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NEWSLETTER

SPECIAL EDITION

BILL MCQUADE VISIT SOUTH AMERICA



A PARTNERSHIP BETWEEN



MESSAGE FROM THE CHAPTERS PRESIDENTS

The visit of ASHRAE Society President Bill McQuade to the Brazil Chapter, South Brazil Chapter, Paraguay Chapter, and Chile Chapter was a historic moment for our region and a clear demonstration of the growing importance of South America within the Society. Welcoming him to our countries was a source of great pride, joy, and inspiration.

Beyond participating in our activities, Bill dedicated his time to listening to our members, engaging with students, meeting with government representatives, industry associations, sponsors, and leaders from across the HVAC&R sector. His accessibility, genuine interest, and willingness to understand the challenges and opportunities facing our region reinforced our sense of belonging and strengthened our motivation to continue moving forward.

His words of recognition for the achievements of the South American Chapters, combined with his constant encouragement to expand our technical and institutional impact, provide inspiration to all those who voluntarily dedicate their time and efforts to ASHRAE. Having the opportunity to share experiences with a sitting ASHRAE President and hear firsthand his support for our initiatives is a privilege that will remain with us for many years.

This joint newsletter perfectly reflects the spirit of collaboration that defines our Region. By bringing together the activities developed by the Brazil Chapter, South Brazil Chapter, Paraguay Chapter, and Chile Chapter, we demonstrate the strength of South America and how much stronger we become when we work together, sharing knowledge, experiences, and common goals.

We believe that the future of ASHRAE in our region depends on building an increasingly connected community, capable of contributing meaningfully to the sustainable development of the HVAC&R industry, the education of future professionals, and the promotion of technical excellence across our countries. This growth, however, is only possible thanks to the support of our friends, volunteers, and Region XII leadership, whose commitment and dedication are essential to the continued success and strengthening of our Chapters.

May President Bill McQuade's visit be remembered not only for the meetings and events that took place, but also for the lasting legacy of cooperation, friendship, and confidence that it leaves across our Region. We will continue working to strengthen our Chapters, expand our engagement with society, and build, together, a stronger, more united, and more influential ASHRAE within the global HVAC&R community.

Cristiano Rayer Brasil - ASHRAE Brasil Chapter
René Gonzalez - ASHRAE Chile Chapter
Rodney Roman - ASHRAE Paraguay Chapter
Fernando Dutra Del Castillo - ASHRAE South Brazil Chapter



TECHNICAL VISIT TO THE TEACHING AND RESEARCH CENTER OF ALBERT EINSTEIN HOSPITAL

The visit of the President of the ASHRAE Society, **Bill McQuade**, to São Paulo marked a historic moment for the **ASHRAE Brazil Chapter** and for strengthening the Society's presence in South America. The agenda included technical visits, institutional meetings, dialogue with public authorities, integration with industry, closer ties with strategic associations, and opportunities for cultural connection and interaction with members.

One of the highlights of the program was the technical visit to the **Teaching and Research Center of the Albert Einstein Hospital**, an undertaking recognized with the ASHRAE Regional Technology Awards.



The visit highlighted high-performance solutions in hospital air conditioning, energy efficiency, operational reliability, and indoor air quality, which are fundamental pillars for healthcare buildings of international standard.

The technical presentation conducted by the Brazil Chapter emphasized how Brazilian projects are incorporating best practices aligned with ASHRAE's global standards and guidelines, reinforcing the national leadership in built environment engineering.



STRATEGIC MEETING AT ABRAVA

In the institutional field, the agenda included a strategic meeting at ABRAVA (Brazilian Association of Refrigeration, Air Conditioning, Ventilation and Heating), strengthening the historic partnership between the two entities. The meeting reinforced the convergence of action on topics such as technical standardization, energy efficiency, indoor air quality, decarbonization, and professional training.

The cooperation between ASHRAE and ABRAVA opens opportunities for the joint development of technical events, regulatory working groups, the production of technical content adapted to the Brazilian reality, and greater integration between industry, designers, and academia.





MEETING WITH THE SÃO PAULO CITY HALL

Dialogue with public authorities was also a highlight of the visit. At the São Paulo City Hall, together with the Secretariat for Climate Change, discussions were held on how ASHRAE can contribute technically to the city's sustainability and decarbonization agenda.



