



SPECIAL EDITION
NEWSLETTER
FALL, 2024

Homa



EXPERIENCE
T H E
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HOMA APPLIANCES CO., LTD.

EXPERIENCE THE NEW: A FRESH NEW START 2024 HOMA FALL EVENT DELIVER THOUGHTS FOR FUTURE

2024 marks a milestone - a decade of the Homa Event. This October 16th, our cherished legacy night returns, bringing Homa's finest innovations to the forefront.

We brought our guests back to the most beloved venue and a comfortable night cruise along the Pearl River, this evening promises something extraordinary.

It's a magical night, where joy meets reflection. Together, we celebrate not only our journey but the spirit of an industry moving forward, inspired and united.

Our CEO, Michael Yao, delivered an inspiring speech on the Global Manufacturing Landscape, highlighting why China and Homa remain the preferred choice for cooling solutions.

China: From Factory to Global Leader

"China has evolved from being the factory of the world to housing the world's best solutions."



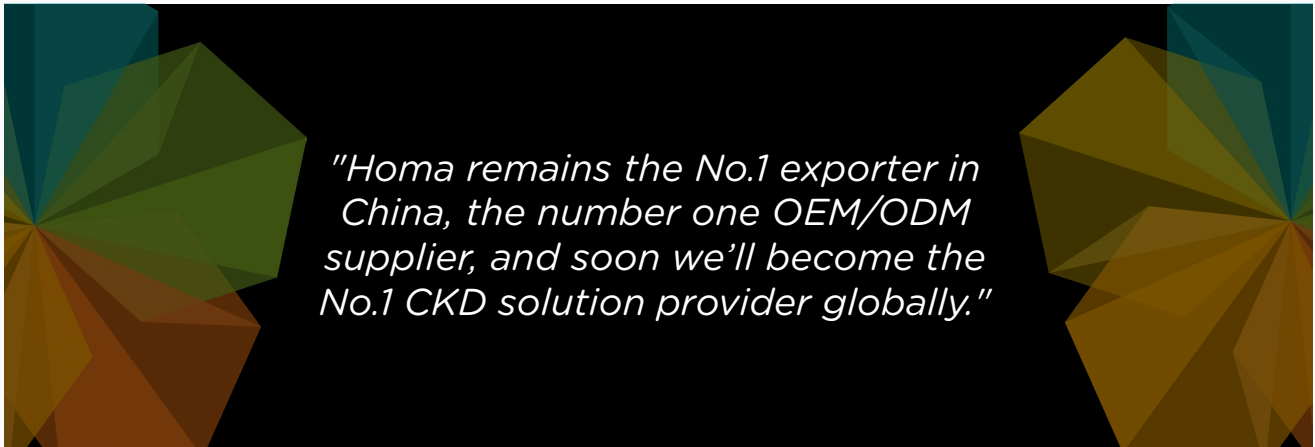
China's cutting-edge supply chain and advanced technology make it the most competitive place to imagine, design, and produce nearly all products.

Some key figures to support this argument:

- Economic Growth: China's GDP is set to grow 5% in 2024, reaching 5.5%-6.5% by 2027, laying a solid foundation for expansion.
- Industrial Power: In 2023, China produced nearly 50% of global energy and steel, fueling industries like EVs, AI, and home appliances.
- Talent Pool: China will see 11.79 million graduates in 2024, including 3.5 million in STEM fields, bringing fresh innovation to global challenges.
- Innovation Advancement: China deployed 29,000 industrial robots in 2023 (57% of the world's total) and filed 38,000 of 54,000 global AI patents, strengthening Homa's position in advanced manufacturing.

To stay competitive, partnering with China is essential.

Driving Global Industries



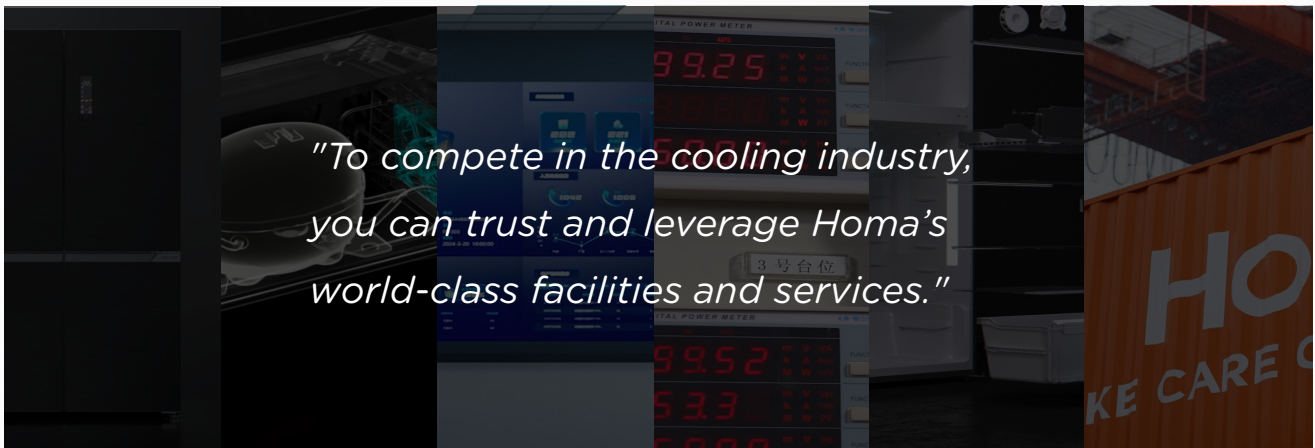
With an estimated 75 million refrigerators and chest freezers exported in 2024, China contributes 65% of the global output, demonstrating our role as a global leader.

