

# NEWSLETTER

2017 October - November



## Homa Reshapes its Future with a 5-Year Plan at Canton Tower

On 16th October, Homa has held its biannual Canton Fair Banquet at the beautiful landmark of Guangzhou, the Canton Tower.

Under the theme of “Reshape the Future”, Homa offered insight on the latest global trends within the industry, as well as the company’s vision and strategy in the next 5 year - to reach a new level of business scale by achieving 10 million units sales volume.

Despite the challenge of raw materials cost growth in 2017, Homa has shared its insights that China is still competitive in manufacturing with its leading supply chain and production efficiency. Homa as the sole and unique ODM specialist in China cooling industry, will continue to shape our competitiveness of efficiency, production excellence, innovation and design for the next phase of growth.

## Homa is Expecting its 9th Win in Export by Shipping 4.4 Million Units in the First 3 Quarters

From January to September, Homa sees a cumulative export over 4.4 million units of refrigerator, continuing to top the list of in China. By accounting for 16.1% of the market share, and recording a sales growth of 13.9 % year-on-year, Homa is expecting its 9th win in refrigerator export.

In the first 9 months of 2017, China total refrigerator exports is recording a strong growth of 12.9%, historical peak in the recent 5 years. Top 10 players in China all sees a sales increase. It should be noted that sales volume of Homa have been risen by more than 25% for 3 consecutive months in the third quarter, maintaining a healthy growth with new products, efficiency and design innovations.

Rankings	Manufacturer	Export Volume (Mio Units)	Market share (%)
1	Homa	4.40	16.1
2	Company M	3.55	13.0
3	Company H	2.96	10.8
4	Company M	1.92	7.0
5	Company H	1.01	3.7





## Homa Introduces New Organization of International Business

Homa has introduced its structural reorganization of international business this October. To pre-emptively respond to new market challenges, Homa has expanded its former 4 business divisions to 6, including West Europe Business Unit (WEBU), East Europe Business Unit (EEBU), Central Europe Business Unit (CEBU), Asia & Pacific Business Unit (APBU), Americas Business Unit (ABU), and Middle East & Africa Business Unit (MEABU).

The new International Business structure is not a simple geographical reshuffle, but a re-sync of Homa that targets and pursues new business initiatives to prepare for future growth. By appointing best people to the position, Homa enables an effective and high efficient way to work internally and with our customers, delivering truly customer-centric products, service and solutions.





Click for a fun review of Homa evening.

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