View of São Paulo City Hall Headquarter



ASHRAE owns internationally recognized standards and guidelines, such as energy efficiency, ventilation, and indoor air quality standards, which can support public policies aimed at modernizing public buildings, energy retrofit programs, reducing emissions in the built environment, and providing technical training for municipal teams. This institutional collaboration creates a foundation for future technical cooperation, workshops, and potential collaboration agreements.

ROUNDTABLE

Integration with the industry was expanded during the Roundtable held at the Federation of Industries of the State of São Paulo, with the theme "Decarbonization and Sustainability Post-COP30". The meeting brought together Chapter sponsors, technical leaders and entities such as ASBRAV, Green Building Council Brazil, Secovi-SP, SindusCon-SP and SENAI-SP.

The debate highlights that the HVAC&R and Construction sectors are protagonists in reducing emissions from the built environment. ASHRAE can act as a link between industry and the market by disseminating best practices, developing specialized technical training, promoting certifications, encouraging the adoption of high-efficiency technologies and supporting the definition of clear metrics for decarbonization. For the Chapter sponsors, the approach to ASHRAE's global agenda represents a strategic opportunity for positioning, technological innovation and alignment with ESG goals. At the end of the event, President Bill McQuade signed a Memorandum of Understanding with CONFEA, initiating institutional and technical cooperation between the entities.



MEMBERS MEETING

The visit also reinforced ASHRAE's educational role and its connection with student chapters. Closer ties with universities and technical institutions are fundamental to training the next generation of leaders in built environment engineering. ASHRAE can expand its contribution by supporting student chapters, technical competitions, YEA

(Young Engineers in ASHRAE) programs, professional mentoring, and access to international technical content. This integration strengthens the renewal of the sector and ensures continuity of technical development in Brazil.

Moments of integration with Chapter members were also part of the program, promoting networking, exchange of experiences, and strategic alignment. The presence of the Society's President reinforced the international recognition of the work carried out in Brazil and encouraged the engagement of members in broader technical and institutional initiatives.





VISIT TO MASP

Concluding the agenda with a cultural experience representative of the city, a visit was made to the São Paulo Museum of Art Assis Chateaubriand (MASP), a Brazilian architectural and cultural icon. The activity symbolized the connection between engineering, architecture, art, and the city—elements that directly dialogue with ASHRAE's purpose of promoting sustainable, resilient, and people-centered built environments. The visit of the President of the ASHRAE Society to Brazil consolidated a strategic agenda based on technical cooperation, institutional dialogue, industry leadership, support for public authorities, and strengthening professional training. The ASHRAE Brazil Chapter thus reaffirms its commitment to acting as a qualified technical agent in the agenda of decarbonization, energy efficiency, and innovation in the built environment, actively contributing to the sustainable development of the country.

***"Healthy Buildings:
Designing for life"***

MEMBERS MEETING

The visit began on February 9th in Porto Alegre (RS). The president's first commitment, after resting upon arrival, was a meeting with ASHRAE members and ASBRAV (South Brazilian Association of Refrigeration, Air Conditioning, Ventilation and Heating) associates, who gathered for a fellowship dinner at CTG 35, a typical Gaucho steakhouse.





From left to right: South Brazil Chapter President Fernando Del Castillo, Mario Canale, Bill McQuade, and Eduardo Broman.

BOAT TRIP AND ASBRAV VISIT

The following day began with a boat trip along one of the state's most emblematic rivers, the Guaíba. After lunch, Bill McQuade visited the headquarters of Asbrav (Southern Brazilian Association of Refrigeration, Air Conditioning, Heating and Ventilation), which also houses the South Brazil Chapter. There, McQuade was able to see the facilities and the progress of the construction of the Association's new building.



VISIT TO CEITEC

Next, the delegation proceeded to a technical visit at CEITEC*. “We included this visit to showcase ASHRAE's global leadership at the facilities of what is the only front-end semiconductor manufacturing plant in Latin America, including its precision-equipped climate control system,” says the president of the Southern Chapter, Fernando Dutra Del Castillo, who adds: “Bill's visit was a unique opportunity for networking, exchanging experiences, and direct interaction with ASHRAE's global leadership in a relaxed environment with a strong cultural identity.” “Despite being almost two days long, his visit was extremely beneficial, not only for our Chapter but also for the entire HVACR community,” he says.

