



# NEWSLETTER

30th October, 2020

**Homa**

  
**WE** SHARE  
MORE **TOGETHER**

HOMA APPLIANCES CO., LTD.



## SHARE MORE TOGETHER : Homa Canton Fair Online, OCT 2020

From 15th to 24th October, 2020, Canton fair season comes, again.  
Once again distant, as always united.

Never forget our aspiration of “CARE & SHARE”, in this new normal period Homa continues to deliver positive message of “WE SHARE MORE TOGETHER”.

**To make the most of this opportunity and share more value with you, we proactively updated a bouquet of digital experiences via Homa website:**

- Homa today and tomorrow, a lot of new projects as our design legacy talks
- The brand-new giant “No-Frost District” and our sales growing path;
- The latest exciting products, starting with the audacious and magnificent just released “4-Doors”

The exclusive all-around services, from the unique TSM web app to the marketing advisory experience.

Nevertheless, this time to support you experience the Canton Fair online trip, we prepared a friendly guideline video to help you sign up and safari.

**Feel free to review highlights via following QR code and link :**



<https://www.homa.cn/communication/cantonfair>



No-Frost District

Chest Freezer Base

Logistics Centre

## MORE NEW BRICKS: Homa's New Industrial Set-up

Facing the boom in global demand, Homa is relentlessly investing in putting at your disposal a new and unique industrial set-up.

### **Three new significant clusters are going to launch:**

- The "No-Frost District", offering an annual capacity of 5 million units;
- The "Chest Freezer Base", contributing annual capacity of 4.5 million units;
- A Logistics Centre, covering 54,000 square metres like 14 soccer fields or 238 basketball fields, with 500,000 units storage capacity.

As a leading global OEM/ODM manufacturer, we face the challenge of change to meet the expectations of our international partners. These next big things "in brick and mortar" will definitely bring higher flexibility to Homa's supplying capability.

Our target is to address the growing needs of qualitative manufacturing and on-time delivery.



## OUR PHILOSOPHY: It is all about "Care"

### **Corporate responsibility.**

In the past few months, Homa never stops working hard, ensuring that the performance quest and investment plans are adequately synchronised with our DNA. We stick to our philosophy. We take the words into action.

### **New Canteens**

We have renewed, all our canteens (HQ and all the canteens in our production bases). A new comfortable environment improved in every respect, from the new menus studied with great attention to nutritional values up to the last efficient LED lighting system.

### **New Dining Lounges**

Meanwhile, we have reserved and refurbished two independent rooms as new dining lounges for guests, sophisticated interior design, selected courses and beverages, ready for your exclusive visit next time.

### **Green Food Catering**

We will support CGFDC programs, the first Chinese agency to oversee organic food standards.

For instance, the delicious rice from Jiangxi province, known as the land flowing of milk and honey, will be catered in our new canteens and new dining lounges.



# Homa

## CERTIFICATED AEO

Authorized by Nantou Government

28th September 2020

## TRUSTWORTHY AS ALWAYS : Homa is certificated as AEO

On 28th September 2020, thanks to qualified reliability and consistent service quality, Homa is officially certified as Authorized Economic Operator (AEO) by Nantou Government.

Yes. It means Homa becomes a trusted partner for General Administration of Customs to jointly secure the global supply chain. It's another milestone for Homa's production and logistics service excellence, of which we have kept improving for years.

Now, as an AEO-certificated company, Homa will enjoy appropriate incentives including reduced or prioritized Customs inspection to fulfill more efficient delivery towards your market.

In this way, we can bridge production section , our partners' market and specific end users better than ever, together with you.



## CEO'S MESSAGE

**Hello friends,**

Time flies and ten months have passed in this "strange" 2020. We are sure, we will be back to celebrate together soon.

We are experiencing potent and unforeseen change, but adapting to these challenging times means bringing new ideas and new tools. At Homa, we found ourselves repeating it often; we are like bamboo, flexible, yet firmly rooted. In front of burden and hardship, we bow, but don't break, now, springing back, we are reaching greater heights.

The Homa community is a magical bond of proactive and talented people. For us, the real essence that lies at the basis of innovation is the ability to apply our skills to face new problems, so we never stop innovating and feeding our passion to build genuine partnerships. Taking advantage of this moment, I would like to share with you some news. Sticking to our tradition and transparent approach, I would firstly like to share some key numbers. These figures are hard work and sweat, pieces of evidence of our solidity and reliability.

**In 2020, we will ship 10 million cooling appliances, another historical peak.**

- 4 million units to Europe
- 3 million units to Asia & Pacific (including China)
- 2 million to Americas
- 1 million units to Africa

We are very proud and very grateful for our dramatic and constant growth in the last 18 years. I will not forget to always repeat my sincere gratitude for your vital support.

**We must celebrate successes but also transform them into actions for the future and Homa keeps investing in facilities. Here are our next big things:**

- The huge "No-Frost District", with a year capacity of 5 million units
- The new "Chest Freezer Base", able to deliver an output of 4.5 Million units of appliances
- The modern Logistic Centre, 500,000 units storage capacity

As a global OEM manufacturer, we never stop; we face the challenge of change to meet the expectations of our most crucial people: YOU.

Besides production, the Homa family feels a major responsibility to continue developing products that can exceed your expectation in a meaningful way.

We are proudly introducing our brand new 4-door, Homa's masterpiece, the best product ever, a talented yet fantastically designed appliance able to shine in every contemporary kitchen all around the world.

The new audacious 4-door is the milestone of Homa's innovation path; it tells our story of determination to leap forward.

**In conclusion, I'm sure that you are feeling our target: to be your supplier of choice!**

**Some more words which show our uniqueness:**

- an incredibly vast and complete product offering, more than 200 platforms all equipped with best in class cooling technology
- a state-of-the-art industrial tooling, with a huge production capacity
- a continuous and relentless quest for best quality, Homa SCR has the best record in our industry
- a world-class ability to understand and deliver beautifully crafted design appliances
- an all-around set of new services no matter before or after shipment, with clear target to always support the sell-out

All the above ingredients are a necessary wise list to deliver one essential thing: Homa's unmatched competitiveness!

More than ever, we will continue to listen to your voice, understand your pains, your aspirations and your needs and support you in your projects so that we may share and celebrate more successes in the future.

Together we are looking forward to better days because:  
"We take care of your dreams."

We hope to see you soon.  
We care for you.

Best wishes,

**Michael YAO**

CEO & President  
Homa Appliances Co., Ltd.



LET'S SHARE MORE  
NEXT TIME

Dynamics continue to evolve, and accordingly, we will provide an update on the operational impacts. We encourage you to be in touch with your sales representatives to address any specific enquiry you may have.

\* Homa official global website ([homa.cn](http://homa.cn)) is the official channel for all upcoming updates. Stay in contact. Take Care.

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