

MEDIA RELEASE

November 2025

Seeley International's Breezair: Still Cooling Mina Tent City – Showcased at Stand C101 Za'abeel Hall

Seeley International is proud to announce that its world-leading Breezair evaporative air conditioning solution continues to deliver reliable, energy-efficient cooling to the iconic Mina tent city in Saudi Arabia—one of the largest and most logistically complex accommodation projects in the world.

Since the original installation, which saw around 50,000 Australian-made Breezair units selected by the Saudi Government and Ministry of Hajj, Breezair has set the benchmark for comfort and sustainability for millions of pilgrims each year. The Mina Valley tent city, with more than 100,000 tents and housing approximately three million people across 20 square kilometres, remains a testament to the power of innovative climate control.

Breezair was chosen after outperforming over 200 competing brands in rigorous, real-world testing, thanks to its:

- Exceptional energy efficiency and reliability
- Low environmental impact and water economy
- Advanced safety features and ease of control
- Ability to maintain comfort even in harsh summer temperatures exceeding 45°C

The project's success has delivered up to 35% energy savings for the Mina Valley, demonstrating Seeley International's commitment to sustainability and technological excellence. The unique Breezair technology, powered with Mini-cell Chillcel® pad technology, with Permatuf® corrosion proof cabinet, developed and manufactured in Australia, continues to maximize cooling efficiency in the region's demanding climate.

Showcasing at Stand C101 Za'abeel Hall

This year, Seeley International invites media and industry professionals across the Gulf to discover the Breezair solution firsthand at stand C101 Za'abeel Hall. Attendees will learn how Breezair's ongoing performance in Mina tent city exemplifies the future of large-scale,

sustainable cooling—delivering fresh, naturally cooled air without the drawbacks of traditional refrigerated systems.

To discover more about this remarkable project, [watch our video](#) and see how Breezair continues to set the standard for large-scale, sustainable cooling in Mina tent city.

About Seeley International

Seeley International is Australia's largest air conditioning manufacturer and a global leader in innovative, energy-efficient climate control solutions. With a presence in over 100 countries, Seeley International's brands—including Breezair, Climate Wizard, Coolair, and Coolerado—are trusted worldwide for quality and performance.

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