

Saudi Arabia positioned to achieve its energy-efficiency targets in its existing building stock



Dubai, Nov 21, 2018 (Issuewire.com) - The [3rd edition of the Retrofit Tech KSA Conference](#) started yesterday, bringing together once again Saudi Arabia government entities leading the energy-efficiency agenda, Energy Services Companies (ESCOS), Facility Managers, Engineers, Energy efficiency products and solution companies as well smart technology providers and top consultants and energy experts.

The first day of the Show took place on 18 November at the Crowne Plaza RDC Convention Centre and Hotel in Riyadh, organized by the Riyadh Exhibition Company (REC) and Advanced Conference & Meetings (ACM).

Keeping in line with the ambitious strategies and initiatives launched by the Kingdom of Saudi Arabia as part of Saudi Vision 2030, the conference welcomed over 150 attendees to discuss their goals to further develop and modernize the Kingdom's energy efficiency and retrofitting industry.

The two-day conference highlighted the achievement made by the government as well as the challenges and opportunities in the growing Saudi retrofit sector. Smart technology that can help building owners scale energy efficiency were showcased and the event had international and regional case studies

presented to highlight the latest innovations and best practices from the policy standpoint and investment perspective.

Key speakers for the first day included:

- Abdullateef Sami Al-Assafi, Manager of Operation & Planning at the Home of Innovation™ program, **SABIC**
- Abdulrahman Alsayari, Business Development Manager (Energy & Water Sector), **Saudi Arabia General Investment Authority (SAGIA)**
- Moataz Kurdi, Director of Maintenance & Utilities, **Riyadh Airports Company (RAC)**
- Charles Blaschke, Managing Director, **Taka Solutions**
- Abdellatif Senan, Advisor and General Manager – Shared Services, **Ministry of Hajj and Umra**

The event started with the Chairman, Maen Nimrawi, Projects Manager - Energy Management and Commissioning, KEO International Consultants welcoming dignitaries, speakers and participants to the conference. The first keynote was presented by Eng. Abdullateef Sami Al-Assafi, Manager of Operation & Planning at the Home of Innovation™ program, SABIC who used the opportunity to educate the audience on SABIC's mandate and its different energy efficiency programs and initiatives. Eng. Abdullateef showcased the SABIC Home of Innovation model building, also known as the High-Performance Demonstration House which is the first LEED-Platinum rated house in the Middle East and how it is achieving a net-zero energy balance using renewable energy.

Abdulrahman Alsayari, Business Development Manager (Energy & Water Sector), Saudi Arabian General Investment Authority (SAGIA) during his keynote, highlighted the many different investment opportunities in the KSA energy and retrofitting sector. He further highlighted the government's effort toward creating the right atmosphere and setting up key institutions which are dedicated to leading the energy efficiency policies and regulate the sector as a way to drive the investor confidence in the energy market.

The establishment of the Saudi Energy Efficiency Centre (SEEC), the recent setting up of the SR1.9 billion National Energy Service Company (TARSHID) to boost energy efficiency and reduce power consumption in the public-sector entities. A Leader's panel session on Assessing the Performance of Saudi Arabia's Retrofitting strategy concluded that the kingdom is on the right part and is one of the region's largest energy market waiting to be tapped into. Panellists include: Abdellatif Senan, Advisor to the Minister and General Manager – Shared Services, Ministry of Hajj and Umra, Abdulrahman Alsayari, Business Development Manager (Energy & Water Sector), Saudi Arabia General Investment Authority (SAGIA), Eng. Moataz Kurdi, Director of Maintenance & Utilities, Riyadh Airports Company (RAC) and Charles Blaschke, Managing Director, Taka Solutions.

The event also featured exhibitions by many energy-efficiency solution and technology providers, dignitaries, and senior officials participating at the event had a lot of time to interact and tour the stands to learn more about the latest solutions that can help them achieve their energy targets and improve their building performance. These key exhibitors included **SABIC, SYLVANIA, NVC Lighting, TUNGSRAM, ENOVA, AL Salem Johnsons Controls, Spectra – Tri Spectrum, Innovation Fields, Ledvance and HRFA.**

Other key experts and decision-makers who presented at the event include Mohammad Tassi, Regional Vice Chair, ASHRAE and Director of Facilities, KAPSARC, Dr Giancarlo Mangone, Principal, Symbiosis: Sustainable Design + Consulting and Master Urban Planner, Francisco Ramalheira, Director – Business Development and Marketing, ENOVA, Ahmed Khoja, Senior Researcher, Munich University

of Applied Sciences (MUAS), Germany, Francesco Lozupone, Lighting Designer and Project Manager, Sylvania Middle East, Sultan Faden, Senior Architect/Urbanist, International Consultant and Mohammed Abdullah Quadri, Senior Project Architect, TYP SA.

The conference wrapped up with an interactive roundtable where experts participate and debate issues on how to create more awareness of building retrofitting for building owners, financing retrofit projects, and understanding the value chain of retrofitting. The conference will return next year to expand on the 2018 success.

To be part of the 2019 edition, please visit the website on www.retrofittechksa.com for updates or email us at opportunities@acm-events.com.

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