



CHINA'S HAIER TO BUILD EUR 50 MLN REFRIGERATOR FACTORY IN ROMANIA

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Chinese group Haier, one of the largest manufacturers of household appliances in the world, will invest over EUR 50 million in a refrigerator factory in the town of Ariceşti Rahtivani in Prahova county, north of Bucharest, Ziarul Financiar reported.

This production unit will create over 500 jobs and will have a maximum production capacity of 600,000 refrigerators per year.

By comparison, the Arctic factory in Găeşti, Dâmboviţa, owned by Turkish group Arcelik, has a capacity of 2.6 million units per year, being the largest refrigerator factory in Continental Europe.

According to own estimates dating 2016 (latest data available), Haier held a global market share of 10% on the household appliances markets. The group has over 65,000 employees, 24 factories and five research centers. Its business was EUR 35 billion last year, 10% higher than in 2018.

In January 2019, Haier completed the takeover of Italian appliance manufacturer Candy.

<https://www.romania-insider.com/haier-refrigerator-factory-prahova-feb-2020>

Kaynak/Source: