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OFFICIAL PUBLICATION

climate control MIDDLE EAST
KEY PERSPECTIVES ON THE REGION'S HVACR INDUSTRY

THE 9TH ANNUAL MIDDLE EAST VRF CONFERENCE

MIDDLE EAST VARIABLE REFRIGERANT FLOW CONFERENCE

7 MAY 2025

Radisson Blu, Al Wizarat
Al Mubarakiah Plaza, King Abdulaziz Street,
Riyadh, Saudi Arabia

THEME:

"ADVANCING VRF TECHNOLOGY: INSIGHTS AND INNOVATIONS FOR SUSTAINABLE GROWTH IN A SAUDI ARABIA THAT IS EAGERLY EMBRACING AI AND AUTONOMOUS BUILDINGS"

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THE 9TH ANNUAL MIDDLE EAST VRF CONFERENCE

SPEAKERS

Abdul Zameer Ahamed Sab
MEP Lead (Principal),
AtkinsRéalis

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Air Quality/Filtration Consultant; Visiting Academic Fellow, School of Aerospace, Transport and Manufacturing, Cranfield University, UK

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The Walk Investment Company

Mohamed Yassein
Mechanical Project Manager, Khatib & Alami; President, Saudi ASHRAE Chapter

Hassan Younes
Co-Founder & Co-CEO,
GRFN Global

Mohamed R. Zackariah
Chief Consultant,
Suhaimi Design - Protecooling

OVERVIEW

THE 9TH EDITION of the Middle East Variable Refrigerant Flow (VRF) Conference, will shine a spotlight on VRF technology as a cornerstone in achieving sustainable and energy-efficient building strategies in Saudi Arabia. This year, the conference explores two pivotal themes: The integration of VRF systems in autonomous buildings and the regulatory advancements shaping the industry.

VRF systems in autonomous buildings

Autonomous buildings represent a bold step toward redefining urban living and working spaces, integrating advanced technologies to optimise energy use, comfort and operational efficiency. At the heart of this revolution lies VRF technology, seamlessly paired with IoT-enabled devices and AI-driven building management systems to deliver reportedly strong zone-based cooling, real-time diagnostics and predictive maintenance.

The Kingdom of Saudi Arabia, with its groundbreaking projects, such as NEOM, The Red Sea Development and Qiddiya, serves as a global pioneer in adopting these forward-looking solutions. At the conference, experts will delve into:

- How VRF systems enhance energy efficiency in smart building environments
- The synergy between VRF and renewable energy sources, such as solar integration, to meet Saudi Vision 2030's sustainability benchmarks.
- Case studies of VRF deployment in autonomous building projects in Saudi Arabia, highlighting best practices, lessons learnt and the technology's adaptability to various building typologies.

WHY THE KINGDOM IS THE FUTURE OF VRF TECHNOLOGY

Saudi Arabia is poised to become a global leader in VRF adoption and innovation due to several unique factors:

1. Growing demand for energy efficiency

- **High Energy Consumption: With air conditioning accounting for a significant portion of energy use in Saudi Arabia's buildings, there is an urgent need for energy-efficient cooling solutions. VRF systems, with their precise temperature control and reduced energy wastage, are ideal for addressing this challenge.**
- **Vision 2030 Goals: The Saudi Vision 2030 includes ambitious sustainability targets, driving investments in technologies that reduce energy consumption and greenhouse gas emissions. VRF aligns perfectly with these objectives.**

2. Harsh climate and high-ambient conditions

- **Need for reliable cooling: The extreme heat in Saudi Arabia, particularly in summer months, makes efficient and reliable cooling systems a necessity. VRF systems are well-suited for this environment due to their ability to maintain consistent performance in high-ambient conditions.**
- **Innovation in refrigerants: Research and development focused on refrigerants for high-temperature performance further enhance the suitability of VRF systems in the region.**

OVERVIEW

The regulatory landscape: Driving innovation and compliance
The HVAC industry in Saudi Arabia is experiencing a transformation, spurred by initiatives under the Saudi Energy Efficiency Program (SEEP) and standards established by the Saudi Standards, Metrology, and Quality Organization (SASO). With cooling accounting for over 50% of electricity consumption in the building sector, regulatory frameworks are becoming increasingly critical to promoting energy-efficient technologies, such as VRF.

3. Booming construction and urban development

- **Mega projects:** Saudi Arabia is home to some of the world's largest urban development projects, including NEOM, The Red Sea Project and Qiddiya, and not to forget the New Murabba. These projects emphasise sustainable and energy-efficient infrastructure, creating a huge demand for advanced HVAC systems like VRF.
- **Diverse applications:** The need for cooling spans residential, commercial and industrial projects, all of which benefit from VRF's adaptability and scalability.

4. Regulatory push for sustainability

- **Stringent energy standards:** Saudi Arabia has implemented regulations that encourage the adoption of energy-efficient technologies, including VRF systems. This regulatory support is catalysing the industry's growth.
- **Incentives for Green Buildings:** Programmes promoting green building certifications, such as LEED, incentivise the adoption of VRF systems to meet energy efficiency criteria.

5. Investment in technology and innovation

- R&D in HVAC: Leading VRF manufacturers are increasing their focus on the Middle East market, with Saudi Arabia being a priority. Innovations in VRF technology are tailored to the region's unique climatic and market needs.
- **Smart buildings and IoT integration:** Saudi Arabia's push towards autonomous and smart buildings creates opportunities for VRF systems integrated with IoT and AI, offering energy optimisation and predictive maintenance.

OVERVIEW

Key regulatory highlights include:

- Seasonal Efficiency Standards: The adoption of Seasonal Energy Efficiency Ratio (SEER) and Cooling Seasonal Performance Factor (CSPF) metrics to evaluate VRF performance. These measures enable stakeholders to prioritise efficiency and lifecycle benefits over initial costs.
- Low-GWP Refrigerants: Regulatory encouragement for the use of environmentally friendly refrigerants, aligning with global climate goals under the Kigali Amendment.
- Performance Testing: Calls for the regional adaptation of global performance testing standards to account for high-ambient conditions and local challenges, such as sandstorms and dust accumulation.

Conference sessions will explore how these regulatory advancements create opportunities for manufacturers, consultants and contractors to innovate while ensuring compliance, ultimately fostering a more sustainable HVAC ecosystem in the region.

