



## Daikin eyes significant expansion of business in the UAE

Opens the first showroom in Ras Al Khaimah in collaboration with “AlDaman Electrical Equipments”

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Daikin, the world’s leading Japanese heating, ventilation, air conditioning and refrigeration (HVAC-R) solutions manufacturer, is looking to expand its sales network in the UAE. In collaboration with AlDaman Electrical Equipments, Daikin’s authorized dealer in RAK, the brand opened its first exclusive showroom in Ras Al Khaimah, with multiple showrooms planned for launch in the coming months in other emirates.

“Daikin’s growth stands on three main pillars; the brand’s reputation as a global leader; superior products that provide comfort, efficiency and lower energy bills; and a strong dealers network that is capable of representing the Daikin brand. AlDaman is a great example of that,” said Tuna Gulenc, Vice President – Sales, Middle East and Africa at Daikin.

Samer Alawiah, General Manager – UAE Sales, Daikin Middle East and Africa, said: “As a constantly burgeoning market, the UAE is a key driver of growth for the Daikin brand in the region. While we have a solid plan to expand our sales network nationwide, we have chosen Ras Al Khaimah to host another exclusive showroom in UAE.”

The new showroom located in Al Nakheel offers solutions to house owners with creative interior design air-conditioning needs in the UAE. It will feature the complete Daikin Inverter Direct Expansion (DX) and Variable Refrigerant Volume (VRV) ranges.

AlDaman General Manager, Saifuddin Mulla said, “We look at this showroom as a provider of a great customer experience. That includes selling highly-efficient products, providing professional installation and aftersales service. It will also be a great platform where we can listen to the evolving customer needs and adapt accordingly.”

Daikin is a global pioneer in HVAC solutions, providing products that are energy efficient and environment friendly. The Japanese company is famous for innovation including the invention of the VRV system in the 1980’s. It employs 70,000 people worldwide and has 90 global production bases and presence in 150 countries.

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### **About Daikin**

Daikin Industries is the World's HVAC Leader with more than 70,000 employees worldwide. Daikin is engaged primarily in the development, manufacture, sales and aftermarket support of air conditioning, heating, ventilation, refrigeration equipment, refrigerants and other chemicals, as well as oil hydraulic products. Daikin Industries is headquartered in Osaka, Japan, with 90 global production bases and presence in 150 countries worldwide.

Daikin Middle East and Africa promotes and provides aftermarket support for a full range of air conditioning equipment and systems in All GCC, Middle East and Africa regions.

### **About Al Daman Electrical Equipments**

Founded in 1993, & located in Ras Al Khaimah, AlDaman Electrical Equipments main business is Air Conditioning Sales & Service, & catering for all needs & type of customers from Main contractors, AC Contractors, End Users, & provides AMC's for Hotels, schools, buildings & Villas.