

Haier in Middle East & Africa

inspired living **Haier**



In 1993, Haier began selling refrigerators in the Middle East and African markets. Now Haier has established industrial parks, manufacturing facilities and trading companies throughout the Middle East and Africa. Haier's products are sold in more than 30 countries, including Saudi Arabia, United Arab Emirates, Jordan, Oman and so on.



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In Nigeria, Haier ranked No.1 in refrigerating industry with market share of refrigerator and freezer reaching 55% and 33% respectively.

In November 2008, Haier mobile phone has successfully entered three of four major channels in Central Africa.

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