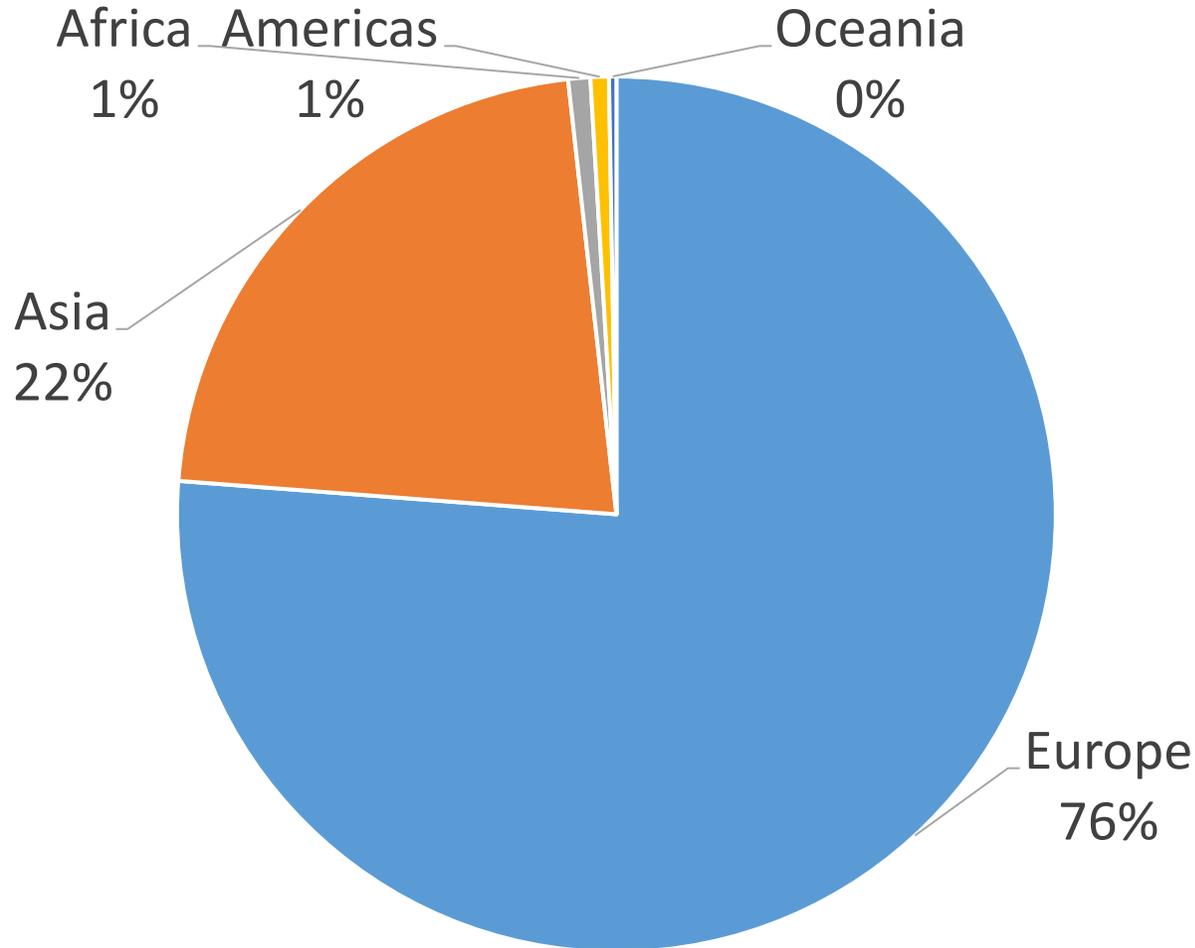




**Eurovent International meeting
Prague, 30-31 May 2022**

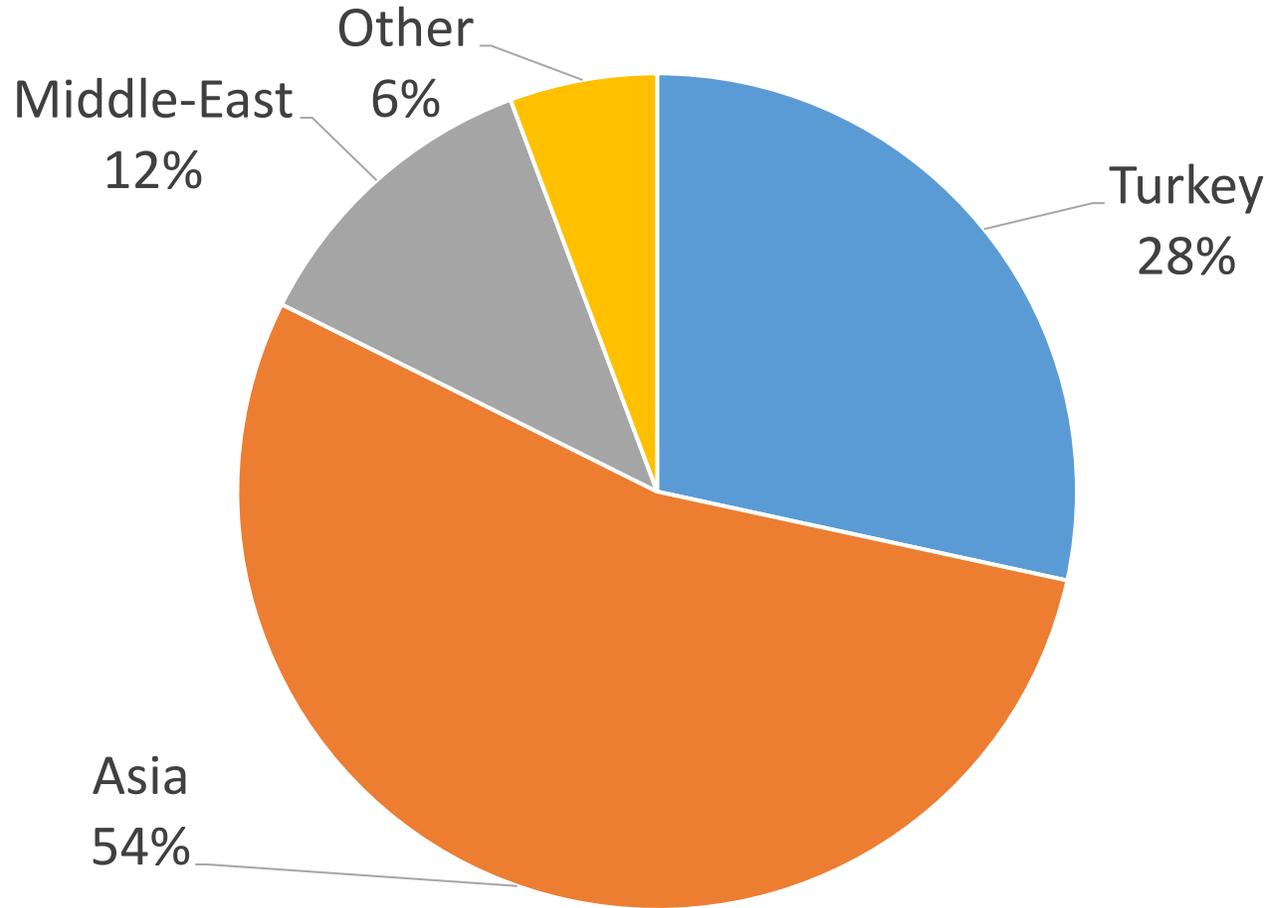
**Role of Certification
in International markets**

1. Eurovent Certita Certification International footprint
2. Role of Certification in International markets
3. ECC activities in Middle-East and India since 2017: history, facts, and roadmaps
4. ECC Marketing and communication activities outside Europe and Turkey



ECC participants out of Europe

Country	Contract	%
Turkey	50	28%
China	45	26%
Korea	16	9%
India	11	6%
Japan	10	6%
UAE	9	5%
Malaysia	7	4%
Saudi Arabia	4	2%
Thailand	4	2%
USA	4	2%
Egypt	3	2%
Australia	2	1%
Hong Kong	2	1%
Bahrain	1	1%
Canada	1	1%
Algeria	1	1%
Iran	1	1%
Jordan	1	1%
Kuwait	1	1%
Morocco	1	1%
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Qatar	1	1%

As in Europe, Certification ensure a level playing field for:

- Manufacturers
- Engineers
- Public authorities and institutions

- For Manufacturers:
 - Allow to **differentiate** themselves on the market especially for **high quality products** (high energy efficiency, hygienic properties, etc.)
 - To provide **more expensive products** in emerging markets, slowly but surely transforming the market
 - Introduce new high standard products in markets where it was never proposed (creation of **new markets**)

