



# NEWSLETTER

WINTER, 2022

**Homa**

**20<sup>th</sup>**  
ANNIVERSARY

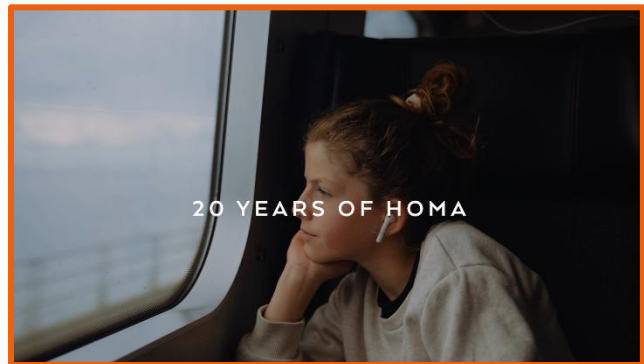
HOMA APPLIANCES CO., LTD.

## CEO'S MESSAGE

Hello Friends,  
Time flies, and the "bitter and sweet 2022" is ending.  
The peculiar atmosphere wrapping this period of the year always reminds me of a time of "check, review, share, and move forward".

Starting in spring 2022, the Homa sales team travelled overseas despite complex quarantine rules to meet our customers. It helped us gain a fuller picture of the changed competitive arena and the global cooling market.

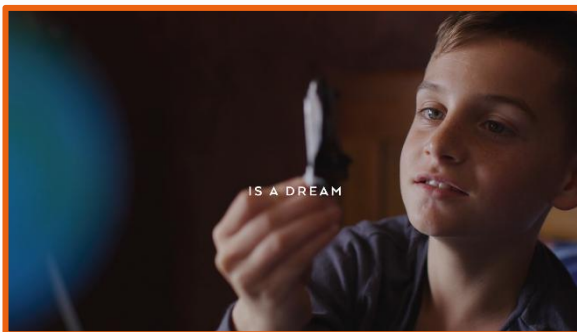
Above all, these trips also allowed us to spend quality time together. In 2023, we will meet again on some physical occasions and celebrate our traditional Homa legacy together.



[Beyond the Box: Homa's 20 Years](#)

The last three years have made our world different from every perspective, from our personal life habits to our professional environment (product, market and consumer behaviour).

At Homa, we also changed a lot to match the changing world.



[Design a Sustainable Future](#)

However, the spirit of Homa has stayed the same. We are still doing our best to be your supplier of choice.

Our distinctive vision powers our purpose around three pillars: **CARE, FOOD PRESERVATION, and DESIGN**. It is our **UNIQUE** values and it is our most **AUTHENTIC** identity to drive us moving forward.

Moreover, I feel a deep sense of importance to underline the gratitude and claim the value of the main ingredient: PEOPLE, that make our journey possible:

- the team who daily give their best here in the company to transform ideas into concrete actions, into fantastic products;
- you, our partners, both historical and new ones, your trust in our company.

People are the secret pixie dust boosting Homa's extraordinary journey. Together we will tackle new challenges.

So, let's start by celebrating the inception of 2023 full of magic and ... new dreams! I can't wait to see you soon.  
Take care.

## MAINTAINING LEADERSHIP IN A TECHNOLOGY-BASED INDUSTRY ENTAILS A CONSTANT AND ESSENTIAL FOCUS ON INNOVATION.

On 16th December at Nansha Port, Guangzhou, we gathered with our logistic partners as part of the intense celebrations calendar of Homa's 20th Anniversary.



During an inspiring speech, our CEO, Michael Yao, underlined how the company's official tagline, "We Take Care of Your Dreams", magnificently frames Homa's authentic values and unique identity.

We are serving our client's needs and caring for their aspirations.

To seal it and make it memorable and visible to all beyond our "white boxes", we now put our signature on our "orange containers".



This festive occasion was a perfect moment to remember that we are developing strategic partnerships with leading shipping companies. These actions are part of a structured plan to expand the diversity of logistic solutions.

