SKM HIGHLIGHTS

July 2018 Issue #109
www.skmaircon.com
S.K.M Air Conditioning LLC

SKM Wins One of the Biggest
Air Conditioning Collaboration Agreements in the Region
Read more on P16
Dear SKM Employees,

I am happy to start where I ended last year by mentioning our achievement in 2017 where we were able to achieve a 26% growth rate vs 2016 despite the aggressive market challenges. That is the achievement of every single one of you.

The measure of any successful company is how well it reacts to changes in the market and in the world at large. SKM with its people has always reacted to the changing conditions of our often volatile markets, we have also excelled at finding opportunities and advantages in what others have seen as turmoil.

However, the more things change, the more some things stay the same. SKM will always cherish its people and aim to be an indispensable engineered Air conditioning manufacturer that provides standard air conditioning products and innovative Air Conditioning solutions, a recipe that has proven successful in the previous years.

This year our 2018 plan again is an aggressive one, and still, the market throws at us more challenges. We have already finished the first half year with a sustainable growth vs June last year; however, we need to catch up quickly to achieve what we are aiming for.

We have also been engaged in some very sensitive projects providing new products and solution which is keeping our competitor’s eyes wide open which makes our job tougher with no compromise on quality and delivery.

There is a lot still to be done to complete this year successfully and as we all share the same goal and believe that the strength of each one of us is appreciated however the ultimate strength is the consolidation of our strengths as one combined power engine. With that success will take care of its self.

I urge you all to gear up, we will do it…

Abdul Karim Al Saleh
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Here we are 6 months across the year of 2018. It was so fast.. As I write this to you, we are closing the half-year results which show a 12% growth year to date June 2018 vs June 2017. We still need to catch up in the second half especially on work in progress and deliveries.

Investment activities are going on and on target, one of which our expansion plan for the Sharjah plant continues where we are targeting completion by early 2019. We are also concentrating on the 2nd half performance as we still have 25% of the budget as book and bill. These should come from the new markets and new client base we are opening and have invested in.

Ahmed Fahmy

With all that we still struggle with the market turbulence, however, we manoeuvre in a steady approach as we go forward focusing on our main objectives.

I want us all to do our best, so we can achieve this year’s targets. As we are clear with our long-term plans and where we want to be in 2025 and 2030, it is also clear that we will only be able to reach that by achieving our yearly and short-term targets.

In the end, I need to mention that the quality growth we want only comes through quality people. Those people are no other than you all...

Ahmed Fahmy
SKM welcomed Aramco team to its head office in Sharjah, on 8th of July 2018. They were received by Marketing & Business Development Director Mr. Nabil Abouseido, Engineering and R&D Director Mr. Burhan Jaber and Mr. Ammar Abdulhameed QHSE & Lab Director.
SKM and MB Climate (Exclusive distributor of SKM in Saudi Arabia) organised a technical seminar on Tuesday 13th March 2018 at Crowne Plaza Hotel Jeddah, Kingdom of Saudi Arabia.

Attended by various government officials, consultants and contractors.
SKM and MB Climate (Exclusive distributor of SKM in Saudi Arabia) also organised a technical seminar on Wednesday 14th March 2018 at Grand Hall Makkah, Kingdom of Saudi Arabia, stressing on the need of better indoor environment quality.

It was attended by consultants, contractors and government officials.
SKM Technical Seminar in Kuwait 2018

To stress the need for the quality indoor environment, SKM and MB Climate (Exclusive distributor of SKM in Kuwait) organised a technical seminar on Monday 23rd April 2018 at Jumeirah Messilah Beach Hotel Kuwait.

SKM thanks all the attendees including consultants, contractors and government officials.
SKM welcomed Emerson MENA Management to its head office in Sharjah. They were received by DMD of SKM Mr. Mohamed El Adl, CFO of SKM Mr. Ahmed Fahmy and Procurement Director Mr. Maher Assaf.
Believing in SKM’s corporate social responsibilities, SKM held Ramadan Charity tents in both UAE, Kuwait & KSA to host Iftar meals for fasting and needy people for the whole month of Ramadan, as it does every year under the directions of SKM Managing Director Mr. Mubarak Al Besharah.