6. Supportive financial ecosystem

- **Public Investment Fund (PIF): PIF-backed projects are encouraging the deployment of cutting-edge technologies, including VRF systems, in large-scale developments.**
- **Infrastructure Investments: With billions of dollars allocated to infrastructure, there's a growing demand for energy-efficient cooling technologies across various sectors.**

7. Market potential and growth

- **Emerging market leader: Saudi Arabia's commitment to sustainability and its robust economic growth position it as a key market for VRF systems in the Middle East and globally.**
- **Mini-VRFs for residential markets: Growing urbanisation and a rising middle class are creating new opportunities for mini-VRF systems in residential buildings.**

By embracing VRF technology as part of its urban and economic transformation, Saudi Arabia is setting an example for other nations looking to combine growth with sustainability. The region's unique challenges and visionary projects make it a prime incubator for advancements in VRF technology.

TESTIMONIALS

It's a great change to discuss the system issues with its professionals to sort out and understand more details.

– Tariq Al Ammour, Managing Partner, ITAC Construction LLC

Well-organised seminar and has moved from strength to strength.

– Santosh Devassy, Technical Marketing Director, Rheem

Informative and enlightening conference.

– Ayah Abusara, Electrical Engineer, Diamond Developers

Conference must be an opportunity for suppliers to join forces to sell the idea of VRF as a most-worthy option and as being able to compete with additional features.

– Juma Yousef, Marketing & Business Development, Getco

Commitment by CPI Industry in HVAC is commendable.

– Prasath Sivakaminathan, Marketing & Business Development, AHI Carrier

Great effort to push VRF products in the market.

– Utpal Joshi, Consulting Sales Manager, Daikin

Informative seminar.

– Imran Zubair Shaikh, Senior Mechanical Engineer, CKR Consulting

KEY TOPICS

REGULATION

1) Regulatory environment and policy support for VRF systems in Saudi Arabia: Saudi Arabia's regulatory landscape and its impact on the adoption and implementation of VRF technology. Government policies, incentives and compliance requirements for energy-efficient HVAC systems. How regulations align with the country's broader sustainability goals and Vision 2030.

BUSINESS

2) Market size and growth trajectory of the VRF industry in Saudi Arabia: The current market size and growth trends of the VRF industry within Saudi Arabia: Global market influences, regional demand and the factors driving the adoption of VRF systems in the Kingdom. Projections for market growth over the next decade, with a particular focus on alignment with Saudi Arabia's Vision 2030 goals.
3) Challenges and opportunities in scaling the VRF market in KSA: Addressing the challenges that stakeholders may face in scaling VRF adoption, including market awareness, upfront costs and skilled workforce availability. Strategies to overcome these challenges and capitalise on emerging opportunities.
4) Networking and collaboration opportunities in the VRF ecosystem: The importance of building partnerships among MEP consultants, contractors, developers and VRF manufacturers. Opportunities for collaborative projects, knowledge sharing and joint ventures within the VRF ecosystem.
5) The untapped potential of mini-VRFs: Exploring the growing demand for mini-VRF systems, which are ideal for small- to medium-sized buildings. How mini-VRFs differ from traditional systems in terms of cost, capacity and application flexibility. Examples of successful mini-VRF installations in the Kingdom, and the benefits they offer to end-users and developers.

TECHNOLOGY

6) Innovations in VRF technology: SEER ratings and diagnostic mechanisms: The technological advancements shaping VRF systems, focusing on Seasonal Energy Efficiency Ratio (SEER) ratings as a benchmark for energy efficiency. Innovations like IoT-based diagnostics, fault detection and remote monitoring, which enhance system reliability and efficiency.
7) Operation and Maintenance best practices for VRF systems: Strategies for ensuring optimal performance and longevity of VRF systems through effective operation and maintenance (O&M) practices. Guidance on regular maintenance schedules, common troubleshooting techniques and the role of predictive analytics in minimising downtime.
8) Performance data from leading VRF manufacturers: Performance benchmarks and data from major VRF manufacturers. Comparative analyses of energy efficiency, operational costs and system durability. Sharing of proprietary insights and case studies.

KEY TOPICS

9) Case studies: Successful VRF installations in KSA: Detailed case studies of VRF installations in various building types within Saudi Arabia. The challenges faced during implementation, the innovative solutions applied, and the measurable outcomes achieved (e.g., energy savings, operational efficiency).
10) VRF system applications across building types: The versatility of VRF systems in meeting the cooling needs of different building types, including commercial, residential, healthcare and educational facilities. Specific examples of system design and integration tailored to each type of structure.
11) Refrigerants for optimal performance of VRF systems in high-ambient conditions: Examining the role of refrigerants in ensuring the efficiency and reliability of VRF systems in high-ambient temperatures, such as those in Saudi Arabia. The latest refrigerant technologies, their compatibility with VRF systems and their impact on cooling capacity, energy efficiency and environmental sustainability. Insights into refrigerant selection criteria, advancements in low-GWP (Global Warming Potential) options, and compliance with global and regional regulations.
12) VRF systems and autonomous buildings in Saudi Arabia: Iintegration of VRF technology within autonomous building ecosystems. How VRF systems can be paired with smart sensors, IoT devices and centralised building management systems to enable real-time control, energy optimisation, and predictive maintenance. Case studies of autonomous buildings in Saudi Arabia utilising VRF technology and the potential for these systems to enhance building efficiency, occupant comfort and sustainability.
13) Advanced sensors and smart grid integration for VRF system optimisation: Exploring the use of next-gen sensors integrated into VRF systems to optimise performance and integrate seamlessly with smart grids for real-time energy management.
14) Thermal Energy Storage in VRF systems for peak load management: How Thermal Energy Storage (TES) can be integrated with VRF systems to manage peak energy loads and reduce electricity demand during high-usage periods.
15) Wireless control and automation for VRF systems -- revolutionising HVAC management: Diving into the potential of wireless technologies for remote monitoring, control and maintenance of VRF systems; enhancing convenience and reducing costs.
16) Impact of AI in predictive maintenance and fault detection for VRF systems: Highlighting AI-driven predictive maintenance technologies that can detect issues before they arise, improving system reliability and reducing downtime.
17) Dynamic modulation of VRF systems based on real-time environmental data: Focusing on how VRF systems can adjust dynamically to changing weather conditions using real-time environmental data, optimising both performance and energy consumption.
18) Quantum Computing in energy efficiency – a new frontier for VRF systems: Exploring the potential impact of Quantum Computing on optimising complex HVAC systems like VRF, especially for large-scale or multi-building installations.

