

# AWE 2016, Establishing a Household Appliances Macro Ecosystem

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SHANGHAI, March 7, 2016 /PRNewswire/ -- AWE 2016, the most important event for the Chinese household appliance industry, is set to kick off on 9 March 2016. The AWE 2016 will serve as an innovative platform showcasing intelligent ecology and the future of family living. Under the theme of “Internet + My Home”, the emphasis will be on the optimization and integration of “Internet +” on household appliance industry.

At the AWE 2016, visitors will see Haier’s 5,000m<sup>2</sup> exhibition, Midea’s 3,000m<sup>2</sup> area, Panasonic’s 2,000m<sup>2</sup> space, and the booths of Samsung, LG and Gree, each covering nearly 1,000 m<sup>2</sup>. Exhibitors are keen to reveal the latest in their smart home solution that coordinates with the Internet. In the era of intelligent household appliances, though each brand utilizes different technologies, they all aim to bring the same inspiring experience to consumers.

Many well-known Chinese brands like TCL, Skyworth, Hisense, Galanz and Changhong, along with numerous international brands like Bosch, Siemens, A.O. Smith, Whirlpool, Panasonic, Hitachi and Mitsubishi will come together and market their products. Several leading intelligent bathroom electrical appliance brands including Orans, Dorel, XINGX, Tejjer, TAKA and Soojee, as well as a variety of software and hardware companies including Huawei, Xiaomi, JD.com, Broadlink, MXCHIP and Lifesmart will be present at the AWE 2016.

Exhibitors will focus on demonstrating various kinds of intelligent household appliances including refrigerator, air-conditioner, washing machine, color TV, kitchen appliances, illumination, curtain and home security systems. All these appliances can connect with other electrical appliances and can be controlled via mobile terminals, and even sound and body movements. These futuristic and intelligent functions are supported by big-data technologies, making daily living in the smart homes of the future more convenient and more interesting. Household appliance companies will not only provide smart products, but also establish an ecosystem of household appliance and offer individualized services throughout the entire process, from design to manufacturing, usage and after-sales services.

In addition, a batch of new products including embedded household electrical appliances, dish-washing machine, water purifier, air purifier, smart bathroom

appliances, clothes dryer and other new segmented markets have also been growing rapidly. The smart toilet lid, having recently been in the spotlight and under scrutiny, will also make public appearance at the AWE 2016.

During the AWE 2016 duration, the event will be publicized through more than 40 press conferences to position it as a platform for demonstrating the global ecosystem of household appliances.

Many summits will be held at the same time. President of Haier Group Liang Haishan, president of Skyworth Yang Dongwen, deputy president of JD.com Yan Xiaobing, president of Customer BG Strategic Marketing Department of Huawei Shao Yang, president of A.O. Smith Ding Wei, co-founder of Xiaomi Wang Chuan and other distinguished guests will meet and discuss the development trend of Chinese household appliances industry from the perspective of global competition.

#### About AWE

AWE (Appliance & Electronics World Expo), organized by the China Household Electrical Appliances Association (CHEAA), has had more than 20 years of history. The AWE, together with CES and IFA, are known as the three major exhibitions of the global appliance & electronics industry. The AWE 2016 will be held in the Shanghai New International Expo Centre from March 9-12, 2016. The exhibition will occupy more than 100,000m<sup>2</sup> of space, with an estimation of more than 600 exhibitors and over 20,000 products. Product categories include: consumer electronics, environmental & healthy appliances, smart products, kitchen & bath appliances, white goods, accessories and components. The number of visitors is estimated to be around 150,000.