

SPECIAL EDITION
NEWSLETTER

SPRING, 2024



Homa



INNOVATE TODAY
INSPIRE TOMORROW

HOMA APPLIANCES CO., LTD.



2024 SPRING CANTON FAIR: BIGGER, BETTER, CLOSER EXPERIENCE WITH INNOVATIONS

From April 15 to 19, another spring canton fair was held to welcome buyers from the world of cooling to explore business opportunities.

2024 is a special year for Homa, it marks the 20-year journey of Homa as an exhibitor at the Canton Fair and also marks the 10-year journey of Homa Event.

This time we put Homa innovations under the spotlight, NEW BOOTH DESIGN, NEW PRODUCT & NEW EVENT EXPERIENCE.



New Booth Design: Design Museum

Worked with Italian design partner Studio Volpi, this time we brought the concept “Celebration of Design” to life, through the appearance of the stand, and the inclusion of story-telling of cooling appliances in the design history. Also, it is worth mentioning that we designed the reception as a dedicated bookshop to deliver Homa publications of market insights.

Apart from the cleanness and calm of order of the total appearance, we also make innovations on digitalisation, ordering online with pads on the booth stand is available to make the whole welcoming journey smoother and more elegant.

Those innovations have received positive feedback from most of the visitors. Listen & care has always been in our DNA, your advice will help us to continuously improve on delivering the best booth experience.





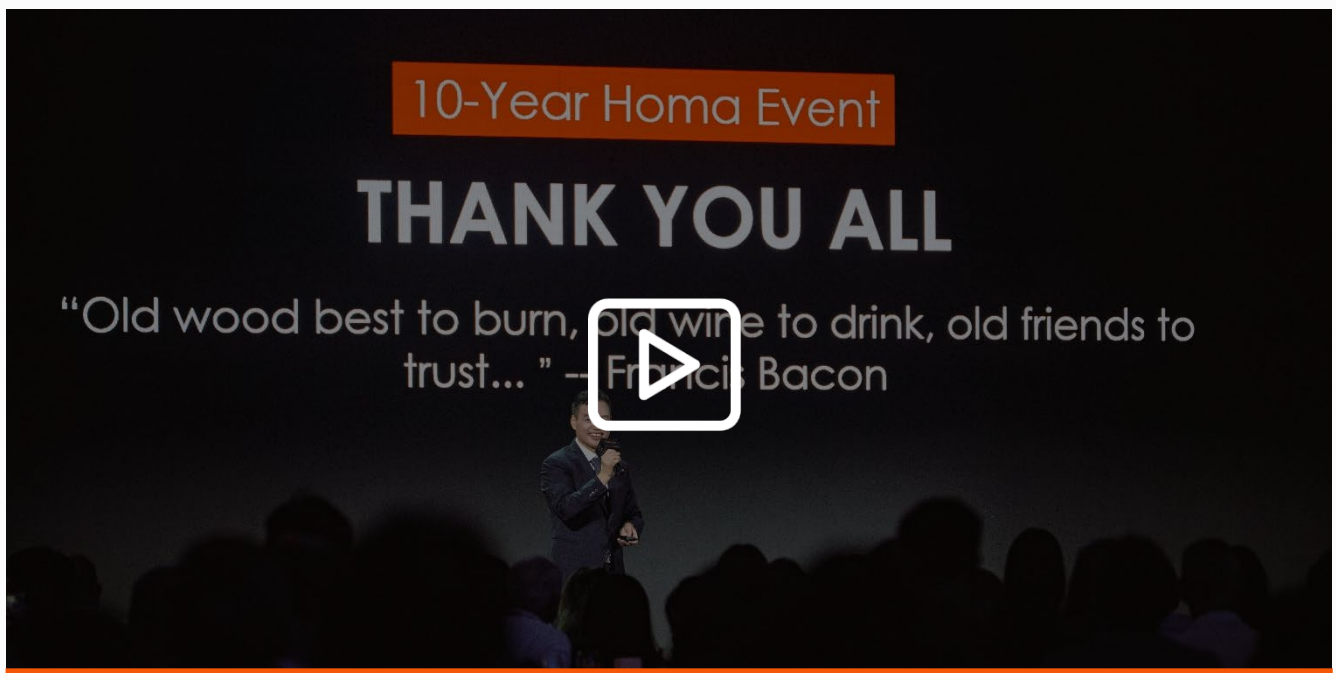
New Product: [Introducing Slot-in](#), A League of Its Own

With Homa's customers spanning every cultural and geographical background, we have a front-row seat to the diversity of global markets and trends. This group of world-class, visionary counterparts, brings a wealth of perspectives and experiences to the table. That's why we always deliver products & solutions that evolve with the market & contemporary lifestyles.

