

Haier expands its largest European production and export center in Turkey

Haier further increases its investments in Turkey. The company allocates 85 million Euros in its two factories in Eskisehir, creating 1,600 jobs

Eskisehir, 25 October 2021 – Haier – number one company globally in major appliances - announces the **opening of its washing production factory in Eskisehir, Turkey with a ceremony attended by President Recep Tayyip Erdoğan**. With a **€40 million investment**, the company expands its **tumble dryers' platform** and will further increase its production capacity with an **additional €45 million investment in dishwasher factory** that will be operational in 2022.

This milestone places **Turkey as Haier's largest production and export center in Europe** to serve European and global markets and represents Haier's **vision to be the first consumer choice for smart home**.

The new tumble dryer factory opening ceremony was held on October 23 with the participation of President Recep Tayyip Erdoğan. Minister of Industry and Technology, Mustafa Varank and other officials of the local and national Government and Parliament also attended the event.

"These investments place Turkey as Haier's largest production and export center in Europe to serve European and global markets and are a key step in elevating Haier to the top three players in the industry in Europe by integrating artificial intelligence, IoT, and connectivity into high-end products and home solutions." - states **Yannick Fierling, Chief Executive Officer, Haier Europe**. *"We want to consolidate this mission by counting on a competitive industrial footprint and strong R&D and hi-tech capabilities, systems and platforms for the entire value chain."*

The expansion of the production facility had led to a **new platform** for all the standard size **tumble dryers** as well as **new basement** for **better performance**, especially for heat-pump models, and **new and improved product features and components**. All products will offer advanced connectivity through the **hOn app**, the living ecosystem for smart appliances able to connect all products of Haier Europe brands – Candy, Hoover and Haier - and aimed to simplify and improve quality of life.

The **best-in-class factory** aims to improve production capacity, products availability and range flexibility through excellent equipment and **premium production processes** - thanks to the **company's advanced R&D and manufacturing know-how** – reflected in the factory's state-of-the-art traits, such as the fully automatized painting line and the fully digital quality check.

The tumble dryer site is built on a 190,000 sqm area and the total space dedicated to the new factory is 43,000 sqm. About **900 people will be employed** for a full capacity of **1.5 million units per year**.

The new dishwasher site, scheduled for completion in June 2022 will be 35,000 sqm and about **700 people** will be employed for a full capacity of **1 million units per year**.

These investments are fully in line with the Company's philosophy of zero distance to consumers as it improves **quality**, product **performance and design** while **shortening the logistics, supply chain and time to market**.

About Haier Europe

Haier Europe is part of the Haier Smart Home Group, the number one company globally in major appliances and a Fortune Global 500 company. Listed in Shanghai (600690.SH), Frankfurt (690D.DE) and Hong Kong (06690.HK), Haier Smart Home is based on 5

continents with 14 R&D centers, 122 manufacturing plants, and about 100,000 employees. The company achieved global revenue of approximately over 26.5 billion euro in 2020 and has a global sales force in more than 160 countries. Haier's vision is to become the global leader in Internet of Things (IoT), providing households across the world with smart solutions. Haier Smart Home is the first Chinese company to enter the D-Share Market and was Prime Standard listed on the Frankfurt Stock Exchange in 2018. One of the company's main goals is to promote the brand and support business growth internationally and in Europe, where the company markets Candy, Hoover, Haier, Rosières, GE Appliances and Fisher&Paykel branded products. Haier Europe is headquartered in Brugherio (MB), Italy. More information about Haier Europe is available [here](#).