SKM aim was to support needy people and show compassion and solidarity with them in addition to participating in making the world a better place.

SKM charity tents hosted around 33,000 people during the holy month in a peaceful atmosphere with the participation of SKM volunteering employees contributing a total of 600 volunteering hours.
SKM and Ideal ProjectLink (SKM Distributor in Bahrain for Applied Products) conducted a two days service training seminar.
Participants from various MEP contractors and ministries attended the training which was a classroom as well as a job site training covering the entire Applied product range of SKM.
Optimizing SKM Products

With the increasing demand of the market for the HAVC equipment and increasing their complexity especially for industrial applications, SKM included the latest technologies from all aspects, one of these aspects is the design of the products based on the finite element analysis method.

The benefits of Finite Element Analysis Simulation are an advantageous asset for any application in any industry, from these benefits:

- Removes the need for real-life testing and is, therefore, more efficient in terms of materials and time to develop the products.
- Provides an analysis accurate enough to isolate the exact area or location where performance is weak or requires modification, in other words strengthening the weak areas to enhance the reliability of the products that we provide for our clients.
- Optimizing the material consumption will reduce the carbon footprint in the world, which will save our globe from the global warming issue which became a human challenge.
- Helps us to gain a more thorough understanding of the general behaviour of the product, and the nature of the application as a whole.
- Be able to proceed with more complex products and special units when it’s being asked by our clients, especially for the oil and gas industry.
SKM Team Visits MCE
(Mostra Convegno Expocomfort) - Italy

SKM team comprising Mr. Ahmed Fahmy (CFO), Mr. Maher Assaf (Procurement Director), Mr. Ammar AbdulHameed (QHSE Director) visited MCE (Mostra Convegno Expocomfort), Italy held in Milan from 13th to 16th March 2018.

MCE is the unique marketplace and the global event where companies in the HVACR and energy efficiency sectors gather and showcase the latest technologies, solutions and systems for smart buildings in commercial, industrial and domestic residential sectors.
SKM Air Conditioning joins Eurovent Middle East

The region’s HVACR sector association further strengthens its regional profile

S.K.M. Air Conditioning from Sharjah, one of the Gulf region’s leading HVAC manufacturers has joined the Eurovent Middle East association. S.K.M. is driven by its mission of ensuring a “Total Customer Satisfaction” with a broad portfolio of premium international products. The company joins an increasing number of leading local and international manufacturers from the GCC region that decided to join the Eurovent Middle East family.

S.K.M. is recognised throughout the Gulf for its innovatively designed and meticulously engineered air conditioning equipment. It has contributed to hundreds of prestigious projects such as the Farwaniyah Hospital in Kuwait, the Al Ain Airport in UAE & the Al Mashaaer Al Mugaddasah Metro Project in Saudi Arabia. SKM is now the Eurovent Middle East’s 40th member company.

Ammar Abdulateef Abdulhameed, QHSE & Lab Director at S.K.M., states:

“We fully support the aims of Eurovent Middle East to improve standards and legislation in the region while raising awareness and knowledge on latest technologies. As a true HVAC manufacturer, SKM has always acknowledged its wider responsibility towards society. Improving energy efficiency and indoor air quality and reducing the region’s CO2 footprint are challenges we can only solve by working hand in hand as an industry. We hope that many more manufacturers follow our example of joining Eurovent Middle East.”

Markus Lattner, Director of Eurovent Middle East, added:

“We are very proud of welcoming S.K.M. Air Conditioning to our association. Since our very beginning, we have made it clear that we want to be an association from the region, for the region. Our aim is to contribute to a regional level-playing field while rising standards and requirements across the GCC for the benefit of everyone. Together with strong partners such as S.K.M., we can definitely achieve this.”