KEY TOPICS

19) Urban Heat Island mitigation with VRF systems in Saudi Arabia's hot climates: How VRF systems can help mitigate the Urban Heat Island effect, contributing to better urban climate management in the Kingdom's cities.
20) Integration of VRF Systems with Building Energy Management Systems (BEMS) for smart building control: Examining the integration of VRF systems with advanced BEMS, enhancing energy efficiency, automation and occupant comfort in smart buildings.
21) AI-driven energy recovery ventilation (ERV) in VRF systems for net-zero-energy buildings: How combining AI with energy recovery ventilation (ERV) can enhance the performance of VRF systems in achieving net-zero-energy buildings.
22) Decarbonising the built environment with VRF systems – pathways and technologies: Focusing on the role of VRF systems in reducing carbon emissions, especially in the context of Saudi Arabia's goals for a greener future and achieving carbon neutrality.
23) Revolutionising VRF system commissioning and testing with digital twins: The use of digital twins to simulate and test VRF systems before installation, improving system performance and reducing errors during commissioning.
24) Advanced control algorithms for adaptive VRF systems in multi-zone environments: Exploring the development of sophisticated control algorithms that allow VRF systems to efficiently manage temperature and airflow across complex multi-zone spaces.
25) Role of VRF systems in the Circular Economy – recycling and repurposing components: Innovative ways in which VRF systems can be part of the circular economy through sustainable design, component recycling and reusing refrigerants.
26) Nano-coating and corrosion resistance technologies for VRF systems in extreme climates: Investigating new nano-coatings and materials to enhance the durability and efficiency of VRF systems in harsh, high-temperature environments like Saudi Arabia.
27) The role of Machine Learning in real-time VRF system load balancing and energy optimisation: Exploring how Machine Learning algorithms can be employed to balance loads and optimise energy use in large-scale VRF systems for better efficiency.
28) Blockchain for secure data sharing in VRF system performance and maintenance logs: Introducing blockchain technology for secure, transparent and tamper-proof performance and maintenance tracking of VRF systems, ensuring data integrity.
29) Reducing noise pollution in VRF systems for high-end residential and hospitality applications: Investigating strategies for minimising the noise produced by VRF systems in luxury residential and hospitality settings, enhancing guest and resident experience.
30) Biomimicry in VRF system design: Learning from Nature for improved performance: How biomimicry (designing systems inspired by Nature) can lead to innovative solutions for enhancing the performance and efficiency of VRF systems.

KEY TOPICS

31) AI-powered virtual assistants for user-friendly VRF system control in commercial spaces: Exploring how AI-based virtual assistants can enhance user experience by enabling easy voice or app-based control of VRF systems in office buildings and malls.
32) Green Hydrogen as a potential energy source for VRF systems: Looking into the use of Green Hydrogen as an alternative energy source for VRF systems, advancing sustainability goals and supporting Saudi Arabia's vision of hydrogen as a clean energy solution.
33) VRFs and health: How VRF systems can be used as part of a broader strategy to improve health and safety during pandemics, while also addressing energy efficiency and sustainability in response to global health challenges

PROGRAMME AGENDA

CONFERENCE CHAIR: Hassan Younes, Co-Founder & Co-CEO, GRFN Global

Opening Session

8.00am **Registration, coffee, networking, viewing exhibits and interacting with exhibitors**

8.50am **Welcome Address**
Surendar Balakrishnan, Co-Founder & Editorial Director, CPI Industry

9.00am **Chair's Overview**
Hassan Younes, Co-Founder & Co-CEO, GRFN Global

Keynote Session

9.10am **Keynote Address**
AI-powered sustainable buildings: Global insights and future directions Driving efficiency, resilience and value in the built-environment
Ubaidullah Khaja Mohamed Siddiqui, The Walk Investment Company

9.30am **Plenary Discussion**
Manufacturer and other stakeholder perspectives on the regulatory landscape for VRFs in the Kingdom

- How regulations align with the country's broader sustainability goals and Vision 2030.
- Saudi Arabia's regulatory landscape and its impact on the adoption and implementation of VRF technology.
- Government policies, incentives and compliance requirements for energy-efficient HVAC systems.

PROGRAMME AGENDA

- Adoption of industry standards
- Expectations of manufacturers from regulators, and areas for collaboration for greater energy efficiency

Moderator:
Hassan Younes, Co-Founder & Co-CEO, GRFN Global

Participants:
- **Anas Alfar**, Head of Product Consulting & Training, Hussain & Al Hassan G. Shaker Bros. For Modern Trading Co. LTD
- **Yazan Al Zyoud**, Key Accounts Manager, Samsung Electronics
- **Markus Lattner**, Managing Director, Eurovent Middle East

Technical Session

10.10am **Industry Leadership Address**
Mini-VRFs: Latest advancements in this area
Anas Alfar, Head of Product Consulting & Training, Hussain & Al Hassan G. Shaker Bros. For Modern Trading Co. LTD

10.30am **Special Address**
Optimising building energy performance through HVAC commissioning
Mohamed Yassein, Mechanical Project Manager, Khatib & Alami; President, Saudi ASHRAE Chapter

10.50am **Presentation | Advances in VRF Technology: SEER Ratings and Diagnostics**
- Latest technological developments in VRF systems
- Integration of IoT for diagnostics and troubleshooting

Yazan Al Zyoud, Key Accounts Manager, Samsung Electronics

11.10am **Coffee, networking, viewing exhibits and interacting with exhibitors**

PROGRAMME AGENDA

11.30am **Improving indoor air comfort through VRF integrated systems and sustainable filtration system**
Bharath Babu Soleti Balakrishnan, General Manager, Mekar Air Handling Units LLC

11.50am **Technical Presentation | VRF in different building types**

- Compatibility with different structures (commercial, residential, educational)
- Refrigerant management in facilities
- Deploying VRFs in different building types. Reducing noise pollution in VRF systems for high-end residential and hospitality applications: Investigating strategies for minimising the noise produced by VRF systems in luxury residential and hospitality settings, enhancing guest and resident experience.

