



Press Kit



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Technical specifications

Fair	International Air Conditioning and Refrigeration Exhibition
Dates	18 to 20 November 2025
Place	Halls 5, 7 y 9 of IFEMA MADRID
Opening hours	10:00 to 19:00
Frequency	Bienal
Nature	Professional
Participating brands	More than 400

Exhibition Area

Manufacturers, exporters, importers, distributors, wholesalers and installers in the industrial and commercial air conditioning, heating, ventilation and refrigeration sectors.

Sectorisation

Technical conferences

A comprehensive overview of the present and future of installations: from CAI and smart operation to solutions that will enable the decarbonisation of the sector. In addition, it presents a new monographic session on data centre air conditioning and the future of air conditioning in architecture.

[Full program](#)

Visitor Profile:

Architects, quantity surveyors and builders
Trade and Distribution
Engineers and Consultants
Installers
Technicians
Maintenance Engineers
Wholesalers
Developers
Manufacturers

Promotes:	AFEC, Asociación de Fabricantes de Equipos de Climatización
Organises:	IFEMA MADRID

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IFEMA MADRID unites the entire value chain of the energy transition

The International Week of Electrification and Decarbonisation, comprising GENERA and MATELEC, alongside C&R, commences November 18-20, 2025, featuring an opening ceremony on November 19 presided over by the Secretary of State for Energy.

IFEMA MADRID champions the convergence of these three trade fairs to promote electrification, energy efficiency, and decarbonisation, unifying renewables, the electricity industry, and the air conditioning and refrigeration sectors.

IFEMA MADRID launches the International Air Conditioning and Refrigeration Exhibition (C&R) and the International Week of Electrification and Decarbonisation, featuring GENERA and MATELEC. This key week consolidates the entire value chain of the energy transition: renewable generation, electrification, electrical installations, air conditioning, refrigeration, storage, and electric mobility.

C&R (International Air Conditioning and Refrigeration Exhibition) brings together manufacturers and distributors of **HVAC, heat pumps, industrial refrigeration, ventilation, and thermal efficiency solutions.** As a biennial event hosting **more than 400 participating companies**, it showcases the progress of an industry defined by its technological innovation, sustainability, and energy efficiency. Featuring a **full technical agenda**, the event addresses main challenges such as regulation and control, data centre air conditioning systems, and the future of air conditioning in architecture, alongside workshops and lectures within the framework of the New Talents initiative.

The **International Week of Electrification and Decarbonisation**, featuring **GENERA (supported by IDAE)** and **MATELEC**, showcases the latest offerings from **more than 800 leading brands**, positioning itself as the benchmark platform for renewable energies, energy efficiency, self-consumption, storage, and electrical installations. Its focus is the **integration of renewables into the grid** and the development of advanced solutions for **demand management**, promoting the digitalisation and flexibility of the Spanish electricity system driven by the **electricity and electronics industry.**

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In addition, both fairs feature an **ambitious programme of activities** to promote electrification and decarbonisation through specialized spaces such as the **Global Forum** (the programme's **central axis**), the **Installer's World**, the **Genera Solar Forum**, the **North Convention Centre**, the **KNX Forum**, and the **CAE's Forum**.

Macroeconomic and Energy Context of the Trade Fair Convergence

The celebration of C&R in conjunction with the International Week of Electrification and Decarbonisation comes at a time of relevance for the energy, electrical installation, and HVAC sectors. According to National Statistics Institute (INE) data, the **Spanish economy recorded growth of 0.6% in the third quarter of 2025** compared to the previous quarter, maintaining a favourable scenario for domestic demand and investment. This dynamism **supports activity in construction, installations, and industry**, sectors directly **linked to these fairs**.

At the sector level, the **market for electrical installations** and assemblies showed a **turnover** of approximately **€20.9 billion in 2024**, consolidating a large **domestic market** for **new construction, refurbishment, and maintenance** linked to electrification and HVAC activities, according to DBK. This places installers and manufacturers at the centre of the energy transition value chain.

Meanwhile, the **electrical equipment and network solutions** segment recorded **steady growth during 2024**, with demand projected to increase due to the expansion of smart grids and switchboard upgrades. This dynamic reinforces the presence of **manufacturers and distributors at MATELEC**, consolidating the fair as a benchmark for the electrical supply chain.

