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"The overall climate has improved enough for customers to once again consider District Cooling" B. Surendar, Editor

B. Surendar, Editor @BSurendar_HVACR wrong recommendations owing to a traditional way of thinking"

— Adib Moubadder, CEO, Emicool

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CAREL opens office in Dubai

CL | May 10, 2015

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; Luiqi Rossi, President; Luiqi 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.

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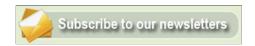






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