Izzat Ali Khan, Sr. GM Performance, Management & Transition, EFSIM Facilities Management Company

12.10pm **The Mega Panel Discussion | Technologies that enable growth of the VRF market in the Kingdom**

- Refrigerants for optimal performance of VRF systems in high-ambient conditions: Examining the role of refrigerants in ensuring the efficiency and reliability of VRF systems in high-ambient temperatures, such as those in Saudi Arabia. The latest refrigerant technologies, their compatibility with VRF systems and their impact on cooling capacity, energy efficiency and environmental sustainability. Insights into refrigerant selection criteria, advancements in low-GWP (Global Warming Potential) options, and compliance with global and regional regulations.
- VRF systems and autonomous buildings in Saudi Arabia: Iintegration of VRF technology within autonomous building ecosystems. How VRF systems can be paired with smart sensors, IoT devices and centralised building management systems to enable real-time control, energy optimisation, and predictive maintenance. Case studies of autonomous buildings in Saudi Arabia utilising VRF technology and the potential for these systems to enhance building efficiency, occupant comfort and sustainability.
- **Advanced sensors and smart grid integration for** VRF system optimisation: Exploring the use of next-gen sensors integrated into VRF systems to optimise performance and integrate seamlessly with smart grids for real-time energy management.

PROGRAMME AGENDA

- Wireless control and automation for VRF systems – revolutionising HVAC management: Diving into the potential of wireless technologies for remote monitoring, control and maintenance of VRF systems; enhancing convenience and reducing costs.
- Integration of VRF Systems with Building Energy Management Systems (BEMS) for smart building control: Examining the integration of VRF systems with advanced BEMS, enhancing energy efficiency, automation and occupant comfort in smart buildings.
- Impact of AI in predictive maintenance and fault detection for VRF systems: Highlighting AI-driven predictive maintenance technologies that can detect issues before they arise, improving system reliability and reducing downtime.
- Dynamic modulation of VRF systems based on real-time environmental data: Focusing on how VRF systems can adjust dynamically to changing weather conditions using real-time environmental data, optimising both performance and energy consumption.
- Quantum Computing in energy efficiency – a new frontier for VRF systems: Exploring the potential impact of Quantum Computing on optimising complex HVAC systems like VRF, especially for large-scale or multi-building installations.
- AI-driven energy recovery ventilation (ERV) in VRF systems for net-zero-energy buildings: How combining AI with energy recovery ventilation (ERV) can enhance the performance of VRF systems in achieving net-zero-energy buildings.
- Revolutionising VRF system commissioning and testing with digital twins: The use of digital twins to simulate and test VRF systems before installation, improving system performance and reducing errors during commissioning.
- Advanced control algorithms for adaptive VRF systems in multi-zone environments: Exploring the development of sophisticated control algorithms that allow VRF systems to efficiently manage temperature and airflow across complex multi-zone spaces.
- The role of Machine Learning in real-time VRF system load balancing and energy optimisation: Exploring how Machine Learning algorithms can be employed to balance loads and optimise energy use in large-scale VRF systems for better efficiency.
- Blockchain for secure data sharing in VRF system performance and maintenance logs: Introducing blockchain technology for secure, transparent and tamper-proof performance and maintenance tracking of VRF systems, ensuring data integrity.

PROGRAMME AGENDA

- Green Hydrogen as a potential energy source for VRF systems: Looking into the use of Green Hydrogen as an alternative energy source for VRF systems, advancing sustainability goals and supporting Saudi Arabia's vision of hydrogen as a clean energy solution.
- Thermal Energy Storage in VRF systems for peak load management: How Thermal Energy Storage (TES) can be integrated with VRF systems to manage peak energy loads and reduce electricity demand during high-usage periods.

Moderator:
Salah Nezar, Sr. Director Design Management, New Murabba

Participants:
- **Abdul Zameer Ahamed Sab**, MEP Lead (Principal), AtkinsRéalis
- **Anas Alfar**, Head of Product Consulting & Training, Hussain & Al Hassan G. Shaker Bros. For Modern Trading Co. LTD
- **Khalid A Al Mulhim**, Business Development Director, Suhaimi Design – Protecooling
- **Aakash Dave**, Design Manager, Consistent Engineering Consultants
- **Mohamed Yassein**, Mechanical Project Manager, Khatib & Alami; President, Saudi ASHRAE Chapter
- **Mohamed R. Zackariah**, Chief Consultant, Suhaimi Design - Protecooling

Special Session: VRFs and IAQ

1.00pm **Special Address**
Why IAQ cannot any longer be an afterthought
Dr Iyad Al-Attar, Air Quality/Filtration Consultant; Visiting Academic Fellow, School of Aerospace, Transport and Manufacturing, Cranfield University, UK

1.10pm **Special Address**
Toward Community Services: A Flexible and Resilient Technology Strategy
Yuosuf AlFaraj, Senior Engineer, Community Services Technical Support Department, Saudi Aramco

PROGRAMME AGENDA

1.25pm **Special Panel Discussion | How VRF systems can be used as part of a broader strategy to improve health and safety during pandemics, while also addressing energy efficiency and sustainability in response to global health challenges**

- Enhancing Indoor Air Quality (IAQ) in VRF systems for pandemic preparedness: How VRF systems can be equipped with advanced filtration and ventilation technologies to enhance air quality, reducing the spread of airborne pathogens during pandemics.
- Role of VRF systems in preventing cross-contamination in healthcare and public spaces: How VRF systems with heat recovery and dedicated outdoor air systems can prevent cross-contamination by maintaining proper ventilation in healthcare settings during a pandemic.
- Adapting VRF systems to support social distancing and hygiene protocols: Examining how VRF systems can be integrated with smart sensors to monitor occupancy and adjust airflow and ventilation levels, in compliance with social distancing and hygiene guidelines.
- VRF systems with UV-C light integration for pathogen inactivation in high-risk areas: The integration of UV-C light technology in VRF systems to effectively disinfect air and surfaces in high-risk environments, such as hospitals and public transportation during a pandemic.
- Smart ventilation and demand-controlled ventilation in VRF systems for infection control: Focusing on the implementation of smart and demand-controlled ventilation strategies in VRF systems to optimise airflow based on real-time occupancy data, reducing the spread of infections.
- AI-driven VRF system monitoring for pandemic-related IAQ standards: Exploring how AI-based monitoring systems can track and adjust VRF systems to maintain the necessary IAQ standards during a pandemic, such as higher ventilation rates and reduced recirculation.
- The role of VRF systems in reopening commercial and educational spaces, post-pandemic: How VRF systems can be used to meet increased ventilation requirements when schools, offices and public spaces reopen after a pandemic, ensuring both energy efficiency and safety.

