

Haier Europe

HAIER EUROPE INAUGURATES ITS NEW SMART WORKPLACE IN ITALY

The new spaces in the Energy Park in Vimercate (MB) are characterized by a focus on sustainability, smart working and lean thinking.

Just a few minutes away from the HQ in Brugherio, Haier Europe opens new offices at the Energy Park in Vimercate (MB), which will be the new home of the **Commercial divisions**.

Sustainability, high energy efficiency and an entirely **plastic-free environment** characterize the building, which will also host - in its more than 2,600 square metres on three floors - a **showroom** where products, exclusive features and novelties launched on the market for all the pan-European brands – **Candy, Hoover and Haier** – will be presented and displayed.

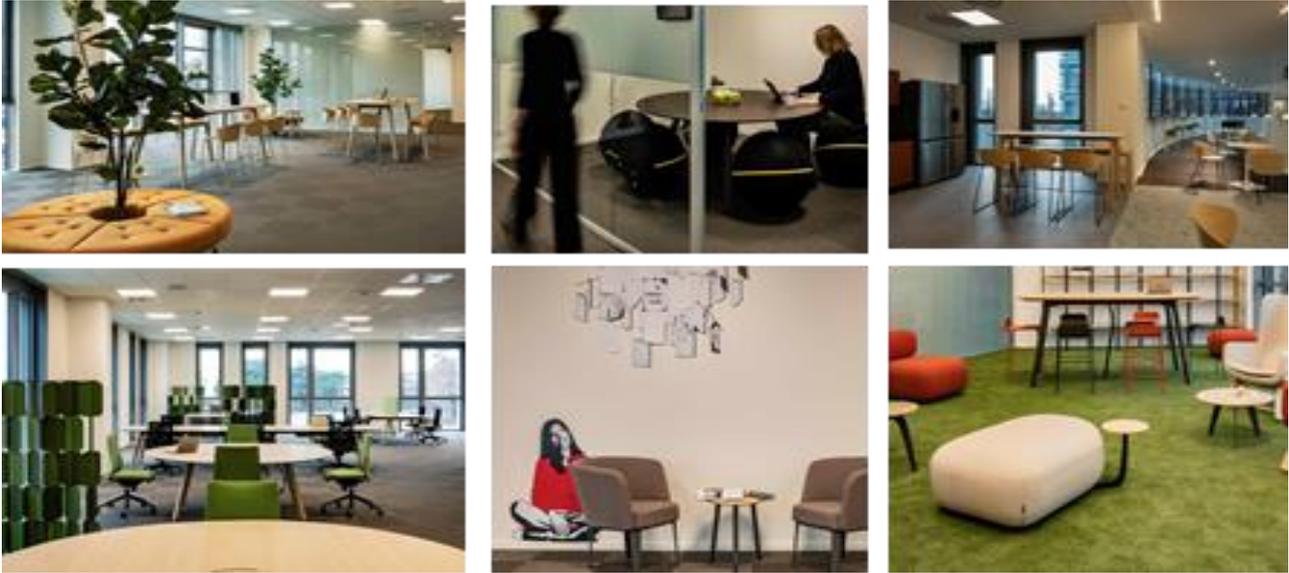


A real “**Haier Home**” built starting from positioning of the three brands, with a **dedicated corner** designed for **each of them** to reflect their identity: innovation, exclusive technologies, sophisticated design and tailor-made solutions for Haier, reliability, performance and attention to the wellbeing and health of the family for Hoover, smartness, intuitiveness, accessibility and a strong Italian character for Candy.

Designed to reflect the innovative approach centred on the **RenDanHeYi** micro-entrepreneurial model that lies at the heart of Haier’s philosophy, the new offices are born out of the need to create a **smart, dynamic working environment**, built by **eliminating all barriers and boundaries** to facilitate collaboration among the various teams and encourage creativity and the sharing of ideas.

An ideal space and concept **to translate and daily apply** the pillars on which Haier Attitude is based: entrepreneurship, “Zero Distance to Consumers” and focus on the strategy that has seen the Group evolve towards the creation of **an innovative win-win and integrated IOT ecosystem**, in which the **Smart Home** concept is translated into reality.

Haier Europe



*“The choice of the new building and the development of a dynamic and interactive concept, which guided the design of the new offices, stems from the desire to transfer Haier Europe’s core principles: based on attention to people, sustainability and innovation. We want to be the first choice of consumers in the field of **Smart Home**, and we needed a home that best represents this ideal. Energy Park has all the elements to offer us a **Smart Workplace** that can inspire the creativity of our people and facilitate our Mission: to be among the top 3 Players in Europe by 2023,” **Semmy Levit, Chief Commercial Officer of Haier Europe**, underlined.*

*“The new Showroom is the flagship of the project. There, the elegance and contemporaneity of the spaces coexist with the concept of **Zero Distance to Consumer**; it will give us the opportunity to fully present the Brand Identity of Candy, Hoover and Haier and let our products live **the experience from the Internet of Things to the Internet of Beings.**”*

* HAIER EUROPE *

Haier Europe is part of Haier Smart Home, the number one group globally in home appliances and among the Fortune Global 500 Companies. Listed on the Shanghai Stock Exchange (SHA: 600690) since 1993, Haier Smart Home is present in all 5 continents with 25 industrial parks, 10 research and development centers and approximately 100,000 employees. With an operating revenue worth 25 billion Euros in 2019, the company’s global sales network covers more than 160 countries.

Haier’s vision is to become the global leader in IoT for smart home appliances. Haier Smart Home is the first Chinese company to enter the D-Share Market of the China Europe International Exchange (CEINEX D-Share Market) in Frankfurt in October 2018, with the aim to promote the brand and support its business growth internationally and in Europe, where the company counts on successful brands such as Candy, Hoover, Haier, Rosières, GE Appliances and Fisher&Paykel. The company’s European headquarter is located in Brugherio (MB), Italy.

For more information visit our [website](#) and follow us [LinkedIn](#) and [YouTube](#)