Expanding beyond the cooling sector, Chinese brands held 45% of the global Major Domestic Appliance market in 2023.

China is now home to the most important players in consumer electronics and home appliances. Homa is proud to be part of this transformation, shaping industries with top-tier products and services.

As Chinese companies increasingly dominate the industry, partnering with Homa ensures your brand stays competitive in the cooling sector.

Homa: The Key to Your Success



Homa offers a competitive edge through the best supply chain, cutting-edge manufacturing, and a top-tier R&D team that delivers high-quality, innovative products.

We offer future-ready solutions: expanding no-frost product lines, enhancing production efficiency, ensuring consistent quality, advancing CKD capabilities, and enabling smart logistics transformation.

Our professional sales team is your ultimate resource, and Homa's culture is inherently customer centric.

Our care philosophy is the polar star—always guiding you to find the right customised solutions and supporting you as you navigate the future.

Innovation Meets Competitiveness



At Homa, we combine international expertise in design and technology, creating innovative, competitive products that excel in global markets.

Wherever you compete, we're here to support your brand's success.

Yesterday, Today, and Tomorrow: We Take Care of Your Dreams

Our promise is clear—yesterday, today, and tomorrow, we take care of your dreams.

Homa's commitment is to turn your ambitions into reality through seamless partnerships.

With Homa, your future is secure.

Explore the full speech & more via our official channels:



HOMA WEBSITE

<https://homa.cn/>



YOUTUBE

<https://bit.ly/4hw0ud0>



INSTAGRAM

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

TODAY & TOMORROW HOMA

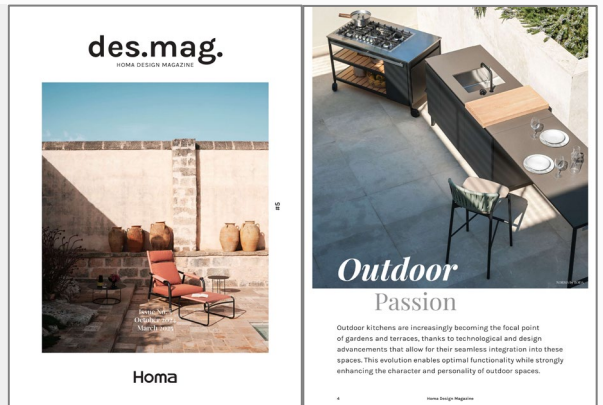


New Energy Class A Combi

Greener, smarter solutions designed with you in mind, ensuring high standards of CARE and energy efficiency in line with Homa's commitment to innovation and sustainability.

New Publications: Design Magazine 5.0

Best-in-class innovation all in one. For a physical copy, please don't hesitate to reach out to your dedicated Homa sales representative.



Improved Booth Design: Design Museum

This thoughtfully crafted space brings you closer to the heart of our DESIGN philosophy, combining form, function, and sophistication. Here, the essence of Homa's commitment to design. Excellence comes to life, offering a tangible encounter with our vision.

New Member of Perfect Slot-in

Love at first sight, Love at first sight, the art of FOOD PRESERVATION meets design. The 79cm width slimmer Perfect Slot-in redefines the cooling experience.



TODAY & TOMORROW HOMA

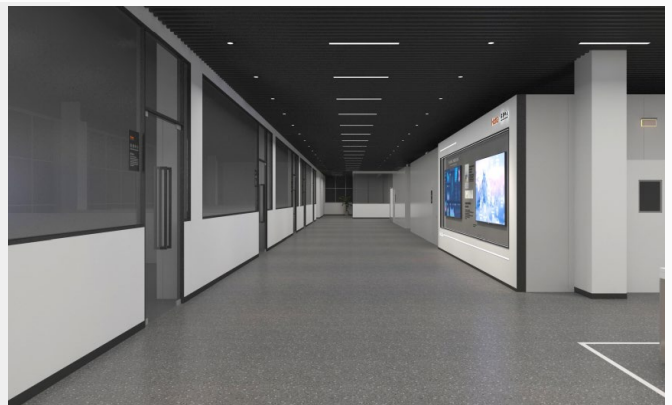


[Kick-off of No-frost District 2nd Phase](#)

Scaling up high-end production, ensuring quality and consistency in every unit—another step in Homa’s journey to meet industry-leading standards.

Homa Testing Centre Refurbished

Advancing our testing capabilities with intelligence and precision, and sustainability. At Homa, every step in testing reflects our commitment to CARE, ensuring products meet the highest standards of reliability.



Explore more via our official site newsroom: <https://homa.cn/press/>



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