PROGRAMME AGENDA

- Building healthy work environments – integrating VRF systems with remote monitoring during a pandemic: Examining how VRF systems can be remotely monitored and adjusted to meet pandemic-specific needs, such as increased airflow and filtration, promoting safe work environments.
- Impact of VRF systems on energy-efficient pandemic-resilient buildings: Analysing how VRF systems can be designed to be energy-efficient while maintaining higher ventilation rates to address the need for healthier, pandemic-resilient buildings.
- Pathogen-specific filtration systems in VRF units for hospitals and healthcare settings: The development and integration of specialised pathogen-specific filters in VRF units to protect healthcare workers and patients from airborne viruses and bacteria during pandemics.
- Leveraging VRF systems for rapid response in temporary pandemic hospitals and isolation units: Exploring how VRF systems can be deployed in temporary or mobile healthcare settings during pandemics, offering cooling and enhanced ventilation for patient and staff safety.
- The role of VRF systems in reducing airborne transmission in high-risk environments during pandemics: Investigating how VRF systems with advanced filtration and increased airflow can be critical in reducing airborne pathogen transmission in high-risk environments, like hospitals, clinics and public transport.
- Post-pandemic retrofitting of buildings with VRF systems for health and safety: Strategies for retrofitting existing buildings with VRF systems to improve air quality, ventilation, and overall health and safety standards in the post-pandemic world.
- Hybrid VRF and HEPA filter systems for enhanced air filtration during pandemics: Exploring how hybrid systems, combining VRF with HEPA (High-Efficiency Particulate Air) filters, can significantly reduce airborne pathogen concentration in healthcare, office and public spaces.
- Data-driven VRF system adjustments for pandemic-related airflow requirements: Examining the potential of using data analytics to dynamically adjust VRF system settings (airflow, ventilation rates), based on real-time health data and building occupancy during a pandemic.
- Developing air quality standards for VRF systems in post-pandemic smart cities: Discussing the creation of new air quality standards and regulations for VRF systems to ensure safety and health in smart cities, as part of the post-pandemic recovery process.

PROGRAMME AGENDA

- Pandemic-proofing hospitals with VRF systems for infection control and energy efficiency: Exploring how the design and implementation of VRF systems in hospitals can support both infection control measures and long-term energy efficiency, particularly in pandemic situations.
- Autonomous VRF systems: Ensuring consistent air quality and ventilation during crisis events: Investigating how autonomous VRF systems with integrated sensors can ensure optimal air quality and energy efficiency during crises like pandemics, without requiring manual intervention.
- The future of VRF systems in global health emergencies – trends and innovations: Looking at emerging VRF technologies and innovations that can improve air quality, filtration and ventilation to address global health crises and pandemics in the future.
- Revisiting VRF design for pandemic-resilient building codes and standards: The development of new building codes and standards specifically for pandemic resilience, where VRF systems play a key role in maintaining airflow, ventilation and air quality standards.

Moderator:
Dr Iyad Al-Attar, Air Quality/Filtration Consultant; Visiting Academic Fellow, School of Aerospace, Transport and Manufacturing, Cranfield University, UK

Participants:
- **Yuosuf AlFaraj**, Senior Engineer, Community Services Technical Support Department, Saudi Aramco
- **Bharath Babu Soleti Balakrishnan**, General Manager, Mekar Air Handling Units LLC
- **Irfan Haider**, Facility Director, Riyadh Hospital

2.00pm **Technical Presentation**
The potential for IDEC in improving the energy performance of VRF systems
Shakeel Ahmed Kayani, Co-Founder, Windmason Arabia

2.20pm **Sponsor Recognition Ceremony**
Frédéric Paillé, Co-Founder & Commercial Director, CPI Industry

2.30pm **Lunch, networking, viewing exhibits and interacting with exhibitors**

WHY ATTEND?

- Learn about government-led initiatives on energy efficiency in the Kingdom of Saudi Arabia and the other parts of the GCC region
- Learn about innovations in VRF systems, energy efficiency and best practices related to design, installation and optimisation
- Listen to discussions on regional regulations related to VRF systems
- Listen to consultants, contractors and developers expand on their experiences and expectations out of VRF systems
- Opportunity to collaborate and partner with VRF manufacturers in arriving at solutions as per the specific requirements of projects
- Opportunity to see live demonstrations of VRF systems and better understand their specific features
- Listen to two special and extensive Panel Discussions, titled:

  a) Technologies that enable growth of the VRF market in the Kingdom:
  - Refrigerants for optimal performance of VRF systems in high-ambient conditions
  - VRF systems and autonomous buildings in Saudi Arabia
  - Advanced sensors and smart grid integration for VRF system optimisation
  - Wireless control and automation for VRF systems – revolutionising HVAC management
  - Integration of VRF Systems with Building Energy Management Systems (BEMS) for smart building control
  - Impact of AI in predictive maintenance and fault detection for VRF systems
  - Dynamic modulation of VRF systems based on real-time environmental data
  - Quantum Computing in energy efficiency – a new frontier for VRF systems
  - AI-driven energy recovery ventilation (ERV) in VRF systems for net-zero-energy buildings
  - Revolutionising VRF system commissioning and testing with digital twins
  - Advanced control algorithms for adaptive VRF systems in multi-zone environments
  - The role of Machine Learning in real-time VRF system load balancing and energy optimisation
  - Blockchain for secure data sharing in VRF system performance and maintenance logs
  - Green Hydrogen as a potential energy source for VRF systems
  - Thermal Energy Storage in VRF systems for peak load management

WHY ATTEND?

b) How VRF systems can be used as part of a broader strategy to improve health and safety during pandemics, while also addressing energy efficiency and sustainability in response to global health challenges
- Enhancing Indoor Air Quality (IAQ) in VRF systems for pandemic preparedness
- Role of VRF systems in preventing cross-contamination in healthcare and public spaces
- Adapting VRF systems to support social distancing and hygiene protocols
- VRF systems with UV-C light integration for pathogen inactivation in high-risk areas
- Smart ventilation and demand-controlled ventilation in VRF systems for infection control
- AI-driven VRF system monitoring for pandemic-related IAQ standards
- The role of VRF systems in reopening commercial and educational spaces, post-pandemic
- Building healthy work environments – integrating VRF systems with remote monitoring during a pandemic
- Impact of VRF systems on energy-efficient pandemic-resilient buildings
- Pathogen-specific filtration systems in VRF units for hospitals and healthcare settings
- Leveraging VRF systems for rapid response in temporary pandemic hospitals and isolation units
- The role of VRF systems in reducing airborne transmission in high-risk environments during pandemics
- Hybrid VRF and HEPA filter systems for enhanced air filtration during pandemics
- Data-driven VRF system adjustments for pandemic-related airflow requirements
- Developing air quality standards for VRF systems in post-pandemic smart cities
- Pandemic-proofing hospitals with VRF systems for infection control and energy efficiency
- Autonomous VRF systems: Ensuring consistent air quality and ventilation during crisis events
- The future of VRF systems in global health emergencies – trends and innovations
- Revisiting VRF design for pandemic-resilient building codes and standards

PREVIOUS SPONSORS AND PARTNERS

ABOUT CPI INDUSTRY EVENTS

CPI INDUSTRY is a publishing house that started producing events as an extension of its communications drive in the HVACR industry through its magazine (*Climate Control Middle East*) and directories.