Eurovent Middle East represents the region’s leading manufacturers of Indoor Climate (HVAC), Process Cooling, Food Cold Chain, Industrial Ventilation, and Building Automation Technologies, as well as sector associations and industry initiatives active in these fields. By thinking ‘Beyond HVACR’, contributing manufacturers fulfil the highest requirements in terms of product quality and sustainability.
IMS Awareness Training and Internal Audit Training

IMS Awareness Training and Internal Audit Training was conducted on May 7-10, 2018 at SKM Games Hall. The training was arranged by QHSE Department by acquiring the services and expertise of Mr. Shahbaz Shaukat of QA International. The participants were educated on the requirements of ISO 9001, ISO 14001, and the newly released standard ISO 45001. Participants on the Internal Audit training gained knowledge on improving their auditing skills and prepared them in becoming SKM IMS Internal Auditors.

On behalf of QHSE Dept., we would like to congratulate all participants for a successful training and looking forward in applying their knowledge in improving our QHSE Management System from now onwards.

TROPICAL WALL MOUNTED
DECORATIVE UNIT (MSKM 2★)

- Auto Restart Function.
- High Density Filter.
- Mute Operation.
- Digital Display.
- 2-Way Draining.
- Operating ambient temperature up to 52°C.
- Capacity range from 1 TR to 3 TR with 5 different models Certified as per GCC regulation.
- Units are with 3D Air Flow as standard feature.
- Fins designed to suit Middle East environmental conditions.
- Refrigerant Leakage Detect.
SKM faced multiple challenges to secure such an award-winning project in terms of product specifications and market competition. The Agreement with ALBADDAD Capital was signed on February 19, 2018, to supply ALBADDAD the tent package Air conditioning units. It is one of the most significant opportunities for SKM to manufacture and deliver the required units to Hajj.

“I would like to express my sincere appreciation for our Engineering Team who managed to translate the unique requirements of our esteemed client, ALBADDAD Capital, by providing the right product for the pilgrims at Hajj in Makkah”, said Eng Mohammad Sarhan, one of the Sales Managers at SKM. “We managed to customise the package units with specific specifications such as:

- Minimum footprint to fit in a limited area between tents.
- high static IM to blow cold air through Jet Nozzle to avoid ducting, coil and parts to ensure reliability.
- Easily maintainable due to its special engineering design.
- With high performance and efficiency.
- Robust body/ chassis to prevent any damage while transportation or storage.

A great achievement made by the determination and hard work of the entire team at SKM in considering all the needed requirements of the client.
2018: Milestone year for SKM to make strong presence in Africa

While going global, the African continent is too vital for us as one of the next growth potentials untapped by SKM; this is the world’s second largest and second most-populous continent, it accounts for about 16% of the world’s human population. The African Union (AU) was formed in 2001 and has 55-member federation consisting of all of Africa’s states. At about 30.3 million km², the climate of Africa ranges from tropical to subarctic on its highest peaks. Africa is the hottest continent on earth, and 60% of the entire land surface consists of drylands and deserts. SKM is all set and ready to make that significant impact in Africa. In May 2018, SKM laid the first foundation by bringing on one table all the key and influential consultants from East & West Africa from Nigeria, Ghana, Tanzania, Kenya & Ethiopia. We arranged and successfully conducted a technical seminar, factory visit followed by project site visits in the UAE. SKM is a new name for this continent, but this gives us the opportunity to display our strength, experience and position our brand in the right place vs competition. Consultants acknowledged our engineering strength, quality and rich history. Jointly they echoed that SKM has a clear focus on each business pillar which gives them the confidence to work with us. Along with consultants, we invited our targeted new partners and distributors from respective countries, i.e. Somotek from Ghana, Blue Ocean from Nigeria, Universal from Kenya and other dealer representatives from Ethiopia. As a clear strategy and plan, we need our eyes, hands and legs in each market. It is critical to have the right local representation and partnerships, providing cooling solutions meeting customer satisfaction rather than just selling equipment’s only. SKM is on planned motive and has set the clear priority markets for 2018 followed by 2019. There will be challenges like product portfolio, new regulations, developing partners, marketing, competitions, and much more. But, in SKM we can, and we will achieve success together with support from management, departments and individuals. It is never “impossible” if we believe in “All is possible.”
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By Harshal Dhakad
Regional Sales Manager
GCC & Africa
Country Focus: Egypt

By Kamalakhya Deb
Country Manager, Gulf - Applied Products

Egypt, with a population of nearly 100m and more than 50% of the population under the age of 25, is the third most populous country in Africa and 14th most populous in the world. Egypt has long been a key influencer in the Arab world, particularly in terms of its cultural output and political thought. It is also considered to be a regional power in North Africa.

