

Empower records 17% increase in staff numbers

Growth of property developments boosts cooling firm



Empower CEO, **Ahmed Bin Shafar**.

District cooling giant, Empower has announced that its employee numbers rose by 17% in 2012, compared to 2010.

Ahmed Bin Shafar, CEO of Empower, said that the increase reflects the rapidly growing clientele and services of Empower. He said that there had been a rise in demand for district cooling as more real estate projects opt for the centralised system.

“The actual increase in the use of district cooling services is driven by the growing number of buildings and apartment units. We are executing a plan to put the company on the global front and this can only be done by developing the capabilities of all technicians, client servicing employees and management executives,” Bin Shafar added.

Empower said that it is implementing a human resources training strat-

egy as it believes this is the primary contributor in strengthening its position in the regional and global marketplace.

Through last year, the company also launched several power plants and client servicing centres as part of what it says is “the company’s strategic planning to provide high quality district cooling systems which reduce energy consumption, unlike the traditional air conditioning systems.”

Event Diary

Middle East Electricity 2013

Dubai, UAE

17-19

February 2013

WETEX 2013

Dubai, UAE

15-17

April 2013

WEPower 2013

Dammam, Saudi Arabia

12-14

May 2013

Power + Water Middle East 2013

Abu Dhabi, UAE

23-25

September 2013

Bright Spark



Akos Naar, Al Hassan Switchgear Co. general manager.

Please introduce yourself and your role.

As the general manager of Al-Hassan Switchgear, the leading switchgear brand in Oman, my prime objective is to further expand the market presence of this reputed and well-known brand - not only in Oman but across the region.

What are your main responsibilities?

As the leader of the team, my responsibility is dual: internally, to develop the organisation so it is future-ready to face the challenges of the 21st century and establish the knowledge based business strategy. Externally, my mission is to build advantageous strategic business relationships with our vendors and customers.

What was the attraction of your position?

Taking the lead is both an honour and a challenge, since the brand has grown in the last four decades. The greatest attraction is to lead the company into the new century respecting traditions and values while answering the demands of the changing business environment. [Utilities](#)