While the magazine largely focuses on core HVACR aspects, the events probe the core and all allied areas, be they energy security (district cooling and cogeneration), food security (refrigeration), food safety & quality assurance (again, refrigeration) or indoor environmental quality.

CPI Industry started conducting events in May 2007, starting with the unique DC Dialogue, a technically intensive discussion on the district cooling industry. Since then, CPI Industry has established a portfolio of events, all with the twin purposes of information exchange and raising the bar on technology and business solutions in the region.

To date, CPI Industry has conducted over 90 events. They include DC Dialogue (multiple editions), Middle East VRF Conference (multiple editions), The Climate Control Conference (C3)(multiple editions), Refrigerants Review (multiple editions), World IEQ Forum (multiple editions), The Client Consultant Contractor Conference (multiple editions), Climate Control Awards (multiple editions), Food Chain (multiple editions) and Middle East HVAC Fire Safety Conference (multiple editions).

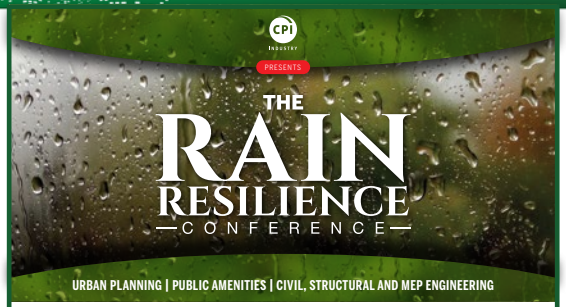
PARTICIPATION

In its events, CPI industry has attracted participations from government bodies, implementation bodies, industry associations and councils and Fortune 500 companies. Some of the participants include:

- 3RD GROUP CONSULTANCY
- ADC Consultants
- Adnan Saffarini Consultants
- AE7
- AESG
- Al Abir Engineering Consultants
- Al Hadara Consulting Engineering
- Arc International
- Arkiplan
- Atkins
- Azemco
- Abu Dhabi Department of Energy
- Abu Dhabi Quality and Conformity Council
- AHRI
- Alternatives and Emissions Branch
- AMCA International
- ASHRAE UAE Falcon Chapter
- ATP
- Blackwit
- Bluehaus Engineering
- Building4health, Inc., USA
- Consistent Engineering Consultants
- Cubic Engineering Consultancy
- Clean Energy Business Council (CEBC)
- Dar Group
- DC Pro Engineering
- Dewan
- Dulsco
- Department of Education and Knowledge, Abu Dhabi
- Doha Municipality
- Dubai Chamber of Commerce and Industry
- Dubai Municipality
- Dubai Supreme Council of Energy
- Electricity & Cogeneration Regulatory Authority (ECRA), Saudi Arabia
- Ehaf Consultants
- Emergy
- Emirates Authority for Standardisation and Metrology (ESMA), UAE
- Emirates Green Building Council (EGBC)
- Environmental Investigation Agency, USA
- Estidama, UAE
- Eurovent Certita Certification
- Eurovent Middle East
- Fakhruddin Properties
- GRFN
- Guth De Canzo
- GCC Health Ministers' Council for the Coopera tion Council States
- GCC Standardisation Organisation (GSO)
- Government of Abu Dhabi (Abu Dhabi Food Control Authority)
- Government of Dubai (Dubai Municipality, Food Control Department)
- Government of Dubai (Department of Planning & Development, Ports, Customs & Free Zone Corporation (Trakhees)
- Harvard Medical School
- Harvard T.H. Chan School of Public Health
- Health Ministers' Council for the Cooperation Council States
- IDP Engineering Consultancy
- Independent Consultant
- Institute for Governance & Sustainable Development (IGSD)
- International Institute of Refrigeration
- Interpol
- Khatib & Alami Consultancy
- Kova PMC
- Kuwait National Ozone Committee (Environmental Public Authority)
- Middle East Facility Management Association (MEFMA)
- Mario Associates Mechanical & Electrical Engineering Consultancy
- Middle East Solar Industry Association (MESIA)
- Ministry of Energy, UAE
- Ministry of Environment, Lebanon
- Ministry of Environment & Water (MEW), Kuwait
- Ministry of Climate Change & Environment, UAE
- Ministry of Health, Sultanate of Oman
- Ministry of Infrastructure Development, UAE
- Ministry of Public Works, Bahrain
- Montreal Protocol
- Office of Atmospheric Programs
- Office of Environmental Policy, US Department of State
- Parsons Corporation
- PK Goel Engg Consultant/Eurovent Certita Certification
- PNC Architects
- Ras Al Khaimah Municipality
- Regulatory and Supervisory Bureau (RSB) for Electricity and Water
- Roads & Transport Authority, UAE
- Royal Estates, Oman
- RVT Engineering Consultant
- Qatar Foundation
- SASO
- Saudi Aramco
- Saudi Green Building Council (SGBC)
- School Of Aerospace, Transport And Manufacturing, Cranfield University, United Kingdom
- Seed Engineering Consultants
- Suhaimi Design - Protecooling
- Sobha Realty
- Society of Fire Protection Engineers (SFPE)
- Stratospheric Protection Division
- Supreme Council of Health, Qatar
- Taka Solutions
- Technology and Economic Assessment Panel (TEAP)
- Terre Policy Centre
- The Research Council of Oman
- TransFrig
- UAE Society of Engineers
- UNIDO
- UNDP
- University of Birmingham
- US Environmental Protection Agency (EPA)
- U.S. Green Building Council
- Vindico Project Management Services
- World Customs Organisation
- World Food Programme (and more...)

FOLLOW-UP MECHANISM

There is a strong follow-up mechanism in the case of all the events, with the generation of post-event reports, and also text and video coverage on CPI Industry's online platforms. The reports contain key statistical data and analyses. They are circulated to all the government ministries in the region that have an interest in the areas of discussion.



The Rain Resilience Conference
(1st Edition)

19 February 2025 | Dubai, UAE

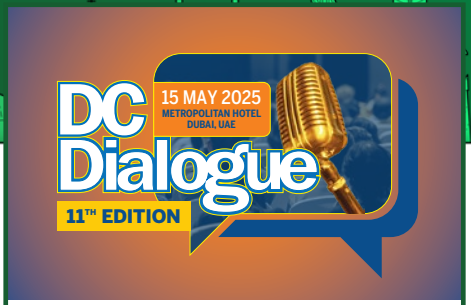
The Emirate of Dubai typically receives around 130 millimetres of rainfall, annually. The rainfall that Dubai experienced in mid-April 2024, however, was far from typical, with heavy, localised downpours causing widespread flooding and disruption. The intensity of the rainfall was unprecedented, affecting various regions differently, including neighbouring Oman and Saudi Arabia. Experts attributed the phenomenon to climate change, specifically rising sea surface temperatures, leading to such severe weather events. Building resilience in cities is essential to not only make populations and infrastructure less susceptible to damage and loss but to also make them more agile to the unpredictable nature of climate change impacts. The urgency of climate change demands more than incremental change – it demands a revolution in how we approach infrastructure, where resilience is not just an aspiration; it's an inherent feature of our infrastructure. By integrating cutting-edge civil, structural and MEP technology (appropriate sustainable architectural design and engineering considerations), we can develop infrastructure that stands the test of time. The Rain Resilience Conference is a mission-critical event that will propose a roadmap for strengthening region-wide safety and minimising disruption and damage.

Middle East Variable Refrigerants Flow Conference
(9th Edition)

7 May 2025 |
Radisson Blu Hotel, Riyadh
Al Mubarakiah Plaza,
King Abdulaziz Street

With the Government leading the way in introducing regulation for VRFs, a significant milestone has been reached that gives much-needed framework for the cooling approach. A year on, what has it meant for VRF technology in the marketplace? And what progress has been made in terms of gathering valid operational data that would find appeal amongst the consultant community? These are key topics of discussion in the 9th Edition of the Middle East Variable Refrigerants Flow Conference.

ccme.news/event/vrfme



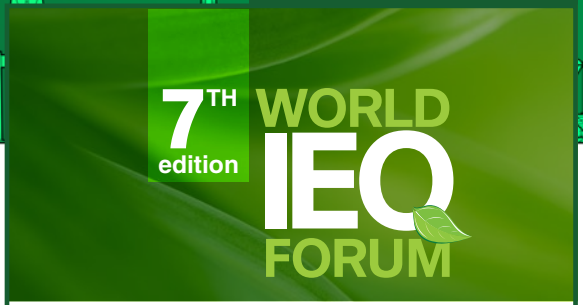
DC Dialogue
(11th Edition)

15 May 2025 | Dubai UAE

The role of District Cooling in decarbonising entire cities came into the limelight some years ago. Then, COP28 happened, and a key outcome relevant to the HVAC industry was the Global Cooling Pledge, a powerful context for all involved in District Cooling to give a thrust to improving the overall ecosystem of District Cooling and to iron out nagging issues. What has been achieved so far? Are the fundamentals strong? Has regulation achieved a level of sophistication needed to play a pivotal role in setting the legal and operational framework for District Cooling networks. Indeed, with increasing emphasis on carbon neutrality, energy efficiency and digital transformation, the sector faces the need for significant policy shifts that impact developers, utilities and end users.

An equally engaging topic is the evolving nature of buildings underpinned by growing expectations of building owners. The age of autonomous buildings has arrived. How is District Cooling responding to the winds of change? The 11th Edition of DC Dialogue is a riveting platform for discussions provoked by the demands of a rapidly changing landscape.

ccme.news/event/dc-dialogue



World IEQ Forum (7th Edition)

24 June 2025 | Dubai, UAE

Dubai will play host to the 7th edition of the World IEQ Forum.

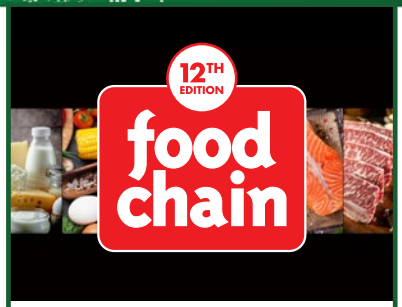
The Forum have five clear-cut goals:

- To foster a fresh wave of thinking on Indoor Environmental Quality to further inform, shape or strengthen policy, legislation, regulation and enforcement measures
- To encourage world-class and pathbreaking design and construction strategies and approaches
- To usher in effective, implementable, scalable and cost-efficient technological solutions
- To promote a culture of good O&M practices, with a view to sustaining the IEQ aspects of the built-environment
- To raise awareness on the need for good IEQ among the population to hitherto unscaled levels and, thereby, persuade transformation in public behaviour and culture

The realisation of the five goals, it is hoped, will offer the UAE, the GCC region and, indeed, the rest of the globe profound protection from the scourge of pandemics, frequent sandstorms and wildfires, dust, chemical contaminants, excessive humidity and high temperatures, and help humankind enjoy unprecedented good health, wellbeing and productivity.

The conference will include a Conference Track and an Exhibition Track.

ccme.news/event/ieq



Food Chain
(12th edition)

September 2025 | Riyadh, Saudi Arabia

The digital transformation of the food cold chain, including retail aspects, is the theme of the 12th edition of Food Chain. Digital technologies are blowing significant changes into all aspects of the cold chain, and the benefits, in the form of improvements in food safety & quality assurance (FSQA) and food security, are palpable. Food Chain is a coming together of all food and agri cold chain disciplines, including post-harvest, 3PL cold storage warehousing companies, dedicated warehouses (large, medium and small), transport refrigeration (body-building, condensing unit and fleet management) experts, government regulators, contractors, consultants, technology solutions providers, supermarkets, hypermarkets and other sectoral end-users for macro- and micro-discussions.

ccme.news/event/foodchain

World IEQ Forum
(8th Edition)

October 2025 | New York City, New York

The lessons learnt so far from COVID-19 and the specific policies & standards, and design and technological strategies and measures that need to be adopted and sustained for protection from future pandemics form the backbone subjects of the 8th edition of the World IEQ Forum, a conference that has assumed much significance in the wake of the pandemic. A key objective of the Forum is to find lasting solutions to the demand for clean air through inviting regional and global experts and visionaries and engaging them in in-depth discussions. Another objective of the Forum is to host a display of the latest and cutting-edge technological solutions and services, capable of ushering in transformation for the better in the building environment.

ccme.news/event/ieq-ny

The Great HVACR Fair

The Climate Control Conference (C3) (11th Edition)
DC Dialogue (12th Edition)
Climate Control Saudi Awards (2nd Edition) (co-located events)

October 6,7,8, 2025 | Jeddah, Saudi Arabia

The oldest conference in the CPI Industry events portfolio sits well in Saudi Arabia against the backdrop of the mega projects in the Kingdom, given its unique approach of intensely discussing all disciplines HVAC, towards the aim of contributing to socio-economic and sustainable development targets. With Saudi Arabia undergoing sweeping changes, the objective of the 11th Edition of C3 is to look in-depth at HVAC systems that can ably support the developments and be part of an integrated eco-system that results in smart cities, and an enhanced and sustainable standard of living.

