

Qatar Cool wins the Marketing Initiative of the Year Award In the Air Conditioning Industry, Middle East

Qatar District Cooling Company also known as Qatar Cool, a major district cooling company in the region, was announced the winner of the 'Marketing Initiative of the Year' award during the Climate Control awards 2015, held at the Jumeirah Emirates Towers Dubai, UAE, on the 23rd November.

Qatar Cool received the award for its district cooling service, energy efficiency, reliability and overall commitment to the nation and their customers, through their daily service and marketing collaterals. Qatar Cool owns and operates three plants two in the West Bay district, and one in the Pearl Qatar, where Qatar Cool operates the 'The Integrated District Cooling Plant' (IDCP), which is the largest district cooling plant in the world.

Qatar Cool earlier this year was awarded two prestigious awards from the International District Energy Association (IDEA) the Space Award for the total area committed and the Space Award for the total number of buildings committed.

The theme of the award ceremony was 'Inter-connected in thought and execution, an inter-connected, integrated and cohesive approach to the planning and execution of projects.

Yasser Al Jaidah, Chief Executive Officer of Qatar Cool commented "Qatar Cool is committed to further developing the understanding of the District Cooling industry and being recognized by such a prestigious award adds further credibility to our commitment. Through delivering quality service combined with innovative ideas and initiatives we hope to not only improve district cooling knowledge that will benefit industrial growth, but more importantly enhance the implementation of sustainable products, services and solutions for the environment as well as for end-users."

Yasser AL Jaidah continues "Qatar Cool expressed delight at this most recent accomplishment, to win this significant award for the second year running, from the Climate Control, and to be recognized amongst our industry peers for the second time is a great tribute to the dedication of the Qatar Cool team. Our fourth plant is currently under construction in Qatar, which is the third in the West Bay district and winning prestigious awards such as this only adds more momentum to our expansion plans."

Qatar Cool has won multiple international awards, including the District Energy Space Award and the Best District Cooling System in the World award for 2014 and 2012 from the International District Energy Association (IDEA).