Furthermore, the **link** between **energy efficiency** and **advanced air-conditioning** highlights the growing **demand for efficient HVAC solutions** and the replacement of conventional thermal systems with less energy-intensive alternatives. These trends **reinforce the role of C&R** as a **strategic platform** for manufacturers, distributors, and installers seeking to respond to the technological and regulatory evolution of a sector with a turnover of around €2 billion, according to **AFEC (Association of Air Conditioning Equipment Manufacturers)**.

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Overall, the macroeconomic and sectoral context confirms the strategy of uniting **GENERA, MATELEC, and C&R** in a **joint event**: a space where investment, professional demand, and the technological innovation necessary to advance the electrification, energy efficiency, and decarbonisation of the Spanish economy converge.

For further information on GENERA, MATELEC and C&R, visit the official websites.

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C&R 2025 is set to be held from 18 to 21 November at the same time as Genera and Matelec

The International Air Conditioning and Refrigeration Exhibition brings together the entire industry and consolidates its dates in November further to the success of the two previous editions

Organised by **IFEMA MADRID**, the **International Air Conditioning and Refrigeration Exhibition**, C&R, is set to hold its next edition from **18-21 November 2025**, maintaining the tradition of the dates for the last two editions and coinciding with **Genera**, the International Energy and Environment Trade Fair, and **Matelec**, the International Trade Fair for Electrical and Electronic Solutions.

The simultaneous staging of the three fairs is expected to have a positive impact, as it is set to offer a more efficient and beneficial experience which will boost economies of scale between companies, greater attractiveness for exhibitors in terms of visibility and access to a broader and more diverse professional audience, greater ease and reach of networking amongst professionals in related industries, and greater dynamism and updating of innovation in the sectors, as well as affording other opportunities.

Furthermore, this decision places **C&R** in a good position with respect to the international calendar of sectoral events, on the back of the success of the event in 2023, which brought together more than 46,000 professionals and 398 direct exhibitors from 21 countries. Held every two years, this 21st edition of **C&R** will once again become the international reference event for the Air Conditioning, Heating, Ventilation and Industrial and Commercial Refrigeration sectors, being consolidated as a commercial showcase for the latest developments and trends in the air conditioning and refrigeration industry.

Maria Valcarce, director of **C&R**, stressed that "in yet another edition, the Fair will showcase the progress of a sector which is vital not only for people's comfort and health, but also for major aspects such as the operational efficiency of various industries, the preservation of food and medicines or the protection of the environment. Technological innovation, sustainability and energy efficiency are inherent features of this industry, and

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for IFEMA MADRID it is an honour to once again bring together its companies and professionals and support its revitalisation.”

In turn, **Francisco Perucho**, the Chairman of the Organising Committee of C&R and of AFEC (Air Conditioning Equipment Manufacturers Association) said that “C&R 2025 had actually already started for us when the 2023 Air Conditioning and Refrigeration Fair ended. From that moment on, here at AFEC we have spent our time evaluating past editions and thinking and rethinking about how to improve their impact on our society, with sustainable solutions for thermal, air conditioning and refrigeration installations, thereby enabling us to meet decarbonisation goals. We are also aware that this fair must continue to gain consolidation as the most important and reference event in our sector. That's why we're already thinking about how to evolve towards a new C&R that showcases the strength of our industry, both to the Public Administrations and to all the agents of this and other sectors, enhancing the experience of exhibitors and visitors and making them the main players and participants in new professional experiences with added value”.

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The smart HVAC revolution comes to C&R 2025 with new space dedicated to regulation and control

Developed in collaboration with AFEC, this technical-professional forum will address the strategic role of regulation and control systems in the digitization, decarbonization, and efficient and sustainable management of buildings.

From 18 to 20 November 2025, the International Air Conditioning and Refrigeration Exhibition will convene sector professionals under the theme "Innovation for Decarbonisation".

In the transition towards more efficient and sustainable buildings, Building Automation and Control Systems (BACS) in Heating, Ventilation, and Air Conditioning (HVAC) installations have become crucial elements. In addition to ensuring health, comfort, and safety, they reduce energy consumption and emissions through real-time monitoring and optimization of HVAC installations in real time.

