

IMMERGAS LOOKING TO EXPAND IN AZERBAIJAN

Immergas S.p.A. has inaugurated its new headquarters in the capital city of Baku, where it will operate alongside Euroclima MMC, the Azerbaijani partner that has been bringing HVAC solutions from Brescello (Reggio Emilia) to the large Caucasian market since 2009.

Brescello, May 30, 2023 - Immergas made its first entry into Azerbaijan's HVAC market in 2005, and in 2009, it began its collaboration with Euroclima MMC, leading to the inauguration of the new Immergas Baku headquarters before Immerfin Chairman Alfredo Amadei and H.E. Ambassador of Italy to Azerbaijan, Claudio Taffuri. «Eighteen years after our first boiler sale» comments Alfredo Amadei, President of Immerfin, «we can confidently say that the partnership between Euroclima and Immergas is firmly positioned at the top, among the leaders in the Azerbaijani market. The wide range, reliability and high-quality of Immergas models, along with our pre- and post-sales services, are the keys to our success in Azerbaijan. We are also investing in this market following the acquisition of a stake in the Canadian company King Heating Products Inc., based in Vancouver and active in the HVAC (Heating, Ventilation, Air Conditioning) sector since 2009 under the Eco-King brand. This will enhance our presence in global markets, where we will take our full traditional range, the result of nearly 60 years of development, as well as all the innovation focused on energy savings, sustainability, and maximum comfort, ensuring greater energy efficiency, reduced emissions, and consequently, expanding our market share worldwide».

Azerbaijan is a secular semi-presidential republic. It is the largest country in the Caucasus region in terms of both area and population (over 10 million, with 2 million in Baku alone, the largest port on the Caspian Sea and the Paris of Asia).

«The Italian companies operating in Azerbaijan, which benefits from a strategic location between Europe and Asia, are welcomed and appreciated for the quality and innovation they bring with products and services, providing training to local staff» comments Italian Ambassador to Baku Claudio Taffuri. «Long-term projects with a wide scope, such as that of Immergas, attract attention because there is a growing interest in new climate solutions». The Euroclima-Immergas partnership will further strengthen thanks to the new Immergas headquarters, which includes a showroom, a demo room, and offices.

«Our growth forecasts have been fulfilled thanks to the reliability and quality of our appliances, as well as the strong partnership we have with Euroclima» adds Alberto Bonassera, International Customer Director at Immergas. «We have reached a 40% market share in the segment of appliances manufactured in Europe, and 25% when considering non-European brands. In this context, Immergas Azerbaijan, led by Abdulla Abdullayev, will serve as a reference point for all industry operators and provide continuous pre-sales support to Euroclima through training courses and commercial seminars at the national level».





With over 1,200 employees worldwide and production plants in Italy, China, Slovakia, and Iran, Immergas has been consistently achieving double-digit growth in its key indicators for many years (with over 8 million boilers sold worldwide), while maintaining profitability levels that enable significant investments both in Italy and abroad.

«Currently, more than 60% of the appliances produced by the Immerfin group are destined for foreign markets» concludes Alfredo Amadei «but we continue to invest to open new growth frontiers».

