

HAPPY NEW YEAR!

SPECIAL EDITION
NEWSLETTER
WINTER, 2023

Homa



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W I T H
Y O U

HOMA APPLIANCES CO., LTD.



HOMA FALL EVENT IS “HERE WITH YOU” AGAIN

The Grand Venue and Fresh Experience

As the 'Homa tram' gracefully glided from the [Canton Fair Complex](#) Middle Station against the backdrop of a breath-taking sunset, our story ignited once more.

On the memorable evening of October 16, 2023, we etched another chapter in our legacy with the Homa Fall event at the enchanting [Guangzhou International Media Harbour](#). Amidst this stunning landmark, we forged not just connections but invaluable relationships and indelible memories with our cherished global partners. Together, we painted the town with moments that will linger in our hearts forever.

An Extraordinary Journey Starting from a Dream

2023 marks the 10th anniversary of Homa journey in the [Canton Fair](#). Embarking on the next decade of this journey, Michael Yao unfolded three captivating tales that have defined our transformative path:

1. The Story behind the Name “Homa”
2. Homa’s First Appearance at the Canton Fair
3. Navigating the 2008 Global Financial Crisis

These narratives spotlight our broad vision, global spirit, and unwavering ability to adapt and evolve—elements that have not only shaped Homa’s today but are steering us confidently into tomorrow.

As we reflect on these pivotal moments, we extend our heartfelt gratitude for being an integral part of this extraordinary adventure with us. Together, we're crafting a story that transcends time and continues to unfold with each inspiring chapter.



Always Unique & Different

Unlocking a new dimension of innovation, we're not just adhering to the ODM/OEM business model; we're taking it to the next level with '[ODM/OEM Plus](#)' to bring even more value to you.

Picture this: on one front, we're diving deep into the realms of smart production—immersing ourselves in AI, IoT, 5G, big data, and beyond.

The result? A surge in manufacturing efficiency, ensures you get nothing but the best.

But that's not all. On the flip side, we're revolutionising the entire supply chain, from components to the finished product. It's a holistic approach aimed at elevating the efficiency of every link in the chain.

Why? Because we don't just stand still; we evolve for your evolution. It's our unique way of staying perfectly aligned with your needs—always a step ahead, just the way you like it.



Lifestyles Inspire Our Food Preservation Solutions

Fuelled by the pulse of modern living, we pride ourselves on not just keeping up but setting the tempo. We're all about bringing you the perfect blend of cutting-edge technology and design, precisely when you need it. Because in the rhythm of contemporary life, timing is everything, and we're here to make sure you dance to the beat of the future.

To meet your real needs, our product origination plan is in sync with evolving lifestyles:

-[Beyond the Big Size](#): Driven by the growing demand for refrigerators with larger capacity, Homa opens a bigger in every category of its own. Beyond the big size, there is diverse value to discover.

-[Perfect Slot-in](#): The kitchen is increasingly becoming the central hub within every house, where appliances including the refrigerator are expected to match the niche as a whole. With innovation and design, Homa's first perfect slot-in four-door will become the next masterpiece and game changer in the built-in industry. We will have a grand product launch ceremony soon. Stay tuned.



Explore more via our official channels:



HOMA WEBSITE

<https://homa.cn/events/herewithyou>



YOUTUBE

<https://bit.ly/2RvI3Or>



INSTAGRAM

<https://bit.ly/3b8daXb>



OPENING OUR NEW CHAPTER OF SMART MANUFACTURING

On 18th November 2023, the production kick-off ceremony of the first phase of Homa No-Frost District was successfully held. Homa's top management team and key members were on site to attend the ceremony and inspect the district.

With over 400 million CNY investment for the first phase production line, it not only brought us incremental annual production of 1 million units, but opened our next chapter of smart manufacturing.

Embodied in the mantra of '[Smart, Lean, Green & Care](#),' the Homa No-Frost District encapsulates our guiding principles throughout the entire process.

This is not just another production base; it's our most automated facility, promising quality, cost efficiency, and cutting-edge technology in every product.

It's not just about manufacturing; it's about delivering care for both people and the environment.

The first phase, featuring Factory#8 and the living campus, has seamlessly come to life. As we continue to shape the future, the second phase of the district, with Factory#9 and the logistics centre, is currently in progress.

In the upcoming year, 2024, we're excited to extend an invitation for 'open days.' Get ready to witness innovation, sustainability, and care in action during your next visit.

Here you can enjoy a short video: [the construction time-lapse of Homa no-frost district](#)

HOMA INDUSTRIAL DESIGN CENTRE WAS AWARDED AS A NATIONAL INDUSTRIAL DESIGN CENTRE



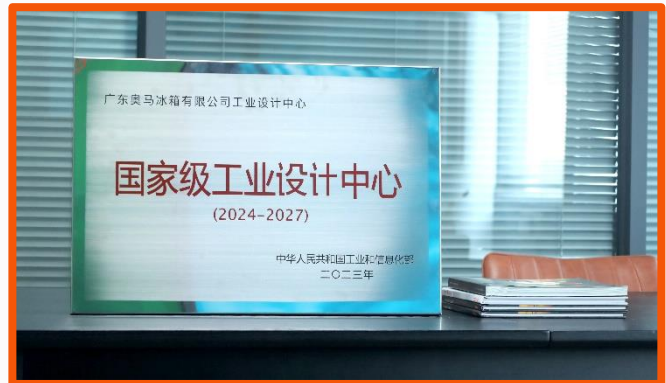
On 30th November, the 2023 National Industrial Design Centre Award Ceremony was held in Wuhan. Homa Industrial Design Centre (under the Homa Institute of Technology) was officially awarded as one of the national industrial design centres.

Recognised by the Chinese Ministry of Industry and Information Technology, this award shows Homa's disputable leadership in innovation ability and R&D strength.

We have a solid R&D team (Homa Institute of Technology) with over 200 experienced professionals. These world-class experts are from Italy, Korea, Japan, and China, covering each part of product innovation.

Homa, the world's supplier of choice, has innovation embedded in its DNA.

We're not just seeking advancements; we're on a continuous quest for meaningful collaborations with esteemed universities, research institutes, and global partners to embrace the very best practices on a global scale.



Each year, we pour substantial investments into cutting-edge food preservation solutions, aiming to elevate the experience for our clients. With a staggering more than 130 global product platforms and a portfolio boasting over 410 authorised patents, our products have become not just identified but favoured by consumers worldwide.

Empowered by our talented team, a global perspective, and significant investments, we're not just preserving food; we're preserving excellence.

Join us on this journey as we continue to reach new heights in Food Preservation.

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