Modern lifestyle calls for an ever more sophisticated, integrated kitchen, but traditional built-in doesn't satisfy the new needs: it's small, narrow, and does not truly match freestanding advanced technology.

The Homa Slot-in fits perfectly in that niche market, it is designed for modern lifestyles and refined kitchens, solving the pain points of traditional built-in.

With a future product development plan, the family will extend to multi-doors, combi, upright & top mount.



NEW EVENT EXPERIENCE: INNOVATION IS THE ROOT OF HOMA

With more than 400 customers from more than 60 countries gathered in Guangzhou to celebrate the 10th anniversary of the Homa Event. Looking back to the very beginning, we started small with merely 200 guests, nowadays we welcome guests with double amount. It's a magical and touching moment to celebrate with all Homa friends.

Innovation is not merely the theme of this canton fair, it is the root of Homa company culture.

Through the inspiring speech of our CEO Michael Yao, this time we shared Homa innovations in Digitalisation, Product & Service.



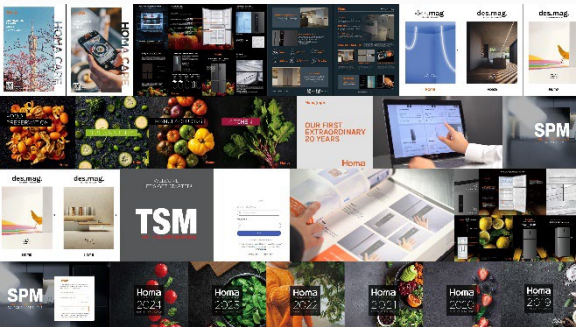
Digitalisation

In Homa we deeply believe human-driven digitalisation is the key to make a better performing company. We keep introducing AI applications to enhance production planning & scheduling, supply chain, process, energy management, also human-machine collaboration.



Product

No any other product can match a modern kitchen like SLOT-IN. Bottom finned condenser, triable inverter technology, easy installation, low noise, low energy, etc. A total new market of cooling industry after free-standing and built-in.



Service

With dedicated marketing, technical & sales services, Homa H+ service aims to accelerate your sell-out. We maintain international collaboration with leading suppliers in design and engineering, to support your creative attitude to stand out from the crowd.

As your supplier of choice, we evolve alongside you, ensuring we meet your needs today and tomorrow. We are grateful to have you as part of this wonderful adventure, and we can't wait to bring you fresher things next time.

Explore more via our official channels:



HOMA WEBSITE

<https://homa.cn/>



YOUTUBE

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



INSTAGRAM

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



TODAY & TOMORROW HOMA



No-frost district becomes greener with over 30,000m² solar panels installation



Construction of Phase 2 of No-frost District will be completed at late 2024

The Slot-in Family

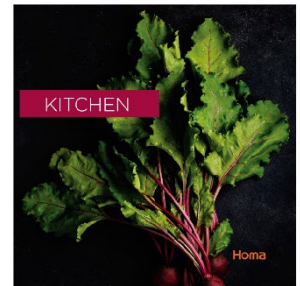


Slot-in product line-up gets wider with new 4-door FF4-56

des.mag.



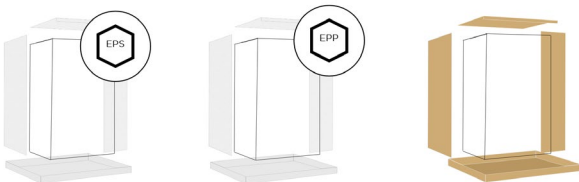
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New publications: kitchen white paper and design magazine 4.0

The Future Direction



Packaging evolution: dedicated project team working on the replacement of EPS



Homa signs strategic collaboration agreement with Guangzhou Port Group and China Railway Guangzhou Group to strengthen rail-sea transportation

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