

Haier Europe

HAIER SMART HOME AWARDED AT THE 2019 CHINA AWARDS AS “TOP INVESTORS IN ITALY”

The award, collected by the General Manager of Haier Europe, Sun Shubao, was presented during the ceremony held last night at the “Museo della Scienza e della Tecnologia Leonardo Da Vinci” in Milan.

12 December 2019 - Haier Smart Home — global leader in the household appliances sector — was awarded during the award ceremony of the fourteenth edition of the “China Awards” of the “Top Investors in Italy” award.

The event, organized by the **Italy China Foundation and MF-Milano Finanza**, was held on the evening of December 10 in the evocative setting of the Museo della Scienza e della Tecnologia Leonardo da Vinci in Milan, with the participation of **over 300 people including representatives of the Italian business, association and industrial world.**

Created to give visibility to companies that have been **able to stand out and make the most of the opportunities offered by the exchanges between Italy and China**, the recognition takes on particular value given that for Haier 2019 was a year of fundamental importance, following **the acquisition of 100% of the Candy Group.**

The award was collected by **General Manager Sun Shubao**, who pointed out the importance of the Haier Smart Home development plan for Europe and Italy, starting from Brugherio (MB), where Haier moved its **European headquarters** and announced a significant investment plan for 2020.

HAIER EUROPE

Haier Europe is part of the Haier Smart Home group, world leader in the household appliances sector, founded in 1989 and listed on the Shanghai Stock Exchange since November 19, 1993.

Since its foundation, Haier Smart Home has grown in response to consumer needs through its strategic commitment to innovation, branding, R&D and intelligent manufacturing, as well as national and international expansion, becoming one of the global leading manufacturers of home appliances. The Group’s vision is also to become the global leader in IoT at the service of intelligent home appliances.

As of today, Haier has a global market share based on volumes of 15.1% in large household appliances, 22.7% in free-standing refrigeration appliances and 19.8% in household cleaning appliances (source: Euromonitor International) and a global turnover close to 40 billion Euro.

Haier Smart Home was the first group to enter the China Europe International Exchange (CEINEX D-Share Market) in October 2018, to promote its brand and support business growth internationally with a focus on Europe.

Since January 2019, after the merger with the Candy Group activities, Haier Europe ranks fifth in Western Europe.

Haier Europe can count on highly successful brands such as Candy, Hoover, Rosières, Haier, GE Appliance and Fisher & Paykel, which aim to become the consumers’ “top of the mind” in their respective market segments and geographical

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areas.

Haier Europe is headquartered in Brugherio (MB), Italy.

For further information

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