

# Haier in China

inspired  
living **Haier**

**Haier has 12 industrial parks, five manufacturing bases and 42 trading companies in China employing more than 50,000 people. The company's products include home appliances, communications, IT, home systems, finance, and real estate. Haier is the leader in China's white goods market.**



## Home Appliances Promotion in Rural Areas Programme

- Haier has started entering the rural market since 1996. Now we have more than 6500 among the entire country, in the meantime the expansion of rural network reaches to 23000 and with contact points in 70,000 among some 640,000 villages. Haier ensures delivery in 24 hours in any rural household.