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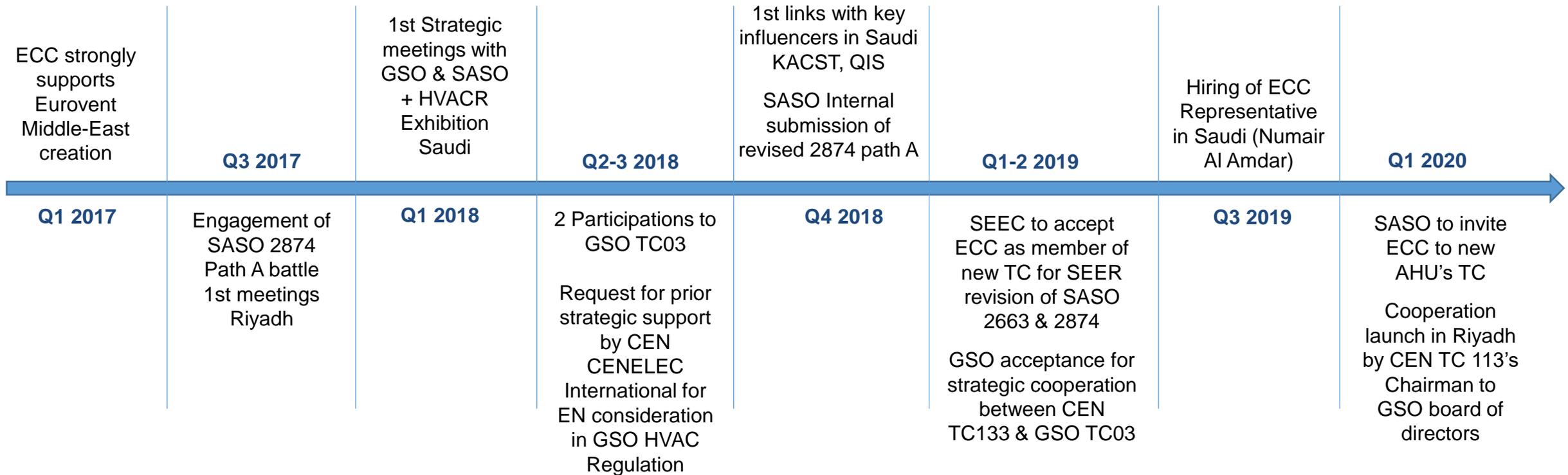
- For Engineers:
 - to select highly efficient products according to “**European standards**” (energy efficiency, hygienic properties, etc.)
 - Provide high quality **international benchmark** with embedded “European quality”
 - Especially appreciated for **large projects** or **demanding sectors** (hospitals, pharmaceutical, processes, etc.)

As in Europe, Certification ensure a level playing field for:

- Manufacturers
- Engineers
- Public authorities and institutions
- For Public authorities and institutions:
 - Provide real and efficient **Market Surveillance activity**
 - Highly recognized and neutral stakeholder for:
 - Local standardization activities
 - Local regulatory activities (MEPS, tax incentives)
 - Market transformation initiatives (high efficient AHUs, evaporative cooling)

ECC in Middle-East: Key facts & Timeline

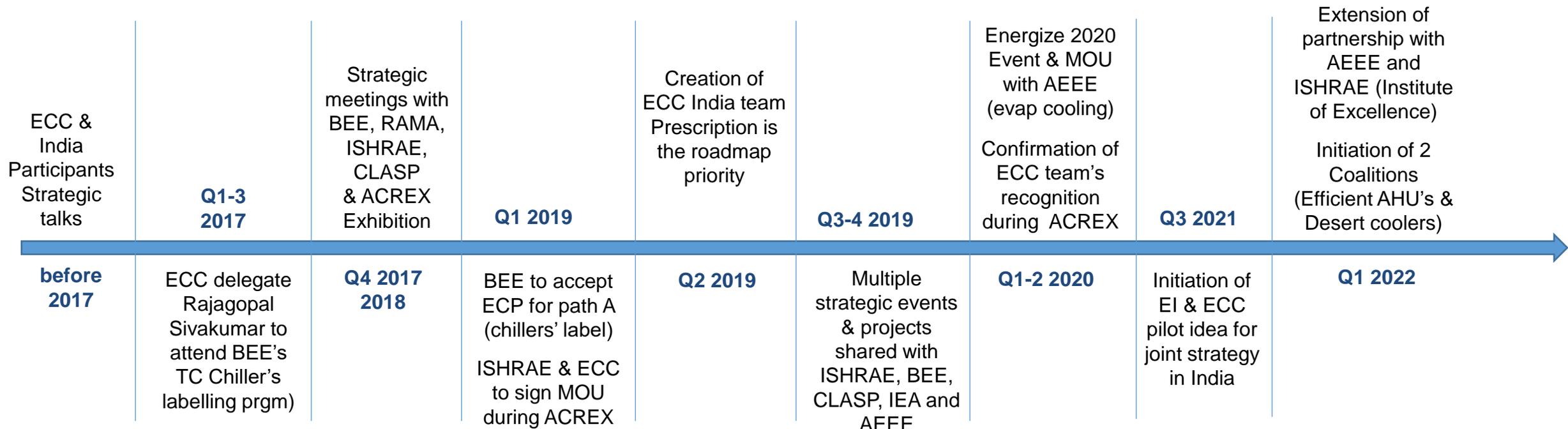
- Eurovent Middle-East being the starting point of ECC International permanent involvement in 2017
- SAUDI Arabia as a priority ! (leading country, biggest market, GSO is “close” to SASO, AHRI constant lobbying since 2012 inside SEEP Saudi Energy Efficiency Program then Saudi Energy Efficiency Center SEEC)
- ISO is the target (if relevant), to limit the EN vs ANSI “dilemma”