C&R, organised by **IFEMA MADRID** from **18 to 20 November, 2025**, is pleased to announce a new space at the exhibition dedicated exclusively to regulation and control in HVAC. Developed in conjunction with the **Air Conditioning Equipment Manufacturers Association (AFEC)**, this new space will highlight the role of regulation and control as a driver of change in a sector marked by energy transition, digitalization, and sustainability, a reality that professionals will be able to experience first-hand at **C&R 2025**.

The **C&R** regulation and control space will be a meeting point for professionals, manufacturers, engineering firms, installers, consultants, building managers, distributors, technical public administration personnel, and end users, who will all be able to share experiences, learn about innovative solutions, and explore the latest trends in communication protocols, energy management platforms, and smart systems as they apply to HVAC installations.

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Space for regulation and control, pillars of decarbonisation, at C&R 2025

Technological advances have transformed BACS systems from using simple manual controls to integrated smart platforms capable of learning from data, anticipating demand, and coordinating multiple facilities. Using advanced sensors, IoT, and cloud management, these systems manage not only climate control but also other key aspects such as lighting, occupancy, electricity consumption, and security, even in large-scale distributed networks.

These regulation and control systems now constitute the layer of intelligence that ensures interoperability between equipment, facilitates the integration of renewable sources, guarantees regulatory compliance, as we transition towards more flexible, automated, and sustainable climate control. The systems are in line with the main European regulations—such as RITE, EPBD, and digital building passports—promoting the development of AI-based tools, predictive maintenance, and digital twins.

With this initiative, **AFEC** and **C&R** underline their commitment to innovation, energy efficiency, and the digital transformation of the sector, consolidating regulation and control as key tools for building a more efficient present and a more secure energy future.

C&R 2025 strengthens professional programme in collaboration with Genera and Matelec

C&R 2025 is held in parallel with **GENERA** and **MATELEC**, and this space will serve as a meeting point between digitization applied to HVAC—in line with MATELEC's technological approach — and the sustainability and energy efficiency objectives promoted by GENERA, providing a comprehensive vision of the energy and digital transition of buildings and offering an opportunity for all players in the value chain to promote the sharing of knowledge on technological solutions that are shaping the development of the industry.

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C&R 2025 strengthens its technical agenda with solutions for a more sustainable, efficient and healthy sector

The technical conference programme has been developed in collaboration with the associations that make up the C&R Organising Committee to address the real and current needs of the sector, ensuring that the content remains both relevant and impactful.

From 18 to 20 November 2025, the International Air Conditioning and Refrigeration Exhibition will convene sector professionals under the theme “Innovation for Decarbonisation”.

Organised by **IFEMA MADRID**, **C&R** will take place from **18 to 20 November 2025** and will feature an expanded programme of technical sessions - **FORO C&R**. These sessions reaffirm the International Air Conditioning and Refrigeration Exhibition's position as a leading knowledge exchange and innovation hub for all stakeholders across the air conditioning and refrigeration value chain. Developed jointly with the associations on the **C&R Organising Committee** and recognised experts in the field, the programme will deliver targeted technical content and forward-thinking solutions that promote technological advancement, energy efficiency, and environmental sustainability. The sessions are expected to benefit a broad spectrum of professionals, from manufacturers, installers, and distributors to consultants, architects, technicians, and specifiers, extending all the way to end users.

C&R fosters technical and strategic dialogue on the future of air conditioning and refrigeration.

With a dedicated focus on air conditioning, **Tuesday 18 November** will centre on the critical issue of Indoor Air Quality (IAQ), coinciding with World IAQ Day. **ATECYR and AFEC** will lead the day's agenda, with contributions from other industry associations represented on the Organising Committee. The day's sessions will take a robust technical approach to IAQ, positioning it as a key factor in promoting health, comfort and operational efficiency within sustainable buildings. The programme will address forthcoming regulatory developments, including EPBD 2024, CTE HS3, and RITE 2026, and assess their implications for

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ventilation, filtration and air quality monitoring. It will also explore design and operational strategies such as hybrid ventilation systems, complementary purification technologies, heat recovery solutions and intelligent automation.

