



**Your specialist
HVACR recruitment and
head-hunting partner**

[Home](#) [About Us](#) [Advertise](#) [Subscriptions](#) [Contact Us](#) [Enquiry](#)

A CPI Industry Publication



"The overall climate has improved enough for customers to once again consider District Cooling"

B. Surendar, Editor
@BSurendar_HVACR

"They (consultants) are giving wrong recommendations owing to a traditional way of thinking"

— Adib Moubadder,
CEO, Emicool

[News](#) [Analysis](#) [Opinions](#) [Case Studies](#) [Reports](#) [Personalities](#) [Marketplace](#) [Directory](#) [Jobs](#) [Topics](#) [Digital](#)

[Home](#) → **News, Region**

CAREL opens office in Dubai

CL | May 10, 2015

Find us on »

GET

New branch will oversee sales activities in the Middle East

In early April, the Italy-headquartered group, CAREL, held an inauguration ceremony for its branch office in Dubai. The company, through a press communiqué, mentioned that the new office will be responsible for sales development on the Arabian Peninsula and in the Middle East, extending to Egypt, Lebanon, Syria and Jordan. It also stated that heading the new subsidiary will be Yasser N Shaaban, who has over two decades of experience in the HVAC industry.



(L-R) Matteo Zanesco, National Sales Manager; Yasser Shaaban, Managing Director; Marco Galluppi, Member of the Board; Luigi Rossi, President; Luigi Nalini, CEO

"The opening of our Dubai subsidiary is part of the strategic development plan we have been implementing for many years now," said Francesco Nalini, CAREL Managing Director. "It is the approach we have chosen to establish an extensive local presence, considering that CAREL sells 77% of its systems directly to those who install them. The Middle East region is central to our business, which is why we have allocated a large initial investment. We expect sales to be in the order of EUR three million in 2015, with the objective of doubling this number by the end of 2017."

CAREL said that the Dubai office will be a commercial subsidiary, with Shaaban supported by two other professionals. The company shared that the development plan envisages a team that will grow to include eight people by 2017 and that its reference markets are those in which CAREL has extensive experience: control systems for air conditioning and refrigeration in a variety of applications.



SHARE THIS
STORY

PRINT THIS STORY

EMAIL TO A
FRIEND

YOUR COMMENTS

Share your opinion

Share your opinions responsibly. Opinions that are derogatory, attack other users, offer unsubstantiated facts or are offensive in nature will be removed. We reserve the right to remove any offensive or off-topic remark or thread.

Name (required)

Mail (will not be published) (required)

Website

Submit Comment




www.hattersley.com

FUTURE VALVE TECHNOLOGY



WRAS APPROVED PRODUCT

Authorized Distributor: Leminar Air-Conditioning Co. L.L.C.
www.leminar.net | info@leminar.ae

www.mekar.it



Allied Consultants Ltd.
Ahmed A. Ghani & Partners



أجهزة تكييف هواء
AIR CONDITIONING EQUIPMENT

FM EXPO
Facilities Management Solutions
18-20 May 2015
Dubai World Trade Centre

BRINGING THE FM INDUSTRY TOGETHER
REGISTER FOR FREE ENTRY

Landis+Gyr+


www.landisgyr.com

RIFLINE Complete



The region's comprehensive online directory for the HVACR industry

The region's comprehensive online directory for the refrigeration industry



Subscribe to our newsletters

About Us

Established in 2006, Climate Control Middle East magazine, the only focused HVACR publication in the Middle East aimed at sharing

Subscriptions

Get the latest news, in-depth analysis and industry perspectives from various experts in the HVACR industry. Find out how you can

Advertise with us

Targeting in excess of 11,000 decision-makers in the HVACR industry on a monthly basis, our platform helps reach your product /

Email Subscriptions

Get our regular newsletters: -

Your Name

Visit our other Sites:

innovations, best practices and bold engineering approaches.

qualify to receive a free copy of latest issue of Climate Control Middle East.

service to key people in the industry. Learn more about marketing your brand.

Your Email Address

Find out more

Subscribe now

Advertise now

Subscribe Me