Egypt’s economy is one of the largest and most diversified in the Middle East, and is projected to become one of the largest in the 21st century. In 2016, Egypt overtook South Africa and became Africa’s second largest economy (after Nigeria). Egypt has enjoyed a period of political stability since the turbulence of 2011-13, implementing a wide-ranging programme of economic reform. The process started with a drive to rebalance the economy through a number of challenging initiatives, including the reduction of subsidies, the introduction of value-added tax and the liberation of the Egyptian pound. At the outset of 2018, these headline measures had been implemented, and the government’s focus has since shifted to the improvement of governance and the investment climate.
Construction remains one of the most important contributors to the domestic economy. In 2016 the sector’s output increased by 10.3%, a significant uptick after growing at an average of 5.3% in the preceding four years. This growth trend was largely maintained in 2017, expanding by 7.3% in the first nine months of FY 2016/17. The Egyptian real estate market has proven itself remarkably resilient to the political and economic tensions experienced previously in the country.

Since year 2015, HVAC market segment has shown significant growth in parallel with Construction Industry. DX air conditioning market is the biggest segment of the Egyptian AC market. High wall splits account for the biggest market share. Window units come a distant second. The share of locally produced or assembled products is high in Egypt. In the central plant markets too, most products are produced in Egypt. This mainly refers to air handling units and fan coils. Most chillers, however, are imported. VRF units are all imported. This is due to high import tariffs for products imported from outside the Gulf countries and Europe.

SKM in Egypt

SKM established its office in Egypt couple of decades ago. Sold on product value and quality, SKM products were supplied across various sectors such as Power Plants, Hospitals, Universities & School, Commercial & Residential Buildings, Shopping Malls, Hotels, Industries & Factories and so on. Due to political instability and market crisis, SKM closed down direct sales operation in Egypt and started to focus through Key Accounts who were already established as Business house in Egyptian AC Market and working mostly in Military Projects, Ministry of Health and Industrial Projects. SKM secured some valuable and prestigious projects in the last 2 years. The Egyptian Chemical Industries – KIMA, New Cairo Exhibition Center, Al Saaf & Al Kadaah Hospital, Leoni Factory, Emergency Hospital, etc.,

Beginning of 2018, SKM signed Business Agreement with “BMC for General Contracting” to provide sales and service on SKM Applied Products in Egypt. This arrangement will benefit SKM to increase its market share, provide better after sales service, stock and sell products, appropriate market feedback and so on.

Though SKM enjoys the benefit of exemption on duty tariffs, it is extremely difficult to penetrate the market and compete with locally produced low cost products. Focus has now been shifted to work with End User and Consultant to get SKM listed and spec-in SKM sweet spots in Project Tender Documents to improve SKM chances of securing the project. Also, local manufacturing / assembling to be explored to improve success rate in Egypt AC market.
SKM was recently featured on Emarat TV in their program titled "Made In UAE". The episode included SKM leaders talks. It also included a detailed description of the state of the art production process & other sections of the company. Scan the QR code to watch the full episode on YouTube.

Watch the interview of Mr. Mubarak Al Besharah (Managing Director of SKM) as featured in "Made in UAE" program on Emarat TV.
EXPLOSION PROOF & INDUSTRIAL
AIR CONDITIONING EQUIPMENT

- Explosion Proof Packaged Units
- Explosion Proof Condensing Unit
- Explosion Proof Chiller Unit

Certifications:
- ATEX
- UL
- CE
- AD
- TÜV SÜD
- AHRI CERTIFIED
SKM Sponsors the International Football Tournament of Dubai International School

Continuing with its commitment to CSR Program, SKM Sponsors the International Football Tournament of Dubai International School.

