

GULF TIMES  
SUPPLEMENT

AIRCONDITIONING  
& REFRIGERATION

The Growing Air-Conditioning Market in Qatar

**Q**atar, a nation known for its hot and arid climate, has experienced rapid economic growth and urban development in recent years. As a result, there has been a significant surge in demand for air-conditioning systems to provide comfortable indoor environments. This article delves into the air-conditioning market in Qatar, examining its current state, key trends, and the opportunities it presents for businesses operating in the sector.

Market Overview

The air-conditioning market in Qatar has witnessed substantial growth, driven by factors such as increasing population, rising disposable incomes, urbanization, and the development of infrastructure projects. The country's high temperatures, which can exceed 40 degrees Celsius in summer, make air-conditioning an essential requirement for residential, commercial, and industrial sectors.

Residential Sector

Qatar's growing population, fueled by an influx of expatriates and increased government initiatives for affordable housing, has led to a surge in residential construction. As a result, the demand for residential air-conditioning systems has experienced a significant uptick. Consumers are increasingly seeking energy-efficient and sustainable solutions that offer better indoor air quality and control over individual room temperatures.



Commercial Sector

Qatar's thriving commercial sector, including shopping malls, hotels, offices, and healthcare facilities, requires sophisticated air-conditioning systems to maintain comfortable and controlled environments. Green building initiatives and sustainability goals have also contributed to the adoption of energy-efficient cooling solutions in commercial buildings.

Industrial Sector

The industrial sector in Qatar, which includes manufacturing, petrochemicals, and refineries, relies heavily on effective cooling systems to maintain optimal operating conditions and ensure the safety of workers and equipment. With

the country's ambitious plans to diversify its economy and reduce dependence on hydrocarbon resources, the demand for industrial air-conditioning solutions is expected to grow further.

Key Trends

- a. Energy Efficiency:** The push for energy-efficient air-conditioning systems has gained momentum in Qatar, driven by the government's sustainability goals and consumer awareness. Inverter technology, smart controls, and advanced heat recovery systems are increasingly being incorporated to reduce energy consumption and lower carbon footprints.
- b. Green Buildings:** Qatar's commitment to green building initiatives, such as

the Qatar Green Building Council's certification system (GSAS), has created a demand for air-conditioning systems that comply with strict environmental standards. This trend encourages the adoption of sustainable cooling solutions and the integration of renewable energy sources.

- c. Smart and Connected Solutions:** The rise of the Internet of Things (IoT) has enabled the development of smart air-conditioning systems that offer remote monitoring, predictive maintenance, and energy optimization features. Qatar's tech-savvy population and the pursuit of smart city initiatives make this trend highly relevant.

**c. Research and Development:** Investing in research and development can lead to innovative cooling technologies that address Qatar's specific climate challenges. Companies that pioneer advanced cooling systems, thermal storage solutions, and smart controls can gain a competitive edge in the market.

The air-conditioning market in Qatar is witnessing robust growth driven by population expansion, urban development, and sustainability goals. The demand for energy-efficient, sustainable, and smart air-conditioning systems presents significant opportunities for businesses. By addressing challenges such as high energy consumption and cost considerations, while leveraging trends like green buildings and smart solutions, companies can tap into Qatar's thriving market and contribute to creating comfortable and sustainable indoor environments.

AIR CONDITIONING & REFRIGERATION  
SUPPLEMENT TEAM

Advertising & Marketing Manager  
Hassan Ali Anwari

Editor  
Amjad Vanimal

Business Promoter  
Dr. Sabu K.C.

Graphic Designer  
A.K. Vinay Kumar

Circulation In-charge  
Sherif Samy

Printed by  
Raya Commercial  
Printing Press

Advertising Office  
Gulf Times / Arrayah Building,  
C Ring Road,  
P.O. Box 533, Doha Qatar  
Tel: (+974) 44466652  
Fax: (+974) 44360986  
email: gtadv@gulf-times.com

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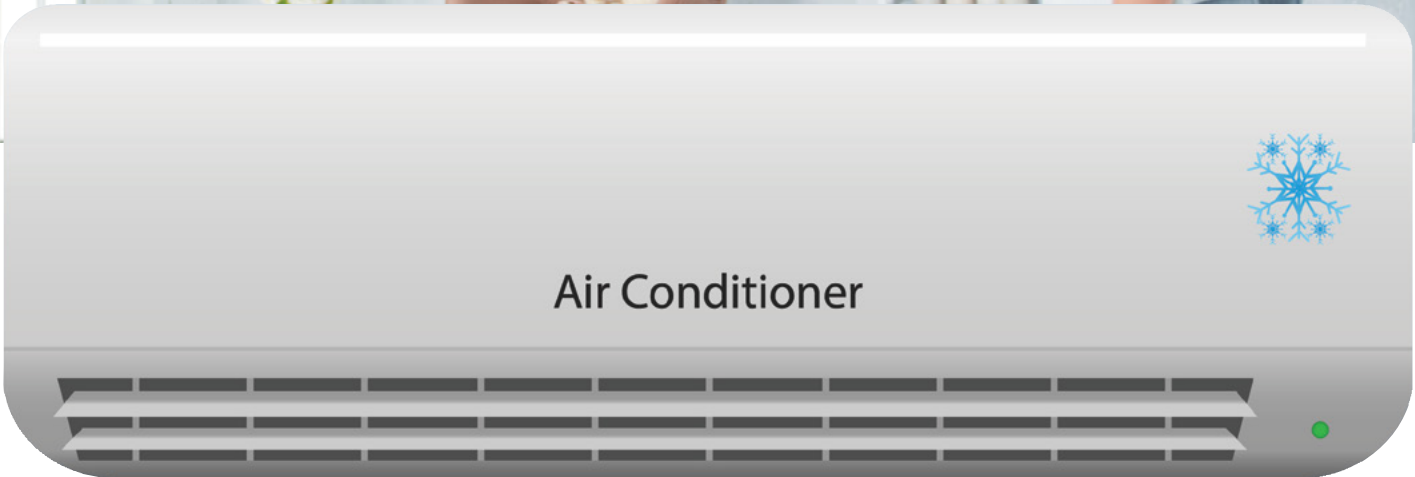
Cold Rooms

For More Information

Blue Star Qatar WLL  
PO Box : 47242 Doha Qatar  
+974 70481146, +974 44582271  
bsq@bluestarqatar.com  
sanjaykjain@bluestarqatar.com



- By considering these factors, you can make a well-informed decision and choose an air conditioner that offers efficient cooling, optimal comfort, and long-term cost-effectiveness



As temperatures rise, investing in an air conditioner (AC) becomes a priority for many individuals and households. However, purchasing an AC unit is not a decision to be taken lightly. It requires careful consideration of various factors to ensure that you select the most suitable unit for your needs. In this article, we will explore the essential aspects to keep in mind before buying an air conditioner.

#### Cooling Capacity

The cooling capacity of an AC unit, measured in British Thermal Units (BTUs), is a crucial factor. It determines the unit's ability to cool a specific area. Choosing the right cooling capacity depends on the size of the room or space you want to cool. An AC with insufficient capacity will struggle to cool the area adequately, while an oversized unit may result in inefficient operation and unnecessary energy consumption.

#### Energy Efficiency

Energy efficiency is vital for both environmental and economic reasons. Look for an AC unit with a high Energy Efficiency Ratio (EER) or Seasonal Energy Efficiency Ratio (SEER). A higher EER or SEER rating indicates better energy efficiency, resulting in lower energy bills and reduced environmental impact. Energy Star certified models are an excellent choice as they meet strict energy efficiency standards.

#### Type of Air Conditioner

Consider the type of air conditioner that suits your requirements. The most common types include window AC units, split systems, portable units, and central air conditioning. Window AC units are suitable for cooling individual rooms, while split systems offer flexibility and can cool multiple areas. Portable units are easy to install and can be moved around, while central air conditioning cools the entire house. Choose the type that best aligns with your cooling needs and budget.

#### Installation Requirements

Before purchasing an AC unit, assess the installation requirements. Window AC units and portable units are relatively easy to install, while split systems and central air conditioning may require professional installation. Consider factors such as available space, electrical requirements, and any necessary modifications to your home. It's essential to factor in the installation costs and decide whether you require professional assistance or can handle it yourself.

#### Maintenance and Upkeep

Proper maintenance is crucial for the longevity and optimal performance of your AC unit. Look for



models that offer convenient features like removable and washable air filters, easy access to internal components, and self-cleaning capabilities. Regular maintenance, such as filter cleaning or replacement, is necessary for efficient operation and clean indoor air quality.

#### Noise Levels

Consider the noise levels of the AC unit, especially if you plan to install it in a bedroom or a space where quietness is crucial. Read product specifications and user reviews to determine the decibel levels during operation. Some AC units come with a "sleep mode" or "quiet mode" that reduces noise levels for a more peaceful environment.

#### Additional Features

Explore additional features that can enhance your comfort and convenience. These may include programmable timers, remote control operation, adjustable fan speeds, humidity control, air purifying filters, and smart home integration. Evaluate which features are important to you and choose a unit that offers the desired functionalities.

#### Budget Considerations

Determine your budget for purchasing and operating an air conditioner. While upfront costs are important, also consider long-term energy consumption and maintenance costs. Energy-efficient models may have a higher initial price but can lead to significant savings in the long run. Assess your financial capacity and find a balance between your requirements and affordability.

In short, buying an air conditioner requires careful consideration of various factors, including cooling capacity, energy efficiency, type of unit, installation requirements, maintenance needs, noise levels, additional features, and budget considerations. By evaluating these aspects, you can make an informed decision and select an AC unit that provides optimal cooling comfort while being energy-efficient and cost-effective in the long run. Stay cool and comfortable during the hottest months of the year with the right air conditioner for your needs.

### The Benefits of an Energy Efficient AC System

In today's world, where energy consumption and environmental impact are growing concerns, it has become essential to embrace energy-efficient technologies. One significant contributor to energy consumption in households and commercial buildings is air conditioning (AC) systems. Energy efficient AC systems are designed to minimize energy usage while still providing optimal cooling and comfort. In this article, we will explore the benefits of an energy efficient AC system and why it is a wise choice for both homeowners and businesses.

#### Reduced Energy Costs

One of the most apparent advantages of energy efficient AC systems is a substantial reduction in energy costs. These systems are designed to operate more efficiently, consuming less electricity to achieve the desired cooling effect. They utilize advanced technologies such as variable speed compressors, smart thermostats, and improved insulation, which allow for precise temperature control and energy optimization. By upgrading to an energy efficient AC system, homeowners and businesses can experience significant savings on their energy bills over the long term.

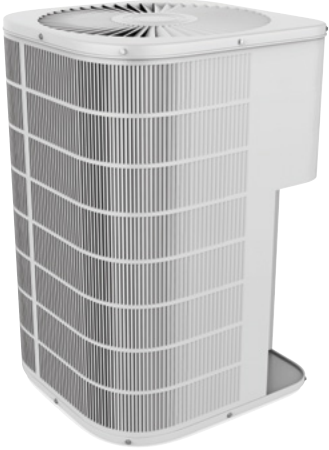
#### Environmental Impact

Traditional AC systems consume a significant amount of electricity, which contributes to increased greenhouse gas emissions and environmental degradation. Energy efficient AC systems are designed to minimize the carbon footprint by reducing energy consumption. These systems incorporate eco-friendly refrigerants and employ advanced technologies that optimize cooling performance while minimizing environmental impact. By investing in energy efficient AC systems, individuals and organizations can actively contribute to reducing their carbon footprint and promoting sustainability.

#### Enhanced Comfort and Performance

Energy efficient AC systems are engineered to deliver superior cooling comfort and performance. They are designed to provide consistent and even cooling throughout the space, eliminating

hotspots and ensuring a more comfortable environment. These systems often include features such as multi-stage cooling, adjustable fan speeds, and intelligent temperature control, allowing users to customize their cooling preferences. By maintaining a consistent temperature and humidity level, energy efficient AC systems provide optimal comfort, improving productivity and well-being.



#### Longer Lifespan and Reduced Maintenance

Energy efficient AC systems are typically built with high-quality components and advanced technologies, leading to improved durability and longevity. These systems undergo rigorous testing and quality control measures, ensuring reliable performance over an extended period. Additionally, they often incorporate features that minimize wear and tear, such as variable speed compressors that reduce cycling. With proper maintenance and regular servicing, energy efficient AC systems can have a longer lifespan, resulting in reduced repair costs and fewer system replacements.

