

Inspiration journey took the Daikin Kings to Amsterdam

Each year, **Daikin Central Europe** recognizes its most successful partners in one of three categories: highest turnover, highest customer satisfaction and innovative projects. This year's 40 winners, the so called Daikin Kings, participated in an inspiration journey to Amsterdam – one of Europe's most innovative cities for urban development – to celebrate their results, exchange on new partner concepts and focus on the **central role of the HVAC industry** for the **decarbonisation of buildings in Europe**.

Amsterdam/Vienna, September 2022 – “Value-driven partnerships, the dynamic heat pump market and circular economy initiatives are strongly reflected in our Fusion25 business strategy that aims to position Daikin as leading provider for low-carbon solutions in cooling, heating, ventilation and refrigeration. Today, we already bring such products and solutions to the markets together with our substantial sales and service network of 2,500 partners in our CE-region and continued our growth story of the recent years. The Daikin Kings are an important part of it and we are grateful that they contribute to our success and motivate all our installers and distributors to shape the future of our business together with us”, says **Carl Lievens, Managing Director Daikin Central Europe**.

“Taking the Daikin Kings for an inspiration journey to Amsterdam was a great occasion to celebrate our results and feel the spirit of a forward-thinking European city. The visit of the innovative experience centre of Daikin Netherlands in Breukelen and our business sessions enabled all participants to have a vivid exchange on challenges and opportunities ahead of the HVAC-industry with a focus on Europe's decarbonization plans”, continues **Markus Haas, Deputy Managing Director Daikin Central Europe**.

Heat pumps, circularity initiatives and Europe's green transition

In the next decades, a huge renovation wave is needed to make residential homes and commercial buildings in Europe more sustainable. It is estimated that they account for more than one third of all CO₂ emissions in the EU. 75 % of existing buildings are not energy efficient and up to 95 % of buildings in the EU will still be standing in 2050.



“Daikin Europe responds to these challenges with investments of more than 1,2 billion Euro by 2025 to expand its R&D and production capacities, especially for heat pumps. Offering state-of-the art technologies and premium products manufactured in our European factories according to Daikin’s proximity strategy is a solid foundation for our market position in the context of the urgent need of decarbonizing the building stock. Additionally, we aim to foster the green transition by **developing smart business models and circular economy initiatives** together with our partners and include further stakeholders that play a central role in the renovation of buildings or in new build projects like architects, planners, designers or owners of buildings themselves. Listening to the perspectives of the Daikin Kings, who represent 16 of our regional markets, during our business session in Amsterdam was a very valuable contribution to further develop our ideas with them”, says **Carl Lievens**.

One example of such a forward-thinking business model is the **Loop by Daikin – Recover – Reclaim – Reuse circularity program** that supports and encourages key accounts to re-use refrigerants as a valuable resource and thereby lower the environmental impact of premises. The program has been developed by Daikin Central Europe in close collaboration with stakeholders and was launched in 2021 in the pilot countries Austria, Czech Republic and Hungary. To date, the Daikin Europe group avoids the production of 400,000 kg of virgin gas through circular economy initiatives like the Loop by Daikin program among others.

“Contributing with impactful solutions and making buildings more sustainable motivates us every day to further develop new ideas together with our loyal partners, especially the Daikin Kings”, says **Markus Haas**.

More about Daikin Central Europe [Daikin at a glance](#) | [Daikin \(daikin-ce.com\)](#)

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About

Daikin Airconditioning Central Europe

Daikin Airconditioning Central Europe was founded in 1999 with headquarters in Vienna, Austria, as a subsidiary of Daikin Europe N.V.. The company's portfolio comprises products and solutions for heating, cooling, ventilation, air purification and refrigeration. More than 560 employees and 2,500 partners are responsible for sales and service activities in 16 countries in Central and Eastern Europe (Austria, Albania, Bosnia Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Kosovo, Montenegro, Moldova, North Macedonia, Poland, Romania, Serbia, Slovakia and Slovenia). With Your Daikin World at the Vienna headquarters, the HVAC-R industry and the construction sector has access to a modern experience center for co-creating tailor-made solutions for hotels, retail, offices or large commercial applications. It also includes one out of 9 trainings-centers in the region of Daikin Central Europe.

Daikin Europe N.V.

Daikin Europe N.V. is a subsidiary of Daikin Industries Ltd. and the leading provider of heating, cooling, ventilation, air purification and refrigeration technology. The company designs, manufactures and brings to market a broad portfolio of equipment, as well as tailored-made solutions for residential, commercial and industrial purposes in Europe, Middle East and Africa. To date, Daikin Europe N.V. has over 12,000 employees across more than 59 consolidated subsidiaries. It has 12 major manufacturing facilities based in Belgium, the Czech Republic, Germany, Italy, Spain, Turkey, Austria and the UK. The headquarters of the Daikin Europe Group are in Belgium, Ostend. The company was established in 1972, production in Europe started in 1973.

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