” for one year. As a non-profit scientific organization, ASHRAE Cairo Chapter leads the way in research and development in the HVAC&R field in Egypt and the Middle East.

Daikin Egypt, the local affiliate office of Daikin Industries, has a great history in supporting all industry associations, mainly ASHRAE, to promote knowledge and technology across various professionals and industry experts.

Daikin Egypt is laying the groundwork for business development that aggressively competes for small to large-scale projects. With energy-saving products ranging from residential to commercial use, Daikin is poised to substantially expand business in Egypt, leveraging the partnership & joint-venture with BPE Partners.



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Newsroom

'Daikin, Galaxy Cooling Technology partner to expand business in the UAE market'

The partnership commits to delivering the best-in-product solutions and customer service, says General Manager, Daikin Middle East and Africa

By Ranjana Konatt



I am deeply moved to see the gathering here as Daikin gets a new technology partner, Galaxy Cooling Technologies," said Yuji Miyata, Chairman and President, Daikin Middle East and Africa, at Daikin's Technology Partnership event with Galaxy Cooling Technologies, held on October 24, at the Intercontinental Hotel, in Dubai. Daikin, he said, is a company that believes in the power of people. He further said that the partnership will enable both the companies to progress together, while also expanding business in the United Arab Emirates.

Samer Alawneh, General Manager, Sales and Strategic Key Accounts, Daikin Middle East and Africa, said, "Today, I represent Daikin and, at the same time represent Galaxy Cooling Technologies." Highlighting the purpose of the partnership, he said that

Technology's core strength lies in marketing and distribution of leading brands, which will help penetrate the UAE market. Daikin's key products, he said, have been the VRV range, and they plan to expand in the future. "Our products boast of high energy efficiency and cater to all segments of the market," said Babani. Showcasing the various products and technologies used by Daikin was Sana Hamdani, DX Product Marketing Manager, Daikin Middle East and Africa. She said, "Today 80% of electricity consumption comes from buildings, and it is essential to have solutions that not only consume low energy but also improve seasonal efficiency. The use of inverters for the sake of energy consumption, she said, can be used effectively for energy efficiency. Giving an example of one such technology, she said, "The Daikin Intelligent Eye is a technology that regulates the temperature in the room on the basis of the occupancy rate." During the event, Prashant BS, Associate Vice President, Eros Group, also mentioned the importance of adhering to ASHRAE standards, while stressing the hazardous effects of refrigerant leaks, as well as best practices within the HVAC industry.

معدات

«دايكن» تعزز توسيع أعمالها في الإمارات

العرض في الإمارات الأخرى خلال الأشهر المقبلة. وقال تونا جولينج، نائب رئيس إدارة المبيعات في الشرق الأوسط وأفريقيا لدى دايكن: «يرتكز نمو علامة دايكن على ثلاثة أركان رئيسية وهي سمعة العلامة الرائدة على مستوى العالم، ومنتجاتنا المتفوقة التي توفر الراحة والكفاءة، فضلاً عن شبكة من الموزعين القادرين على تمثيل العلامة بصورة راقية».

أعلنت «دايكن»، الشركة اليابانية الرائدة عالمياً في مجال تصنيع معدات التدفئة والتبريد وتكييف الهواء، عن سعيها لتنمية أعمالها في الإمارات عبر توسيع شبكة مبيعاتها. وبدأت الشركة تنفيذ خطتها التوسعية من خلال افتتاح أول صالة عرض حصرية لها في رأس الخيمة بالتعاون مع شركة الضمان للأجهزة الكهربائية، الموزع المعتمد لعلامة دايكن في رأس الخيمة. وتعتزم الشركة افتتاح عدد من صالات

Daikin, Emitech collaborate to launch new AC experience centre

The Daikin-Emitech Experience Centre will provide AC simulation for both residential and commercial sectors

AIR CONDITIONING

Emitech has officially inaugurated an air-conditioning experience center in collaboration with Daikin on 14 November 2018 in Dubai.

The Daikin-Emitech Experience Centre simulates both residential and commercial key areas. It showcases the convenient AC system, for all potential decision makers to understand, explore and experience the Daikin principles, technology and installation in a unique way.

The exposed ceiling concept at the centre is created throughout the entire space to explain about installation quality and insulation methods.

In addition, a smart BMS control system, Daikin Intelligent Touch Manager is installed to envisage the machine efficiency and track

the real-time energy consumption.

The new facility will provide interactive and hands-on experience to the end users and decision makers from designers, architects, consultants and clients to have a better understanding of the perfect, energy-efficient air-conditioner system that best fits their application and needs.

The inauguration was marked by the presence of Atif Rahman, director and partner, Danube Properties.

Speaking at the inauguration, Yuji Miyata, chairman and president of Daikin Middle-East and Africa, said: "We are excited to open the newly exclusive centre, with our authorised dealer Emitech in the UAE. This, in addition to increasing Daikin's visibility in the market, will also promote our highly efficient systems



The inauguration ceremony.

using Inverter and VRV. It will allow customers to experience and feel the difference in Daikin systems."

Rahul Duragkar, managing director, Emitech Group, said: "Establishing an experience centre will serve as a platform to create compelling experiences by bringing the technology closer to customer, nurture collaboration and co-creation, and next generation ideas to be actualized for HVAC systems."

TheGuardian Features

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Dubai Trainers, Join Batch!