Under the broad umbrella of C3 is the 11th Edition of DC Dialogue, which looks at policies, regulations, standards, technological, financial and legal aspects of District Cooling. DC Dialogue is a seasoned conference that gathers blue-chip stakeholders intent on finding sophisticated approaches to District Cooling that effectively address the means to developing cost-effective greenfield projects, technological innovations, water and energy concerns, integration of AI, retrofitting measures and O&M.

As an icing on the cake is the other co-located event – the second edition of Climate Control Saudi Awards (a part of CPI Industry's much-vaunted Awards Programme, which has seen 15 editions so far), which aims to recognise and honour beyond-the-call-of-duty engineering and project management efforts, among other aspects supporting the Kingdom's objectives of sophisticated socio-economic and sustainable development targets.

www.C3.com

THE 9TH ANNUAL MIDDLE EAST

VRF CONFERENCE

WORLD HEAT PUMPS CONFERENCE

World Heat Pumps Conference

November 2025 | Dubai, UAE

Unimaginable till a few years ago, heat pumps in high-ambient conditions have climbed up the engineering feasibility charts. Enough to warrant a conference, wherein manufacturers and suppliers of the technology can present region-specific case studies of success to potential clients. And that is what the inaugural edition of the World Heat Pumps Conference is all about. Listen to manufacturers and suppliers present a business case applicable to multiple sectoral end-users, which carries the promise of reduced emissions (more climate-friendly buildings) and lower total cost of ownership (TCO).

CLIMATE CONTROL AWARDS 2025 15TH EDITION

Climate Control Awards (15th edition)

November 2025 | Dubai, UAE

Popularly known as the 'Oscars of the HVACR Industry', the objective of the black-tie, gala dinner event is to recognise merit across the various disciplines of the HVACR industry and to raise the bar on building performance, cold chain and fire safety, to name three. To achieve the objective, CPI Industry enlists the services of seasoned HVACR and other relevant domain-specific professionals as judges and of a third-party certification agency to evaluate companies under several categories. Into its 15th year, the Awards exercise serves as an objective and accurate barometer of the industry.

www.climatecontrolawards.com

REFRIGERANTS REVIEW
SAFETY | ENVIRONMENT | EFFICIENCY
5TH EDITION

Refrigerants Review (5th Edition)

December 2025 | Arlington, Virginia, United States

The culmination of a year-long Marquee Editorial Campaign on refrigerants, spearheaded by *Climate Control Middle East* magazine, the 5th Edition of the Refrigerants Review conference is the coming together of global stakeholders for discussions that include topics such as trade, finance, climate science, engineering, technology and political structures. The conference comes at a pivotal time, just as the world edges closer to milestone targets for phase-out of climate-harming refrigerants. Global climate-related policy frameworks and country-specific building codes have compelled and motivated manufacturers of refrigerants to look for alternative solutions to those in circulation, with an eye on lower GWP, greater energy efficiency and, equally crucial, occupant safety.

Refrigerants Review is an immersive discussion on refrigerants that engages policy makers, regulators, enforcement bodies, scientists, manufacturers of HVACR equipment and refrigerants, service providers and sectoral end-users. To date, this unique conference platform has brought together international stakeholders to discuss broad issues, including the assessment of refrigerants, keeping in mind such factors as health & safety, energy efficiency, Global Warming Potential (GWP), Ozone-Depleting Potential (ODP) and Lifecycle Climate Performance (LCCP).

PRODUCED BY

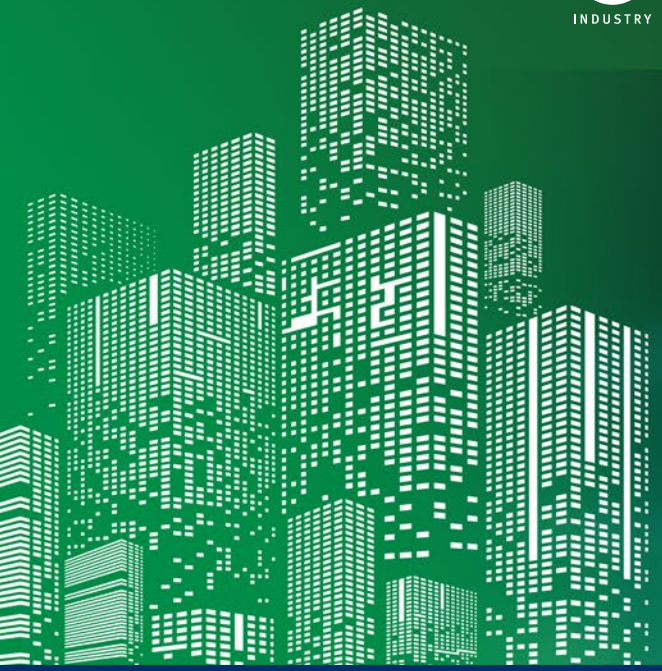
CPI INDUSTRY

OFFICIAL PUBLICATION

climate control MIDDLE EAST

KEY PERSPECTIVES ON THE REGION'S HVACR INDUSTRY

THE 9TH ANNUAL MIDDLE EAST VRF CONFERENCE



THEME:
"ADVANCING VRF TECHNOLOGY: INSIGHTS AND INNOVATIONS FOR SUSTAINABLE GROWTH IN A SAUDI ARABIA THAT IS EAGERLY EMBRACING AI AND AUTONOMOUS BUILDINGS"

MIDDLE EAST VARIABLE REFRIGERANT FLOW CONFERENCE

7 MAY 2025

Radisson Blu, Al Wizarat
Al Mubarakiah Plaza, King Abdulaziz Street,
Riyadh, Saudi Arabia

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