*CEITEC - a public company linked to the Ministry of Science, Technology and Innovation (MCTI), operating in the semiconductor segment. Ceitec contributes to various national research and development projects, including in the area of sensors with applications in health and agribusiness. Among other things, the company offers a wide range of services related to the semiconductor field, such as FIB (Focused Ion Beam), Testing, Thinning and Cutting, Microfabrication, and advanced laboratory testing.



From Brazil, Bill McQuade traveled to Paraguay; then Chile, India, and other countries, with his return to his home country, the United States, scheduled for the end of March. “It was a pleasure for me to visit the Brazilian Chapters. I was very impressed with the reception and the agenda we had to fulfill in five days across two Chapters. I was very satisfied,” he concludes.



RECEIVING THE PRESIDENT

Last February marked a historic moment for our technical community. We had the honor of hosting the President of ASHRAE Society, a meeting that not only reinforced our technical standards but also inaugurated a new era of regional collaboration. It was five days of intense activity and meetings.

We enthusiastically welcomed Bill McQuade on Friday, February 13th, at the Foz do Iguaçu airport in Brazil. Following that, we crossed the border into Paraguay, where we shared a pleasant welcome dinner with the members of the delegation assembled for this visit: members of the Board of Directors, the Chapter, and student representatives. This first meeting strengthened the bonds between the participants.



Social gathering of ASHRAE members with Bill McQuade



TECHNICAL VISIT TO ITAIPU

On the first day of the visit, we began our agenda with an impressive technical visit to the Itaipu Binational Hydroelectric Power Plant, where we witnessed firsthand the magnitude of one of the world's largest hydroelectric plants. It was a strategic experience that highlights the importance of binational energy infrastructure and its impact on the sustainable development of the region.



The Itaipu hydroelectric power plant is a gigantic binational renewable energy plant located on the Paraná River, on the border between Brazil and Paraguay, inaugurated in 1984. Considered one of the largest in the world, it has an installed capacity of 14,000 MW, supplying approximately 90% of Paraguay's electricity and almost 10% of Brazil's. As one of the world's leading producers of clean energy, it has generated more than 3 million GWh of energy since the start of its operation.

The visit was accompanied by members of the Board of Directors and the Section. Afterwards, we shared a pleasant lunch at the Mara Steakhouse restaurant in Ciudad del Este. In the evening, we enjoyed the power plant's light and sound show. The night was especially memorable as the show included a serenade dedicated to Valentine's Day, making the experience even more special for everyone present.



WATERFALLS AND STADIUM

On the second day, Sunday, we organized a tour of the impressive Iguazu Falls. Afterwards, we traveled to Asunción, where President McQuade had the opportunity to visit the Cathedral of the Passion and the majestic stadium of Club Cerro Porteño, accompanied by Rodrigo Arias. A day that combined nature, culture, and the Paraguayan spirit.



VISITS & MEETINGS

On Monday, the agenda consisted of an official meeting with officials from the Ministry of Environment and Sustainable Development, where topics such as sustainability, decarbonization, the implications of the Kigali Amendment, and the alignment of the HVAC&R sector with the country's environmental policies and international commitments were discussed.



At noon, we had lunch with Chapter members at the Paulista Grill restaurant. Afterwards, we went to the Engineering Faculty of the National University of Asunción, where we had a pleasant meeting with the Rector. Then, we visited the Refrigeration Laboratory, a joint donation from Danfoss and Fripar, made possible by ASHRAE. Later, we participated in a technical conference with faculty students and guests, where McQuade gave a masterful presentation on Indoor Environmental Quality (IAQ) from his perspective as a scout. At the end of the lecture, Bill gave each participant a pin with the ASHRAE logo as a reward for their good deed of the day.





PERSEVERANCIA DISTRICT

On Tuesday, the last day of activities, we conducted a technical visit to the Perseverancia District. During the visit, we toured the complex's chilled water plant and also saw Paraguay's first commercial CO₂ refrigeration plant, located in the Casa Rica Supermarket—a source of pride for us.



The day coincided with extreme heat in Paraguay, registering one of the highest temperatures on the planet at that time. Even so, it was impressive to see how Bill McQuade's physical fitness and Boy Scout spirit allowed him to face the intense day with great energy and enthusiasm.

