

Small Household Electric Appliance Summit 2010

“Product Innovation & Brand Building”

1. Background

From nothing to something, from small to big, from weak to strong, China's small household electric appliance industry has entered a stage of solid development and a huge market has taken shape without doubt. Since the 1990s, China has become one of the most important producing bases of small household electric appliances around the world due to its high efficiency. Besides meeting domestic demand, the products are sold to a large number of countries. Statistics show that China's production of electric fans, electric irons, electric shavers, toasters and food processing machines rank first in the world.

After the Copenhagen Climate Conference, the development of energy efficient household electric appliances has been of concern to the society as a whole. Meanwhile, the production of small household electric appliances has been increasing rapidly. How much energy has been consumed due to this fast growth? This is a question that we should all think about.

According to the regulations imposed since 1st March 2010, products such as rice cookers, electric fans, AC contactors and air compressors that are produced in or imported into China must be marked with an energy-efficiency classification label. Otherwise, production, sales or importing of such products locally is forbidden.

Alongside the fast growth, however, the small household electric appliance industry is unavoidably facing some problems in the areas of standardization, safety, quality, innovation, homogenization and after-sales service systems. To ensure business sustainability, competitiveness and development of the industry, it is imperative to focus on brand building, especially when the market is increasingly saturated.

With this in mind, the Industrial Economics & Technical Economics Research Institute of China Household Electric Appliance Research Institute (CHEARI) will launch the Small Household Electric Appliance Summit 2010 during China Shunde International Exposition for Household Electrical Appliances (Shunde Expo 2010). A panel of industry experts and leaders from small household electric appliance companies will be getting together and addressing issues related to the market development and presenting solutions to the problems faced by the industry.

The summit aims to enhance the awareness of small household electric appliance manufacturers on brand building, product innovation, technology development, quality-profit balancing and after-sales service system.

We are confident that you will benefit from this summit and look forward to seeing you there!

2. Conference Overview

18th October, 2010

Conference Room A, Shunde Exhibition Center

Organizers:

- The People's Government of Shunde

- Industrial Economics & Technical Economics Research Institute, China Household Electric Appliance Research Institute (CHEARI)
- Koelnmesse

Supporting Media: Global HEA Website

3. Speakers (Invited)

- Mr. Xuwei Bing, Director, China Household Electric Appliance Research Institute (CHEARI)
- Mr. Bin Gong, Secretary-General, Household Electric Appliance Committee, China Industrial Design Association
- Mr. Shangjie Wu, Vice Director, China Household Electric Appliance Research Institute (CHEARI)
- Mr. Jixiang Li, General Manager, CMM (GfK Group)
- Mr. Fengliang Ge, Head, Small HEA Department
- Mr. Yi Li, Head, Secretariat, National Committee for Standardization of HEA
- Mr. Jianguo Lu, Head, Composite Testing & Inspection Department, National Household Electric Appliance Quality Supervision Testing Center

4. Topics (Drafted)

1. Development of the Small Household Electric Appliances Industry;
2. Standards & Regulations on Small Household Electric Appliances Industry;
3. Impact of Industrial Design Innovations on the Development of Small Household Electric Appliances Industry;
4. Impact of Scientific Innovations on the Development of Small Household Electric Appliances Industry;
5. Brand Building of Small Household Electric Appliance Suppliers

Industrial Economics & Technical Economics Research Institute,
China Household Electric Appliance Research Institute (CHEARI)

28th July 2010