

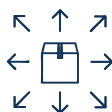


Haier Europe

The company has production facilities in **Italy, Turkey, Romania** and **China** and markets its products in Europe and beyond, consolidating its leadership in the fields of connectivity and IoT.

By designing “*the new era of living*” Haier Europe is moving from creating products to designing experiences and scenarios, making people’s daily life easier, and **shaping the future of the society**.

Haier Europe is headquartered in **Vimercate (MB), Italy**.



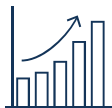
2,700
Suppliers



€3.6 billion*
Operating Revenue



7,000+
Employees



8.8%
Market Share

* Based on the RMB conversion rate



Our Brands



CANDY

Candy is committed to develop **accessible high-quality** appliances that harmoniously brings together **Italian** design and **smart** interaction in order to make things easier in every possible sense.



Hoover delivers a new **zero-distance, consumer-centric** approach based on investing in new technologies that truly enrich your life in your own home and an immersive **5 stars** brand experience.



Haier

Haier strives to deliver **premium** products that use the latest **technology** in order to respond to the constantly changing needs of the **modern** home.