SKM Celebrating International Women's day

Women are the real architects of society, the epitome of courage, hope & compassion. There's no tool more effective than the empowerment of women. Let's take a pledge to create a better & equal society for women.
Fill your mind with positive thoughts, your life will start to change!!

- Nazreen Nazeer
- Procurement Coordinator

When life puts you in tough situations, don’t say “why me”, say “try me”

- Mr. Ahmed Fahmy
- CFO

We believe in leadership: “Leadership is a combination of strategy and character – Leaders are not born, they are made.”

- Shahalam Adam
- Parts Manager

There is a balance to be struck between art and science while crafting marketing collateral, especially for products involving a great deal of engineering.

- Shahnam Ali
- Marketing Team Leader

Quotes to Inspire

Coming together is a beginning, keeping together is progress, working together is success

- Nimanthi Kumar
- Sales Secretary
SKM Adding a New Psychometric Testing Facility lab to its lab facilities

With the increase in demand for regional and international product certification requirements- SKM has been investing in building new testing facilities to cater for these needs.

SKM Testing Lab has recently opened state of the art automated 10 TR psychrometric testing facility at SKM factory located in SKM Sharjah.

By Qaiser Abbas
SKM Lab Manager
The new facility is capable of testing for product safety and performance of Packages, Split Units, AHU and FCU both in cooling and heating mode. The testing is compliant with AHRI, ASHRAE, ESMA, SASO, MEW and other national and international testing and rating standards.

SKM Testing Labs area accredited for ISO 17025, AHRI and SASO certifications.

**CAPACITY**

120000 BTU/HR

**AMBIENT**

-8 TO 60 C

**ID AIR FLOW**

340 TO 8155 M3/HR

**OD AIR FLOW**

400 TO 17000 M3/HR
SKM organised various sports competitions including Table Tennis Singles and Doubles, Snooker, Foosball and playstation FIFA 18. Congratulations to all the winners and well done to all the participants.
SKM organised a football tournament during Ramadan at Sportsplex Dubai. Many congrats to Arsenal Team for winning SKM Ramadan Football Tournament 2018. They showed great determination and worked extremely hard to earn this achievement.
SKM Cricket Team

SKM organised a Cricket tournament during Ramadan at Sportsplex Dubai. Many congrats to Lahore Qalandars Team for winning SKM Ramadan Cricket Tournament 2018. They showed great team work and tremendous efforts to earn this achievement.

SKM Ramadan Ladies Badminton Tournament

SKM organised a Ladies Badminton Tournament during Ramadan at Sportsplex Dubai. Many congrats the participants. They showed great determination and worked extremely hard to earn this achievement. SKM Ladies portray a positive and enthusiastic attitude towards the games played.
SKM sponsored and participated in Global Infrastructure Congress held at Grand Hyatt Hotel Dubai on 2nd and 3rd April 2018. During this two days event, various consultants and government officials visited SKM booth.

On the very first day His Excellency Dr. Abdullah Belhaif Al Nuaimi, Minister of Infrastructure Development visited SKM and was welcomed by SKM Sales Directors Asim Hashmi and Atif Arien.
Musanada (Abu Dhabi General Services) team visited SKM head office

Musanada (Abu Dhabi General Services) team visited SKM head office, they were received by SKM top management and given presentation on SKM expertise and capabilities. They also had a factory tour and praised the quality standards being maintained in SKM manufacturing facilities.

Musanada plays a role in accomplishing the vision of Abu Dhabi Government to become one of the top 5 governments in the world by supporting public sector institutions and developing scalable solutions with specific focus on efficiency, quality and dedicated customer care.
Mr. Mubarak Al Besharah (MD of SKM) was keen to welcome Musanada guests to SKM Factory
Danway appreciates SKM for early delivery of the units for its DEWA Phase III Solar Power Project at Solar Park.
As SKM is part of the community
SKM staff participate in Blood Donation drive

In line with SKM initiatives to support humanitarian causes and giving back to the community, and in collaboration with Sharjah Blood Bank and Research Center, SKM recently organized a Blood Donation drive at its Head Office in Sharjah. The aim was to build awareness for the importance of donating blood.
AMBULANCE COMPLEX - DUBAI, UAE
SKM recently supplied air conditioning solution to Ambulance complex staff accommodation at warsan 2- Dubai, comprising chillers, Air Handling and Fan Coil Units.

