

Press Release

Empower participates as a Diamond Sponsor at the 116th IDEA Annual Conference in Minneapolis, Minnesota, USA

Dubai, United Arab Emirates, 29 May 2025: Emirates Central Cooling Systems Corporation PJSC (Empower), the world's largest district cooling services provider, announced its participation as a Diamond Sponsor in the International District Energy Association (IDEA) 2025 Annual Conference and Trade Show, organized under the theme "Aggregate, Integrate, Innovate." The 116th edition of the global event will take place in Minneapolis, Minnesota, USA, starting Monday, 2 June, and will run for four days, bringing together numerous delegations from the public and private sectors, along with hundreds of industry experts from around the world. It is the largest and most prominent event of its kind globally.

Empower's participation in IDEA 2025 is of particular significance as a Diamond Sponsor and an active member of this international gathering. The company's delegation will be led by H.E. Ahmad Bin Shafar, CEO of Empower, Chairman of the District Cooling Operators Association based in Dubai, and Member Emeritus of the IDEA Board of Directors. He will be accompanied by senior executives and staff from Empower.

Bin Shafar is one of the keynote speakers in the opening session of the conference titled "Global Industry Leaders." He will highlight Empower's pioneering experience in district cooling in Dubai and its distinguished global journey during his address. He will also showcase the company's accomplishments in energy efficiency and sustainability and spotlight Empower's industry-leading practices in environmentally friendly district cooling, which have become a global benchmark.

Additionally, Empower will present a technical paper in one of the specialized sessions at the conference, focusing on an innovative application of machine learning tools in its operations. The paper will discuss how large-scale operational data and advanced analytics are used for district cooling plant optimisation. This contributes directly to improving plant efficiency, reducing energy consumption, and enhancing environmental sustainability. Empower will also share key outcomes, lessons learned, and plans for expanding the use of artificial intelligence across other business areas.

Commenting on the participation, Empower CEO, stated: "Empower's diamond sponsorship and participation in IDEA 2025 underscore the importance of this vital event for us as a leading player in the global district cooling industry. This platform enables us to enhance our positioning, share our expertise and innovations, and strengthen international cooperation to develop sustainable and environmentally-friendly cooling solutions."

"District cooling has recently emerged as one of the most efficient and sustainable energy solutions globally, particularly in the time of growing environmental challenges, including climate change. This industry plays a vital role in reducing electricity consumption and lowering carbon emissions, making it a strategic option for countries pursuing sustainability goals," he added.

Bin Shafar emphasized that the UAE was among the first countries to adopt district cooling systems and has invested significantly in their development and expansion, enabling the country to achieve tangible results in energy efficiency and environmental preservation.

"At Empower, we continuously work to enhance our technologies and operational capabilities in line with the vision of our wise leadership. We aim to export our expertise to international markets through active participation in global forums like the IDEA conference and exhibition."

It is worth noting that during the conference, the host city for the 9th IDEA District Cooling Conference 2025 will be announced. Empower has submitted a bid to host the event for the fourth time in Dubai, following its successful hosting of this global conference in 2014, 2016, and 2018.

On this note, Bin Shafar stated: "We are proud to be part of this important global event on District Cooling, which gathers experts and top leaders in the sector from around the world to exchange knowledge and experiences. Our goal is to support sustainable development in the region, foster innovative solutions to improve energy efficiency, reduce harmful emissions, and contribute to national and global economies. This will ultimately have a positive impact on the natural resources and help secure a safer future for generations to come."

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