With advancements in technology and increasing awareness of energy conservation, energy efficient AC systems have become more accessible and cost-effective. By making the switch to an energy efficient AC system, individuals and organizations can contribute to a greener future while enjoying the benefits of improved comfort and reduced energy expenses.

# Blue Star at 80

## A Story of Pioneering Excellence in the MEP Sector

Blue Star, a leading global company, proudly celebrates its distinction as an “80-year young enterprise”.

Since 2007, it has been providing Qatar with top-tier Mechanical, Electrical, and Plumbing (MEP) services, demonstrating engineering mastery in the process.

### Key highlights of Blue Star journey include:

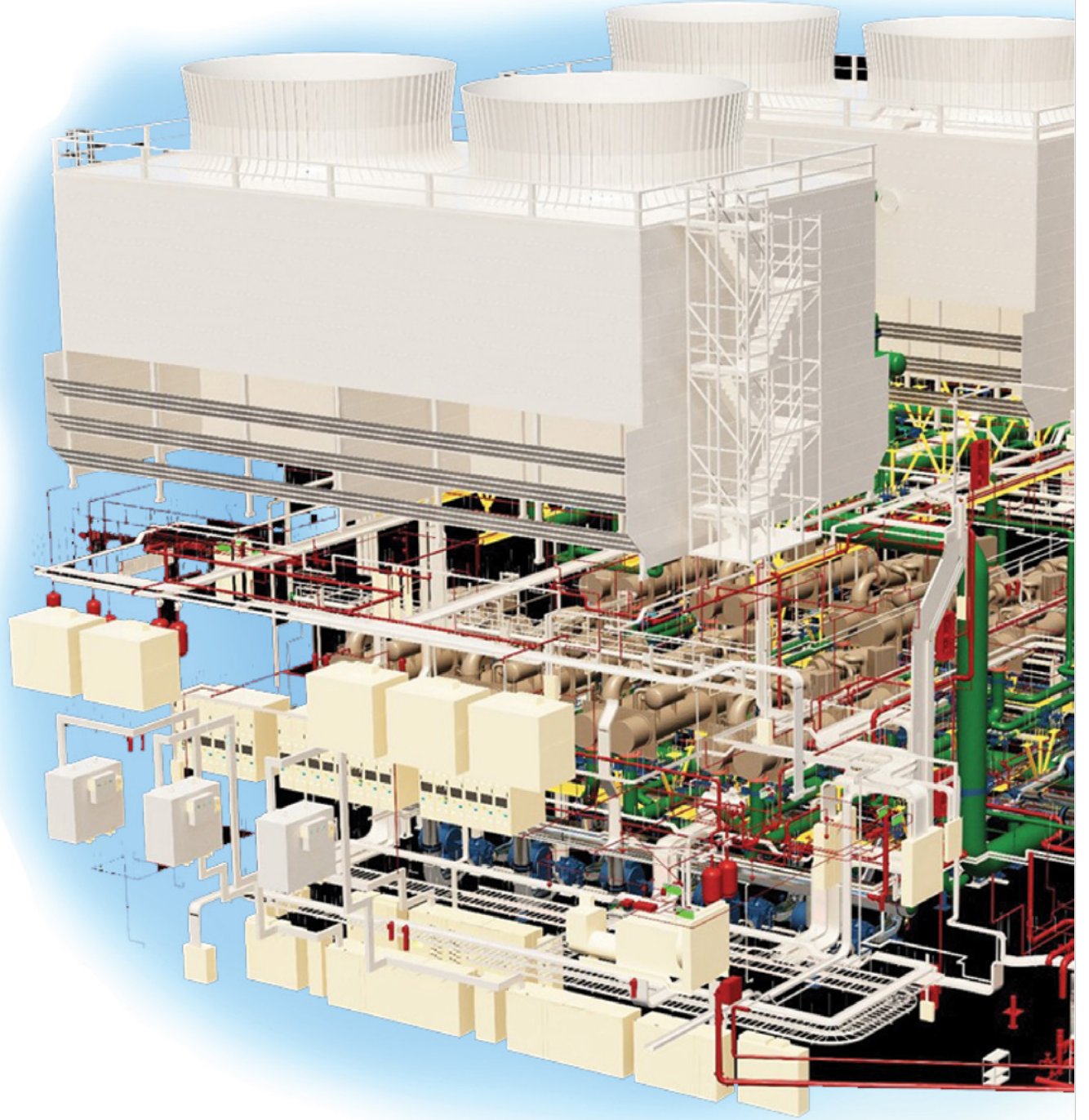
- Achieving revenues of USD 1 billion in the 2022-2023 financial year.
- Establishing a significant footprint in 20 international markets within the MEP segment.
- Building a robust team of 2300 employees worldwide.
- Operating state-of-the-art manufacturing facilities across six different locations in India, specializing in MEP products, particularly in the Heating, Ventilation, and Air Conditioning (HVAC) sectors.
- Making substantial investments in research and development to ensure product excellence.

