

Daikin receives 2020 Superbrands distinction

Award recognizes company's key contributions towards energy efficiency & sustainable solutions

Xx January 2021-- Daikin Middle East and Africa (Daikin MEA) has been awarded with 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, the 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. The Superbrands award proves to be both timely and strategic as it further adds to the customer confidence in Daikin as one of the most reliable brands in its category in the UAE. The recognition is the latest in a series of prestigious awards that the company has won, including those from Forbes, Global Innovation, Good Design, iF Design, Red Dot, CSR among many others.

Mike English, Director, Superbrands Middle East, said, "Daikin has successfully promoted its competitive advantage in the UAE market, thanks to its stronger setup, after-sales support, full product range and activities that were undertaken to strategically promote the brand in the field of energy efficiency and use of green refrigerants."

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. During our 15-years journey in the UAE market, we have grown our business by further strengthening our localization efforts, expanding our sales, service, and dealer networks, promoting sustainable solutions, and contributing to UAE's development."

Gulenc continued, “Over the last years, the brand has emerged to be among the top contributors and drivers of the HVAC market in the region, offering the widest range of solutions--from the smallest split to the largest chiller-- landing key projects and expanding our brand’s reach and visibility as a Superbrand.”

“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,” concluded Gulenc.

Being globally recognized as one of the leading innovators in the HVAC-R space, Daikin believes in its industry’s role in contributing to the well-being of the society through its technologies and green solutions, which enhance the air quality and reduce environmental emissions and impact on the ozone layer. At present, the company employs a global workforce of 80,000 employees. With over 100 factories strategically located around the world, Daikin products have been sold and distributed across 150 countries. The company achieved a sales increase by 2.8 per cent, or the equivalent of USD 23.8 billion, in the fiscal year 2019 for the 10th consecutive year.

Daikin Group reported that its overall market value has doubled up to USD 65 billion. The company attributes 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.

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About Daikin Industries

Daikin Industries is the global leader in developing and manufacturing advanced, high-quality air conditioning, heating, ventilation, and refrigeration products (HVAC-R) and solutions for residential, commercial, and industrial applications. Founded in Japan in 1924, the company strives to combine expertise and experience to create new innovative technologies by anticipating the future requirements of customers and society. Daikin has evolved over nine decades to employ 80,000 people with 100 production bases and presence in 150 countries worldwide.

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