SABAH AL SALEM UNIVERSITY - KUWAIT
SKM recently won Sabah Al Salem University Campus 3 project Kuwait to supply air handling units.
SKM recently won the project to supply Fan Coil Units to Opus Tower by Omniyat Properties at Business Bay Dubai.

**AIN DEFLA HOSPITAL - ALGERIA**

SKM has been awarded a new 240 bed hospital project, Ain Defla West Algiers Algeria. SKM supplied 2.5 Megawatts Advance Screw Chillers and all Air side equipment.

**OPUS TOWER - DUBAI, UAE**

SKM recently won the project to supply Fan Coil Units to Opus Tower by Omniyat Properties at Business Bay Dubai.

**HOLIDAY INN & STAYBRIDGE SUITES - DUBAI, UAE**

SKM received the Holiday Inn Hotel Project in Dubai South to supply Fresh Air Handling Units and Air Handling Units.

**PINNACLE GYM FOR M/S MEYDAN GROUP - DUBAI, UAE**

SKM won the project to supply air cooled chillers to Pinnacle Gym for M/s Meydan Group - Sobha Construction LLC.
SKM Staff Ramadan Iftar Party – Sharjah

SKM hosted iftar party for all staff on Sunday 10th June at Sheraton Hotel Sharjah to celebrate the spirit of the Holy month of Ramadan.

SKM HR Manager Mr. Ahmed Fouda also awarded The sports competition winners during the event.
SKM welcomed its guests from M/S KHATIB & ALAMI at its HQ and factory. They visited SKM manufacturing facilities and praised the quality standards.

SKM welcomes its guests from CSSI France and JGC Japan at its HQ and factory for coordination meeting of a Top technological project awarded to SKM, Revamping Satellites for Sonatrach Hassi Messaoud.

SKM received its honourable guests from M/S KHATIB & ALAMI.

SKM receives its honourable guests from Tecumseh Products Company.

SKM welcomes its guests Mr Doug Murdock (President & CEO) and Mr Johan Gouws (Managing Director – ME) from Tecumseh Products Company.

SKM welcomes DEWA team at its HQ and factory. They visited SKM manufacturing facilities and praised the quality standards.

SKM receives its honourable guests from DEWA.
SKM Upcoming Events

Cairo, Egypt
Technical Seminar
September 2018

Ethiopia
Technical Seminar
September 2018
Upcoming Events

Technical Seminar
October 2018
Nairobi, Kenya
26th-29th Nov 2018
The Big 5 Show Dubai
Dubai, UAE
41
Dubai, UAE
September 2018

Nairobi, Kenya
Technical Seminar
September 2018
A BIG THANKS TO OUR

200,000+

Facebook Followers

Please Scan to Visit SKM Facebook page
Ducted Split Units
Chillers
Packaged Units
Air Handling Units
Centrifugal chiller
Fan Coil Units
VRF
Air Cooled Condensing Units
Mini / Ducted Split Units

For any feedback / suggestions Please write to us at : Marketing.skm@skmaircon.com
High efficiency Chiller with COP up to 6.9 at AHRI conditions.

High performance "THERMOEXCEL" heat transfer tube.

Tubes are double grooved to end sheet, to ensure reliability.

High-Performance Control Center with 7.5" Color Touch Screen

Low Noise design with Shroud type impeller.

Compatible with most Building Management System, (BMS) protocols.

High Efficiency 2 stage Impeller, with dual expansion cycle. Ensures wide range of operation.

Electronically controlled High and Low Expansion valve for optimum ref. level control.

Continuous operation from 10% ~ 100%, through efficient control of Inlet Guide Vane & Movable Diffuser.

Service Call Center

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