

Haier in Europe

inspired
living

Haier

Haier first entered Europe through Germany in 1990. In addition to trading companies, Haier also has R&D centers in Italy, Holland, Germany and Denmark, as well as manufacturing facilities in Italy.

Haier's products are sold in KESA, Media Market, Carrefour, Expert, and other major European retailers.

Argos

Carrefour

METRO Cash & Carry

Dixons



Haier Europe Calling Center located at Warsaw, Poland was put into operation on August 5, 2008, providing multilingual service (English, German, French, Italian, etc.) for users in order to make a better after-sales service to European consumers



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Haier 3D refrigerator attract lots of European consumers at Germany IFA in 2009



In Europe, Haier 3D refrigerator got 2009 Global Refrigerator Leader Award. In Germany, 3D refrigerator ranked No.1 in frost-free refrigerator category by acquiring 20% market share.

