

HAIER EUROPE REVAMPS ITS IDENTITY WITH A NEW CORPORATE PURPOSE AND AN EMPLOYER BRANDING CAMPAIGN

The company aims to zero the distance with consumers and stakeholders and engage them in its values and philosophy

Brugherio, June 9, 2023 - **Haier Europe**, - part of Haier Smart Home, number one company globally in major home appliances* - operating with the Haier, Candy and Hoover brands, has revamped its **brand positioning** around the company's values and philosophy thanks to a **new employer branding campaign and a new corporate purpose**. After the acquisition of Candy-Hoover Group in 2019, Haier Europe has doubled its turnover and has set a clear growth strategy for the next years.

In its **transformation journey from a manufacturing company to an ecosystem of co-creation and Internet of Things communities**, Haier Europe has taken the occasion to reflect on its ambition, its reason why, and the mark the company wants to leave on the world. The new corporate purpose is meant to represent the compass the company intends to follow to maximize benefits for its stakeholders and society.

Haier Europe makes people's daily life easier by introducing progress and designing **"The new era of living."**

"Home has always been the place where we experience the genuine connections that make us human, and, as the world rapidly changes, we continue to feel the need to be closely connected," commented **Karim Bruneo, Corporate Communication Director, Haier Europe**. *"At Haier Europe we are on a transformational journey, moving from creating products to designing experiences and scenarios: our solutions are designed for consumers' wellbeing, as they provide an ecosystem of services to deliver rich and meaningful experiences: this is our Zero Distance approach."*

[Haier Europe Purpose](#)

With the slogan **"Welcome Home, Entrepreneur"**, the first-ever employer branding campaign builds on the pillars of Haier Attitude: *IoT & Ecosystem Thinking, Entrepreneurship & Innovation and Zero Distance*, giving voice to Haier Europe's employees to tell young talents about the opportunities offered by the company. In a series of videos, young talents who have started their professional career within Haier Europe talk about their personal journey, explaining what to expect when joining a company that creates exceptional experiences for people and offers its employees the chance to work in a hyper-collaborative environment full of opportunities for growth. By fostering an open ecosystem, Haier Europe establishes itself as the home of smart entrepreneurs who want to build their own future and the one of the connected home.

"With this new campaign we aim to attract all the young talents of the new generations and show them our Haier Attitude, the distinctive traits that make us unique in Italy and not only." - explained **Emanuela Banfi, Head of Talent Acquisition at Haier Europe**. *"We know that Millennials, and especially Gen Z, need a clear and concrete purpose in their daily work, driven by the desire to make a difference and make an impact. Haier Europe is the "home" of those who have a strong entrepreneurial spirit and prefer an agile and smart way of working, and it is also the "home" that we build day by day together with our young people, where they can grow and develop their creativity to bring about authentic and impactful change. It is our passion and entrepreneurial spirit that make Haier Europe a unique and inclusive company, where people are free to share ideas and co-create meaningful experiences in a circular community where everyone can make the best of it."*

[Welcome Home, Entrepreneur](#)

The new purpose and employer branding campaign were realised in collaboration with the agencies **iCorporate & The Visual Agency**, and are also reflected on the company's brand-new website, recently redesigned in its entirety to offer users the best user experience.

The website is in line with the latest digital and technological standards and represents the main hub for sharing news and telling stories from all the countries in which the company operates.

* According to Euromonitor International

About Haier Europe

Haier Europe is part of the Haier Smart Home, the No. 1 company globally in major appliances and among the Fortune Global 500 companies. Listed in Shanghai, Frankfurt and Hong Kong (600690.SH, 690D.DE and 06690.HK), Haier Smart Home is present on 5 continents with 25 industrial parks, 14 research and development centres and about 100,000 employees. The company achieved revenues of approximately over RMB 243.5 billion in 2022 and has a global sales force in more than 160 countries. Haier's vision is to become the global leader in IoT serving household smart solutions. Haier Smart Home is the first Chinese company entering the DShare Market and prime standard listed on Frankfurt Stock Exchange in 2018, with the goal of promoting the brand and supporting 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 is available [here](#).