

MEDIA RELEASE

November 2025

Seeley International at BIG5: Discover How Multi-Cycle Indirect Evaporative Cooling is Shaping the Future of Sustainable Building Design

Seeley International, a leading Australian manufacturer with a strong presence in the GCC through its extensive network of partners and distributors, showcases next-generation cooling solutions at BIG5: attend “Sustainable Building with Multi-Cycle Indirect Evaporative Cooling” Talk.

Seeley International, Australia’s largest air conditioning manufacturer and a global leader in energy-efficient climate control solutions, has a strong presence in the GCC region through trusted partners and distributors, delivering advanced cooling technologies tailored to Middle Eastern climates.

Join us at BIG5 for an exclusive presentation that explores the future of sustainable building design through innovative cooling technologies.

 Date: Monday, November 24, 2025

 Time: 04:00 PM – 04:20 PM

 Location: Za’abeel 4 Stage

Don’t miss Mr. Luca Belli, our Technical Manager EMENA, as he presents “Sustainable Building with Multi-Cycle Indirect Evaporative Cooling” — a deep dive into how advanced evaporative cooling systems can boost energy efficiency and sustainability in Dubai’s demanding climate.

Learn how these innovative systems, using only water to cool the air without adding moisture, can achieve exceptional energy efficiency and support greener building solutions. Multi-Cycle Indirect Evaporative Cooling technology offers:

- Cooling below the wet bulb temperature of outside air
- No added moisture, improving Indoor Air Quality (IAQ)
- Up to 80% less energy consumption compared to conventional A/C

- Retrofit capability to enhance existing HVAC systems for greater energy savings and performance

Showcasing at Stand C101 Za'abeel Hall 5

Visit us at BIG5, stand C101 Za'abeel Hall 5, to experience firsthand how Seeley International is shaping the future of sustainable cooling.

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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For more information, visit:

<https://www.seeleyinternational.com/eu/commercial/commercial-europe/>



Mr. Luca Belli, Technical Manager EMENA Seeley International

**Multi-cycle
evaporative
cooling**