In recognition of the fact that buildings account for nearly 40% of global energy consumption, **Wednesday 19 November** will include a dedicated session for architects under the title “**The Future of Air Conditioning in Architectural Projects.**” This session will showcase innovative approaches to air conditioning within a range of building types, highlighting the importance of integrated solutions that reduce energy demand while addressing evolving construction and environmental challenges.

Recognising the importance of the operational and maintenance phase of HVAC systems in achieving energy efficiency, environmental health, and system resilience, the **ASHRAE Spain Chapter** will lead a technical conference on **Wednesday 19 November** dedicated to this strategic domain. The session will also include contributions from other industry associations represented on the exhibition’s Organising Committee. Structured into three subject-specific blocks, the conference will examine: safety protocols and Legionella prevention in critical facilities; digitalisation and the application of intelligent, predictive control using AI, supported by successful case studies; and strategies for intelligent operation and maintenance (O&M), including modular system design, environmental performance assessment, emerging regulatory developments, and the role of commissioning in ensuring the efficiency and correct functioning of air conditioning systems.

The session scheduled for **Thursday 20 November**, coordinated by **AFEC and ATECYR**, will centre on “**Innovation for the Thermal Decarbonisation of Buildings**”, offering a strategic perspective on the transition toward zero-emissions thermal systems and engaging key stakeholders from across the sector. Also structured into three subject-specific blocks, the session will begin by framing the regulatory and strategic context of decarbonisation, highlighting areas such as the electrification of thermal demand, the role of flexible energy networks, and upcoming changes to energy certification standards. It will then showcase practical implementations with input from Energy Saving Certificates (CAEs) and explore the hybrid integration of renewable technologies such as heat pumps. The session will conclude with an analysis of tertiary-sector issues including energy retrofitting and the application of digital energy simulation tools.

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Throughout the three-day event, a series of technical sessions will also be held, coordinated by **AEFYT**, focusing on the main challenges currently facing the industrial and commercial refrigeration sector. Topics will include the transition to low-GWP A2L refrigerants, the use of AI in refrigeration system optimisation, cybersecurity challenges within refrigeration infrastructure, the role of CAEs as catalysts for innovation, and the implications of the forthcoming Ecodesign Directive for commercial refrigeration equipment.

C&R 2025 strengthens its professional programme in collaboration with Genera and Matelec

The parallel staging of **C&R** alongside **GENERA** and **MATELEC** presents a valuable opportunity for all stakeholders across the air conditioning and refrigeration value chain to engage in knowledge exchange and explore the technological innovations shaping the industry's future.

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C&R 2025 Innovation Gallery: Solutions Shaping the Efficient and Sustainable Future of Air Conditioning and Refrigeration

From 18 to 20 November 2025, the International Air Conditioning and Refrigeration Exhibition will showcase 18 developments that represent the leading trends in the industry: energy efficiency, use of natural refrigerants, building decarbonisation, and digitalisation of control systems.

Organised by **IFEMA MADRID**, the **International Air Conditioning and Refrigeration Exhibition** will take place from **18 to 20 November 2025** and will feature **18 innovative products in its Innovation Gallery**. These solutions embody the sector's key areas of progress: a commitment to energy efficiency, adoption of natural refrigerants, decarbonisation of buildings and the digital transformation of control systems.

Accordingly, the **2025 Innovation Gallery** highlights a shift towards refrigerants with very low Global Warming Potential (GWP), such as CO₂ (R-744), propane (R-290), and intermediate blends like R-454C and R-455A, driven by European F-Gas regulations and green building certifications. Highlights include modular high-temperature heat pump systems that support refurbishment projects and high domestic hot water (DHW) demand without compromising efficiency, along with a growing trend toward digitalisation through air quality sensors, energy monitoring, and control platforms that optimise consumption and enable predictive maintenance. Finally, circular economy principles are being applied tangibly through recyclable materials, insulation and design strategies that facilitate repair, thereby reducing the carbon footprint throughout the entire lifecycle of the product.

The jury, composed of professionals and experts in air conditioning and refrigeration, assessed entries based on criteria such as degree of innovation, energy efficiency, environmental sustainability, design, and alignment with new European regulations.

Selected Products: Air Conditioning and Ventilation Sector

- *CO₂ VRV System (R-744) – The Low GWP VRF Solution by Daikin AC Spain* (Stand 9C01) An innovative solution that combines the flexibility and high performance of

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VRF technology with the use of CO₂ as a natural refrigerant. Designed with future regulations in mind, it ensures safety, efficiency, and reduced environmental impact, in compliance with the highest green building certification standards.

- *Jet Air Stream* by **Panasonic** (Stand 9C03) Indoor units designed for large spaces, offering high airflow with a reach of up to 30 metres, ensuring uniform and effective thermal comfort distribution. Smart models automatically adjust airflow direction based on temperature, preventing stratification and optimising comfort only in occupied areas.
- *Pureclass* by **Soler & Palau** (Stand 9C10) High-efficiency decentralised heat recovery unit with heat exchanger, designed for educational and work environments. Its duct-free design makes it an ideal solution for renovation projects or installations with technical constraints, enabling effective ventilation with minimal intervention.

Selected Products: Heating and Domestic Hot Water (DHW) Sector

- *ValueBox Combi* by **Advansor A/S** (Stand 5E01) Plug-and-play reversible heat pump using CO₂, designed as an alternative to conventional fossil fuel-based heating systems. It offers a combined heating and DHW solution that is easy to install, even in existing buildings, with components engineered for sustainable efficiency.
- *Modular High Temperature Heat Pump with R-454C and R-290* by **Daikin AC Spain** (Stand 9C01) Aerothermal system capable of producing high DHW temperatures, up to 75°C with propane and 70°C with R-454C. Its versatility makes it ideal for demanding applications, particularly in refurbishment projects or buildings with high DHW requirements. Its modularity allows for scalable power, enhanced efficiency, and regulatory compliance.
- *Daikin Altherma X* by **Daikin AC Spain** (Stand 9C01) Mixed air/air and air/water heat pump for the residential market, using low environmental impact refrigerant R-454C. It provides hot/cold air, underfloor or radiator heating, underfloor cooling, and DHW production. The direct expansion design simplifies installation and offers an efficient alternative to centralised boiler systems, reducing technical complexity and operating costs.
- *ecoGEO+ LITE 1-6 PRO* by **Ecoforest** (Stand 9D14) Heat pump combining Inverter technology, use of the natural refrigerant R-290, and high component integration. Compatible with various DHW tank sizes and adaptable to geothermal,



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aerothermal, or hybrid heat sources. Capable of reaching temperatures up to 75°C, making it highly suitable for energy-intensive refurbishment projects.

- *Midea-HPACK* by **Frigicoll HVAC** (Stand 9C06) Designed for indoor residential installation, this reversible air-to-water monobloc heat pump supports the transition to electric systems. It uses a low GWP natural refrigerant (A3 category), suitable for inhabited spaces. It contributes to decarbonisation through efficiency and sustainability.
- *Aerothermal Air Conditioning System with Simultaneous Continuous DHW Production via Heat Recovery (KWE&KWD)* by **KEYTER Technologies** (Stand 7C02) Centralised system integrating air conditioning, DHW, and heat recovery from compressor discharge. Its five operating modes optimise total thermal consumption by eliminating the need for separate systems, improving space, control, and energy efficiency, especially in residential applications.

Selected Products: Industrial and Commercial Refrigeration Sector

- *Unit* by **Epta Iberia SAU** (Stand 5D10) Refrigerated display cabinet for beverages at positive temperatures, designed following circular economy principles. Uses natural cork insulation, a renewable material offering excellent thermal performance and significantly reducing the carbon footprint.
- *Sky Asymmetric Combinations for Technical Refrigeration with RZAG-B Daikin Units* by **Daikin AC Spain** (Stand 9C01) Solution for technical refrigeration in sensitive environments such as data centres, labs, and server rooms. Based on Inverter technology, it adjusts cooling capacity and allows larger indoor units to connect to outdoor units, optimising heat transfer even in low humidity. Engineered for operational continuity, minimising downtime while maintaining efficiency in critical settings.
- *Midea - MAGBOOST APEX* by **Frigicoll HVAC** (Stand 9C06) Water-to-water chiller using water as a heat exchange medium in both evaporator and condenser. Incorporates an oil-free, frictionless, magnetic levitation centrifugal compressor, compressing the low GWP refrigerant R-1234ze(E), enhancing both efficiency and reliability.
- *Midea - R290 MARGS LARGE* by **Frigicoll HVAC** (Stand 9C06) High-temperature heat pump using R-290 refrigerant, ideal for decarbonisation and boiler replacement



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projects. Supports the electrification of thermal systems with a robust, efficient solution capable of heating water up to +85°C.

- *Zeloo* by **Frigopack** (Stand 5C07) Distributed cooling system based on Autonomous Condensing Units (ACU) using CO₂ (R-744) as a refrigerant. Unlike traditional systems with large water volumes and heat loss, it uses local units to distribute the load, improving efficiency, reducing losses, and facilitating maintenance while promoting thermal sustainability.
- *intarCUBE A2L* by **INTARCON SL (KEYTER)** (Stand 7C02) Condensing units using R-455A and R-454C refrigerants, designed for supermarkets and convenience stores. They offer a low-impact, long-term solution aligned with current regulations and ideal for transitioning to sustainable refrigeration systems.

Selected Products: Centralised Regulation, Control, and Technical Management

- *AirQ Wi-Fi Indoor Air Quality (IAQ) Sensor* by **Airzone** (Stand 9D22) Smart monitor measuring indoor air quality in real time (CO₂, humidity, PM2.5/PM10 particles, and TVOCs). Features a configurable visual indicator (traffic light system) for zones and enables automatic ventilation activation via 0-10V signal, remote on/off, or motorised dampers—ensuring healthy environments with minimal intervention.
- *BEMS by Daikin* by **Daikin AC Spain** (Stand 9C01) Comprehensive energy management system that integrates air conditioning, ventilation, lighting, and other technical services into a single control platform. Provides real-time monitoring and records variables such as temperature, humidity, and energy consumption. Its dashboard offers clear, visual insights to support decision-making for optimising performance and energy efficiency.

Selected Product: Tools and Applications for Installations

VALUE Smart Tool Kit by Gas Servei (Stand 5C11)
Bluetooth-connected tool kit integrated with the 'Hi VALUE' app, enabling remote control, diagnostics, and report generation. Enhances installation and maintenance procedures through digitalisation, reducing errors and operation time while promoting technical and service efficiency.

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C&R 2025 opens up the path to the future of the sector with New Talent

The International Air Conditioning and Refrigeration Exhibition cares about generational relief in the sector and looks to connect companies and students in the HVACR sector.

The **International Air Conditioning and Refrigeration Exhibition**, organised by **IFEMA MADRID** from **18 to 20 November 2025**, is pleased to announce the **New Talent** initiative, a further step in C&R's commitment, assumed at last year's edition, to **training and upskilling of talent** in the field of thermal installations, strengthening the links between the **business world and the education sector**.

C&R is hosted in parallel with **Genera** and **Matelec**, which will broaden the experience of participants, offering a transversal view of the energy and facilities ecosystem. In this context, **C&R** invites vocational training centers and educational institutions involved in these professional sectors to include attendance at the fair in their program of activities, allowing faculty and students to discover first-hand the innovations in the HVACR sector and take in the technical demonstrations, workshops, and meetings organised by companies and entities committed to training and employment.

The objective of the **New Talent** initiative is to bring future professionals closer to the sector and show them the professional opportunities on offer in an industry in full transformation towards energy efficiency, digitalisation and sustainability. The C&R 2025 training agenda features the **TAC Workshop** and the **Refrigeration Workshop**, as well as those exhibiting companies that join the initiative, giving visibility to their training and talent recruitment programs, all integrated into the official programme of the initiative and will be disseminated in the **e-guide aimed at students and centers**.

New Talent seeks to become a **key meeting place for training, innovation, and employment**, promoting generational relief and offering future professionals the opportunity to explore their development options in the air conditioning, refrigeration, and thermal installations sector.

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