Media Daikin launches Africa's first inverter air conditioning system

By Margaret Nwanneke
14 November 2018 | 4:17 PM

DAIKIN

Regional Director, Africa & Near East Daikin Middle East & Africa E2E, Mr. Mohamed Alawneh, President, Danube Properties, Atif Rahman, Director and Partner, Danube Properties, Samer Alawneh, General Manager, Sales and Strategic Key Accounts, Daikin Middle East and Africa, and Yuji Miyata, Chairman and President, Daikin Middle East and Africa, at the inauguration ceremony of the new 8,000 sq ft Inverter Split and VRV system in Dubai.

Our technological innovation

In its effort to develop environmentally friendly products, the manufacturer of heating, cooling and refrigerant products, Daikin, has launched the first K-Ja inverter split wall mounted unit, designed for the African market. With Africa countries striving to meet the Sustainable Development Goals (SDGs) by 2030, Daikin's products stand in good stead.

Gulf Construction



Yuji Miyata and Ali Al Jassim

Ethiad Esco, Daikin partner for Jafza chiller project

06-02-2019

Ethiad Energy Services Company (Ethiad Esco) recently partnered with Daikin, a global leader in HVAC, for the replacement of existing chillers with advanced, energy efficient chillers as part of Jafza Package 3 energy retrofit project.

The agreement was signed by Ali Al Jassim, CEO, Ethiad Esco and Yuji Miyata, chairman and president, Daikin Middle East and Africa. The project, which will see Daikin replaces 15 existing chillers with 15 new inverter chillers for 11 Jafza facilities, will result in an annual energy savings of 3,019,679 kWh for Jafza, thereby saving Dh1,343,757 (\$365,800) annually.

Jafza comprises multiple areas, facilities and buildings that house a wide range of business functions. Ethiad Esco has been working with Jafza to facilitate its transformation into an energy efficient zone and had renewed its partnership with Jafza for Package 3 to retrofit its Lease Office Building and food courts.

Daikin-Emitech Experience Centre focuses on 'realistic end-user experience'

Centre to bring forth the invisible quality of Daikin, says VP, MEA Sales, Daikin Middle East and Africa

By Ranjana Konatt

In the era of the Internet and virtual reality, there is a need to have a first-hand experience of the installation of HVAC and technologically savvy systems, expressed Yuji Miyata, Chairman and President, Daikin Middle East and Africa, at the opening ceremony of The Daikin-Emitech Experience Centre, held on November 14, in Dubai. The centre is Daikin's first end-user oriented platform, which features the company's HVAC and Variable Refrigerant Volume (VRV) systems for residential and commercial applications. "The ultimate aim of having an experience centre," Miyata added, "is to allow customers to experience, visualize, feel and see the systems, as they work in an optimum space."

Endorsing on the partnership with Daikin Middle East, Rahul Duragkar, Managing Director, Emitech Group said, "We are proud of the support Daikin gives us and this has been a wonderful opportunity to offer customers with the one-of-a-kind experience."

Elaborating on the importance of experiential centres in depicting the invisible quality of products offered, Tuna Gulme, Vice President, MEA Sales, Daikin Middle East and Africa, said, "Experience centres help end-users to make better informed decisions, as they can get the feel for the technology or equipment after using it in a real-time environment." Quality, he said, is something that is invisible, and experiential centres in helping end-users understand the quality more tangibly. Spending on experiential centres, Alif Rahman, Director and Partner, Danube Properties, said, "We have done some big value projects with Emitech and are also considering getting Daikin into one of our projects." Cooling, he said, is a key contributor to energy consumption, making up 20-25% of our monthly energy bills. "With limited electrical load to work with, meeting the energy efficiency goal is often a challenge," Rahman said. And this, he added, makes understanding various energy-efficient technologies, such as VRV systems, crucial to projects.



Yuji Miyata and Samer Alawneh

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Ethiad ESCO, Daikin partnership to save 3m kWh of energy, Dhs1.3m for JAFZA

BY OUR BUSINESS BUREAU

DUBAI: In line with its efforts to actively contribute to the realisation of the United Arab Emirates' energy efficiency goals, Ethiad Energy Services Company (Ethiad Esco) recently announced a partnership with Daikin for the replacement of existing chillers with advanced, energy efficient chillers as part of JAFZA Package 3 energy retrofit project. The agreement was signed by Ali Al Jassim, CEO, Ethiad Esco and Yuji Miyata, Chairman

and President, Daikin Middle East and Africa. The project, which will see Daikin replace 15 existing chillers with 15 new inverter chillers for 11 JAFZA facilities, will result in an annual energy savings of 3,019,679 kWh for Jafza, thereby saving Dh1,343,757 (\$365,800) annually.

JAFZA comprises multiple areas, facilities and buildings that house a wide range of business functions. Ethiad Esco has been working with Jafza to facilitate its transformation into an energy efficient zone and had renewed its partnership with Jafza for Package 3 to retrofit its Lease Office Building and food courts.

Daikin's innovative energy saving technologies, including Inverter and VRV systems, will be used in the project. The partnership with Daikin, a global leader in HVAC, for the replacement of existing chillers with advanced, energy efficient chillers as part of Jafza Package 3 energy retrofit project.

The agreement was signed by Ali Al Jassim, CEO, Ethiad Esco and Yuji Miyata, chairman and president, Daikin Middle East and Africa. The project, which will see Daikin replaces 15 existing chillers with 15 new inverter chillers for 11 Jafza facilities, will result in an annual energy savings of 3,019,679 kWh for Jafza, thereby saving Dh1,343,757 (\$365,800) annually.

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Illustration of people working together

Illustration of people working together