

# **Biggest Ever Appliance & Electronics World Expo (AWE) to Open March 8-11, 2017 at SNIEC, Shanghai**

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SHANGHAI, Sept. 23, 2016 /PRNewswire/ -- The 2017 Appliance & Electronics World Expo (AWE) will take place from March 8-11, 2017 at Shanghai New International Expo Centre (SNIEC).

Organized by China Household Electrical Appliances Association, AWE is a major event on par with the CES and IFA, and its next edition will embrace historic new heights, expanding to almost 120,000 square meters of exhibition space in its eight halls.

Under the theme of "Home for Next," the event has attracted a plethora of the biggest players in the industry. Its home appliances section will offer an all-star lineup including Haier, Midea, Bosch, Siemens, Panasonic, and Hisense, each showcasing with exhibition space of up to 1,000 square meters.

In terms of televisions, traditional name brands will go head to head with Internet-based rising stars and this section will include Samsung, LG, Hisense, TCL, Skyworth, LeEco, and PPTV, among others.

The kitchen appliances area will boast household names such as Fotile, Robam, Vatti, DE&E, and Vanward, while the whole spectrum from high-end names to economic brands like Laurastar, Karcher, Tiger, Vitamix, Cuisinart, Daewoo, My Juicer, Westinghouse, Vidal Sassoon, BaByliss, Whirlpool, and Solis will feature in the internationalized small home appliances exhibit.

Furthermore, a brand new 12,500 square meter "Gadget Park" will be set up at AWE 2017, which will introduce contents in six main segments; intelligent entertainment, smart travel, artificial intelligence, intelligent living, sports and health, and global release.

Science and technology, hardware innovations and consumer tech will come together into a manifestation of an innovative city with next-gen communication, service providers and technologies of the future.

Leading Chinese telecommunications equipment and services company Huawei stated recently that the Internet-of-Things will play a key role in the company's future strategy and two international purchases have indicated the new direction Chinese companies are taking regarding global research, with Haier completing its purchase of the Louisville, Kentucky-based appliance division of General Electric; and the European Commission employing a "simplified procedure" over Midea's acquisition of German robotics manufacturer Kuka.

China's respective leaders in consumer electronics and home appliances, like Huawei and Haier, are expecting to stand firm against established domestic and foreign brands in the arena, hence their decision to attend AWE 2017.