Some tangible examples:

- We introduced [China Railway Express](#) as a new land transport option which improves delivery efficiency by 1/3 compared with maritime transport AEO (Authorised Economic Operator) certification and brings delivery efficiency and tariff incentives to our global partners.
- We work closely with [Guangzhou Port Group](#) and shipping companies to improve route planning and to prep for a transition to more sustainable fuel options and pursue "green" shipping.

Overall, Homa is in sync with evolving global trends to develop a strong partnership and provide you with the best value-based solutions.

We keep our promises and stick to our strategic plan maintaining our OEM leadership through significant investments, focusing on product design differentiation, manufacturing efficiency, and broad "everyday services" (naturally including logistic support!).

All this perfectly aligns with our desire to constantly reduce environmental impact through an increasingly marked sensitivity towards [sustainability](#).

## CHINA LIFTED QUARANTINE FOR INBOUND PASSENGERS

As you surely discovered streamed on global news channels starting from Jan 8, people arriving in China will no longer need to quarantine. Only negative Covid test results within 48 hours of departure are required, according to a statement from the National Health Commission of the PRC.

Testing on arrival will also be scrapped beginning on Jan 8.

Travellers will not be subjected to any special restrictions during their stay in China as long as their health declarations are regular and they show no symptoms of the disease during a "routine health check" while clearing customs. Also, a new entrance Visa policy will be disclosed soon.



According to the above positive signals, "business as usual" will be back on track starting from the upcoming Q2 2023, including international fairs and business events.

You know how much attention to detail and obsessive care are part of our corporate culture to guarantee our partners' best conditions. For this reason, we will keep you constantly informed; our sales team is at your disposal for any business trip consultancy and the future business events calendar regarding our industry.

We look forward to welcoming you again in large numbers and with the best safety standards for a brand-new factory and product ["touch & feel" experience](#) in our fantastic showroom.

For the latest international travel information, we have collected a few sources for you to use:



[CHINA NIA](#)



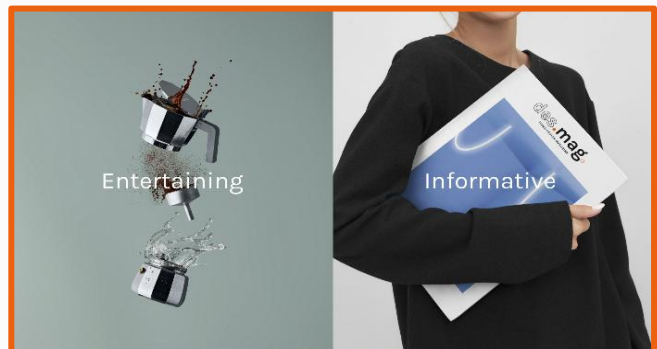
[Visaforchina](#)

## DESIGN MAGAZINE: READY TO BE INSPIRED? HOMA'S UNIQUE SENSE OF CARE

2022 was the richest Homa year in content, an enormous marketing effort influencing the global cooling industry, following the successful launch of our first "Papers" that shared insights, explored market research and deployed Homa's innovation and sustainability roadmap.

We are now introducing "des. mag", the inspiring [Homa Design Magazine](#).

We crafted this innovative and qualitative magazine to share our passion for design. Thanks to this new media, we are showcasing the main style global trends, retracing the main stages in the history of design, offering thought, previews of future scenarios and curiosity.



We are elevating the standards.

We conceived Des. Mag. and our Papers to add value to our community. They are a unique and modern way to share content and deliver state-of-the-art informative tools to widen the competitive gap between you and your competitors.

Homa's unique sense of CARE is pioneering insights, a game-changing product design approach, industry-leading manufacturing processes, and constantly updated FOOD PRESERVATION solutions.

Be prepared and dive into the latest insights from the world's top professionals and celebrity designers.

Ready to be inspired? Enjoy more through our digital channels.



[Homa.cn](http://Homa.cn)



[Homaeurope.eu](http://Homaeurope.eu)

Homa



# HAPPY NEW YEAR 2023

The best gift lies in the care from heart.

## **“CARE & SHARE” IS OUR DEEP ESSENCE.**

Homa will always take care to offer you a 360° business experience, from product engineering to production as well as accompanying your after-sales services.

## **TRUST, INNOVATION AND DESIGN**

Homa makes your cooling sourcing activity a successful journey.