CATHOLIC UNIVERSITY OF LADY OF ASSUMPTION

As night fell, we held our final lecture at the Catholic University of Lady of the Assumption, aimed at Engineering and Architecture students interested in forming a future student branch of ASHRAE.

During the meeting, Bill McQuade once again presented the traditional ASHRAE pins to the participants. There was also an exchange of gifts as a gesture of gratitude and appreciation for the visit between Bill, Rodney Román—our president—and Rodrigo Arias, president of GAC, who accompanied us throughout the trip.



FAREWELL

To conclude this busy schedule, we shared a special evening at the traditional "Peña de Terça-feira" at the Puerto Sajonia Sports Club, where we enjoyed Paraguayan music. At a particularly special moment in the evening, Bill even learned to dance the traditional Paraguayan polka, thus ending the visit with an authentic Paraguayan cultural experience.



In February, ASHRAE Chile hosted Bill McQuade, President of the ASHRAE Society, who was in the country to participate in various meetings and activities with representatives from academia, industry, and the public sector.

His visit provided an opportunity to discuss current challenges in heating, cooling, energy efficiency, and sustainability in Chile, as well as to strengthen the relationship between ASHRAE and various institutions involved in the development of the sector.

Throughout the agenda, opportunities were created for technical exchange, collaboration, and professional networking, reaffirming ASHRAE Chile's commitment to disseminating knowledge, training new generations, and working together with key players in the HVAC&R sector.

Bill McQuade visited the Bahá'í Temple of South America, an iconic landmark of the city, known for its architecture and integration with the landscape. The visit provided an opportunity to share aspects of Chile's cultural and urban context, in addition to the technical and institutional activities on the agenda.

VISIT TO THE BAHÁ'Í TEMPLE & TRADITIONAL BBQ



In a relaxed and friendly atmosphere, Bill McQuade spent time with members of ASHRAE Chile during a barbecue at the home of Leandro Astorga, director of ASHRAE Chile. This meeting provided an opportunity for conversations that went beyond the formal agenda, exchange of experiences, and strengthening of collaborative ties among members of the ASHRAE community in Chile.

The day reflected the spirit of camaraderie and unity that characterizes the section, complementing the institutional and technical activities carried out during the visit.



MEETING WITH THE MINISTRY OF THE ENVIRONMENT

As part of his agenda in Chile, Bill McQuade met with representatives from the Ministry of the Environment to discuss issues related to sustainable development, energy efficiency, and the role of the HVAC&R (heating, ventilation, air conditioning, and refrigeration) industry in the environmental performance of buildings and facilities. This meeting facilitated the exchange of perspectives between the technical and institutional sectors, and highlighted the contributions that ASHRAE can offer through its standards, specialized knowledge, and professional network. The meeting reinforces the importance of creating collaborative spaces that contribute to the advancement of more efficient and sustainable solutions, aligned with the country's environmental challenges.

VISIT TO MANDARÍN ORIENTAL HOTEL



Durante sua estadia em Santiago, Bill McQuade visitou as instalações técnicas do Hotel Mandarin Oriental, adquirindo experiência em primeira mão na operação de um edifício de alta complexidade.

A visita incluiu uma análise das salas de máquinas, equipamentos de climatização (HVAC) e sistemas de monitoramento, promovendo uma troca técnica sobre a operação, o controle e o desempenho energético desses tipos de instalações.

Essa experiência permitiu que a perspectiva global da ASHRAE se conectasse com a expertise local em operação e manutenção, destacando a importância dos sistemas de climatização (HVAC) para a eficiência, o conforto e a continuidade operacional de edifícios de alto padrão.

DINNER WITH BILL



During his stay, Bill McQuade had the opportunity to meet with all the section members who wished to participate, as well as with representatives from DITAR and the Chilean Refrigeration Chamber.

At dinner, speeches and expressions of gratitude were given, and the participants, in addition to meeting with important figures from the Chilean industry, took part in a more informal conversation to discuss general guidelines for the future of Chile and the section.



CITY TOUR

Finally, Bill McQuade joined members of ASHRAE Chile for a guided tour of the MUT and a relaxed lunch. This event provided an opportunity to experience a bit of the city's urban life and fostered closer conversation, strengthening the personal and professional bonds that are an integral part of the ASHRAE community.

WE THANK THOSE WHO HELP US FULFILL OUR MISSION: **SECURING OUR FUTURE!**

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