- **Poor results on regulation side / No result on prescription side:**
 - ❑ Despite expensive and permanent involvement of ECC and partners (Eurovent Middle-East, CEIS, CEN, QIS, & ECC Participants) **NO SUCCESS to amend Path A acceptance of ECP for 2874 (v1)**
 - ❑ Promising recognition of ECC to be member of SEEC TC aside AHRI, but limited influence compared to local industry influence (ie. SASO 2663 SEER revision) !
 - ❑ Regulatory activities limited by Covid-19 situation (+ loss of ECC's representative in KSA)
- **ECC's Roadmap for GCC:**
 - ❑ **Saudi first:** Market, Manufacturers', SASO, (even GSO being located in Riyadh)
 - ❑ CEN CENELEC/GSO Cooperation agreement **should be considered for EI & ECC joint GCC Strategy on the regulation side** ECC's to bring tangible support TC113, as CEIS did in 2020, Past ECC's support to GSO, SASO and SEEC TC are existing assets to improve and disseminate
 - ❑ ECC support **Eurovent Academy** project as a best way to influence MEP Side
 - ❑ **Prescription to be prioritized:** ECC & EME tentatives to merge contact list from Prescription side (Real estate, Ministry of Housing, ESCO's, etc.) needs local follow-up (ECC & Participants to join hand) and targeted events that talks to End-Riskiers

ECC in India: Key facts & Timeline

- ECC’s initiatives & actions always comply with “Make in India” 1st Minister commitment
- ECP are recognized in India (Key Indian participants’ support / International prescriptions)
- Manufacturers’ support in India is a priority for AHRI Association since 2020
- India EE is active: state’s organizations BEE, BIS, EESL... associations and foundations ISHRAE, RAMA, AEEE, TERI...
- Indian Standards: open to standard collaboration adapted to Indian conditions (ISHRAE/RAMA recognized by BIS for drafting), ECC in contact with SESEI (CEN CLC representation in India) for potential back-up



- **In line with April 2019 roadmap:**
 - ❑ ECC being recognized as a really **Independent and Neutral Confidence body**
 - ❑ Direct or indirect participation/contribution to multiple TC's (BEE, ISHRAE, AEEE, IS), EN being carefully considered for Indian Standards
 - ❑ Current talks with “soft/smart financing” actors (super Esco EESL, SIDBI, GIZ, WB, ADB) to favor Energy Efficient products Certified by trustable schemes.
 - ❑ MOU's signed and applied with key stakeholders except RAMA (in progress)
 - ❑ Increasing number of Applicants and Participants on “Air Side” programs thanks to presales and application support by India team
 - ❑ **BUT: lack of ECP's perceived value** vs AHRI Certification by prescribers
- **ECC's Roadmap for India:**
 - ❑ **Coordination with Participants as a priority to enable growth of a mature and incentivized market:** Energy Recovery on air and IAQ is a real concern in India
 - ❑ ECC support **ISHRAE Institute of Excellence** to contribute to education of MEP Experts
 - ❑ **Prescription to be organized jointly with Coalized Participants and product groups:** Sales & Marketing training Courses & tools from ECC, joint events on targeted subjects (EE & IAQ, etc.)

Full fledged operations launched in India on 23rd April 2019
A team with diversified experience



Vanshaj Kaul

- Based in New Delhi
- Ex Ministry of Agriculture & UNDP
- India Representative committed to build long term relationships

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PK Goel

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