## Blue Star Legacy of Engineering Excellence in Qatar MEP Sector

As a Grade A MEP service provider in Qatar, Blue Star Qatar WLL is committed to delivering unrivaled quality across all MEP sectors. Our in-house design and engineering teams partner with world-class companies to source top-grade products suited to the specific needs of each project.

We excel in the installation, commissioning, and maintenance of all MEP systems, including HVAC components such as air conditioning, refrigeration, ventilation, process cooling, precision cooling, district cooling and more. Our proficiency also extends to fire fighting and fire alarm systems, substation works, ELV systems, power distribution, and other MEP contracts.

Blue Star confidently caters to the MEP needs of various sectors, including industrial, commercial, residential, and warehousing. Our dedication to excellence and innovation continues to drive our growth and success.



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Besides having a strong team within SMEF, we have established partnerships across the region ensuring a thorough network of distribution and after-sales-service for SHARP products. We at SMEF facilitate and serve all our Partners/ Customers and End Users not only with Consumer Electronics Products but also with Business Solutions B2B product line up.

From its humble beginnings as a dealer of tyres in the 1960s, Almuftah Group has evolved to become one of Qatar’s most esteemed business groups, a diversified enterprise which today offers a multiplicity of world-class products and services to its customers.

This year 2023 marks the 111th Anniversary for Sharp Corporation – HQ Japan and 25th Anniversary for Sharp Middle East FZE – HQ Dubai. Sharp Middle East & Africa (SMEF) has established very positive partnership with Almuftah Group since 1971. This business partnership has made huge success in Qatar. Recently, Sharp Corporation – Japan in partnership with Sharp Middle East FZE, also acknowledged their efforts and partnership with SHARP by recognizing them during a regional Dealer’s Convention held in May 2023.

Almuftah Group – founded by Mr. Abdulrehman Muftah – Chairman, started its operations in 1963 at a providential time when the oil and gas-rich nation of Qatar first began exploring the advantages of establishing a diversified economic base.

From its humble beginnings as a dealer of tyres in the 1960s, Almuftah Group has evolved to become one of Qatar’s most esteemed business groups, a diversified enterprise which today offers a multiplicity of world-class products and services to its customers. At present, Almuftah Group employs hundreds of people of different nationalities and backgrounds, each one of whom is helping the company excel in a diverse number of fields.

This year, 2023, Almuftah Group marks its 60th anniversary. Another milestone has been reached with a conviction for leadership and success with over 30 companies in strategic and vital sectors and will continue to strive as they look toward the future.

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# LG unveils its advanced 2023 line-up of air conditioners in Qatar

Given the scorching temperatures in the area reaching uncomfortable levels, it is crucial to have a dependable and efficient air conditioning system to guarantee a pleasant living and working atmosphere. LG Electronics has recently unveiled its 2023 air conditioner collection in Qatar, as part of their Life is Cool with DUALCOOL campaign. These cutting-edge air conditioners are specifically crafted to address the hot and humid climate conditions that prevail in Qatar and its neighbouring regions.

LG's latest range of air conditioners is equipped with the most advanced cooling system, ensuring optimal comfort even in extreme temperatures of up to 65°C. Leading the pack is LG's DUALCOOL Inverter Residential Air Conditioner, renowned for its

remarkable cooling capabilities that are 60% faster and consistently reliable. This model showcases LG's innovative Dual Inverter Compressor, which continually adjusts the compressor's speed to maintain the desired temperature with minimal fluctuations. By expelling air farther and faster, it guarantees superior cooling performance. Moreover, this advanced system enables energy savings of up to 65%, making it highly efficient.

