



Munters UAE Celebrates
20 Years of Success and
Growth in the Middle East



Munters UAE team 2024: Zeidan Al Jamal, Joakim Embring Michael Torres, Haytham Al Jundi, Vishnu Chandran, Maria Svedenhov and Alexander Reed.

Munters, a global leader in energy-efficient air treatment solutions, is celebrating 20 years of successful operations in the United Arab Emirates (UAE). Since its humble beginnings in 2003, the company has grown into a regional powerhouse, providing innovative dehumidification, humidification, and other climate solutions to diverse industries across the Middle East.

The humidity that exists in the air around us is at the heart of Munters

Did you know that Munters founder, Carl Munters, invented the modern refrigerator and the method of making Styrofoam? During his lifetime, Carl Munters applied for almost 1,000 patents, mostly in the areas of dehumidification and evaporative cooling. This Swedish company, founded in 1955, is the original innovator of climate control. Climate control is utilized every day, all around you – from the production of your medicine and favorite biscuits to maintaining the safety of the ice rink where your kids skate or the bridge you cross on your way to work.

As Munters UAE marks over two decades of operation in the dynamic landscape of the UAE and Middle East, it's a time for reflection and celebration of the journey that has led to this significant milestone.

Pioneering Spirit in a New Market

Recalling the early days of Munters' establishment in the region, Mr. Owe Lofqvist, the Export Sales Manager at the time, reminisces about the challenges of setting up operations. "We initially operated through our Saudi office before establishing our presence in the UAE at The Swedish Export Office. Munters was unfamiliar to most customers in this region," says Mr. Lofqvist. "We had to build trust and awareness about our products and their value proposition. This involved targeted sales activities, participation in key exhibitions like the Big 5 show in Dubai, and establishing strong relationships with consultants and contractors," Mr. Lofqvist reflects.

Building a Strong Team and Culture



John Magaway and Zeidan Al Jamal at Big5 in 2006.



Munters UAE team 2016: Michael Torres, Zeidan Al Jamal, Pernilla Karlsson and Alejandro Suba.



Mr. Owe Lofqvist.

Mr. Zeidan Al Jamal, one of the earliest recruits to Munters UAE, currently serves as the Sales Manager for the Export market in EMEA and is based at the headquarters in Sweden. He recalls “My first day with Munters coincided with the opening day of the Big 5 show in Dubai. We had a small stand to promote Munters’ dehumidification solutions amidst the vast exhibition space. It was a humble beginning, but it marked the inception of our ambition to establish our presence and compete with the leading competitors in the Middle East.”

Despite the challenges of establishing a new presence in the market, the Swedish company fostered a supportive and inclusive culture, which played a crucial role in attracting and retaining talent.

“Working at Munters has always been enjoyable! Regardless of your location, the atmosphere and confidence instilled by the company remain consistent. With Munters, you always feel like you are part of a large multinational corporation, and whether your local office is small or large, you sense the support of the entire Munters community worldwide.” Mr. Al Jamal shares.

Adapting to a Changing Landscape

Over the past two decades, Munters UAE has witnessed significant changes in the industry landscape, particularly with the growing emphasis on energy efficiency and sustainability. “In the past, energy and power prices were not a concern. However, now clients are demanding more energy-efficient solutions as they recognize the importance of setting proper goals within their companies and understand that their return on investment will be realized quickly,” notes Mr. Al Jamal. In response to these shifts, Munters adapted its selection in the region with energy-efficient technologies like DryCool systems to meet evolving customer demands.



Customer-Centric Approach

At the heart of Munters UAE's success lies its steadfast dedication to customer satisfaction and support. Dehumidification and humidification are distinct applications that provide the opportunity to engage with a diverse range of customers across various industries, segments, countries, and cultures. "Each delivery represents a success story in its own right, highlighting the significance of our solutions in ensuring the success of our customers across different segments and industries." Mr. Al Jamal reflects. Through the provision of personalized service and comprehensive after-sales support, the Swedish company has forged strong relationships with clients and partners, earning a reputation for quality, reliability, and excellence.

Establishing a presence in Dubai has facilitated seamless support for customers throughout the entire region. With a team comprising both sales representatives and service technicians, Munters can promptly address the needs of its customers.

A Toast to the Future

Munters UAE celebrates its 20th anniversary, underscoring the company's commitment to innovation, collaboration, and understanding the unique demands of the Middle Eastern market. As the region continues to progress, Munters UAE is poised to play a vital role in shaping the future of sustainable air treatment solutions. Mr. Al Jamal emphasizes, "With a fantastic team at the helm, we're building upon seven decades of Swedish engineering excellence and two decades of local achievements."