LG's DUALCOOL Inverter Air Conditioners not only provide exceptional performance but also have a sleek and modern design that complements any home or location. The smart display feature allows users to easily monitor the AC's status, while the exclusive anti-corrosion Gold Fin™ coating ensures long-lasting

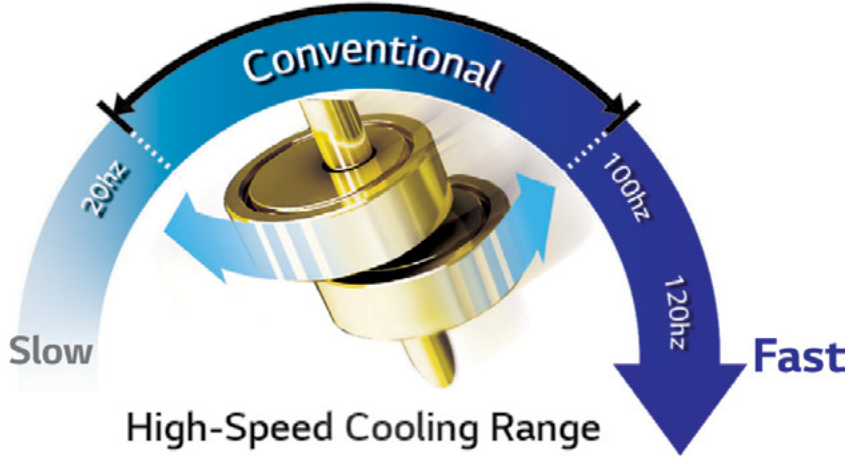
performance, making the AC durable against dust and sand. Additionally, LG air conditioners are easy to install and maintain regardless of the surroundings.

In terms of health considerations, LG's DUALCOOL Inverter Air Conditioner ensures a clean and healthy home environment and acts as the first line of defense against bacteria and dust particles with its Dual Protection Filter that captures dust particles larger than 10µm in size. Lastly, LG air conditioners are equipped with LG's unique skew fan to operate at low sound levels, eliminating unnecessary noise and ensuring smooth operation with a sound of the leave rustling.

LG Electronics has also introduced Jetcool air conditioners. It has the most advanced cooling system for a comfortable life. LG's exclusive anti-corrosion

Gold Fin™ coating forms a protective shield that ensures longer lasting performance. Customers have the option to choose as per room size 18000 BTU or 22000 BTU. Jetcool range of air-conditioners are equipped with anti-corrosive Gold Fin™, which can withstand the salty air, rain and other corrosive elements.

The inclusion of a distinctive blue hydrophilic fin in the air conditioners ensures efficient operation by improving heat transfer. Additionally, with the smart mode feature, users can simply press a button to activate the fuzzy logic operation, where the air conditioner automatically adjusts the temperature and fan speed according to the room's temperature. These recently introduced air conditioners are conveniently available at renowned hypermarkets and Jumbo retail stores throughout Qatar.



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**60%**  
Faster Cooling



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Dual Inverter Compressor™

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Verification obtained from TUV Rheinland for 10-year product life cycle.



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TUV Rheinland is a leading international testing agency.

LG is a leading brand in the air conditioning industry in Qatar, renowned for its highly popular split ACs. With a diverse range of options, LG offers split ACs that cater to the unique requirements of every household. Whether you seek powerful cooling capabilities or prioritizing energy efficiency, LG's split ACs deliver unparalleled performance and convenience. These split ACs by LG present an excellent solution for cooling homes while effectively managing energy consumption. With a wide selection of models and features to choose from, LG split ACs have earned significant popularity as top-tier air conditioners in Qatar. They are thoughtfully designed to provide optimal cooling comfort, efficient functionality, and superior air quality.

**LG DUALCOOL**  
Efficient, Faster, Dual is Better

**65°C**  
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**123TNC**

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**4Way Swing**

**60% Faster Cooling/ 15% More Cooling**

**65% Energy Saving**

**Comfort Sleep**

**Dual Protection Filter**

**LG DUALCOOL**

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**Comfort Sleep**

**Dual Protection Filter**

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