

Major player to attend area30 in 2019

Household appliances manufacturer Haier to attend the European kitchen industry's top event for the first time

area30, which coincides with the in-house fairs held in early autumn each year during the A30 Küchenmeile, is Europe's most important business and ordering platform for the kitchen industry. Now in its ninth year, the continuous growth seen since 2011 is to receive a significant boost after the "cube30" showroom centre was premiered last year: Haier, the world market leader in household appliances, will be showing its colours for the first time between September 14 and 19, 2019.

With a market share of over 14% (2017), household appliances manufacturer Haier Co., Ltd., based in east China's Qingdao, is considered the world market leader. The company employs around 73,000 people, and most recently generated sales of approximately € 32 billion, of which 80 percent was in the household appliances sector.

Europe is considered an important growth market with significant development opportunities, especially in Germany. Here, Haier Deutschland GmbH (Bad Homburg) is targeting the upmarket and premium segments. Managing Director Thomas Wittling: "There's great potential in the DACH market. We aim to increase our market share in the lucrative premium segment. That's why we'll be adding high-end built-in solutions to our exclusive range in the future."

After well received appearances at trade fairs in Berlin and Cologne, the German subsidiary of the Chinese group is now following suit and has announced its attendance at the area30 European kitchen trade fair (Löhne) in September. Surrounded by high-quality exhibitors and brand names on over 10,000 m² of exhibition space, the supplier of cooling appliances, cookers and dishwashers will have the opportunity to meet the industry's decision-makers.

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“area30 has become one of the leading meeting places for experts in the field of kitchens – with a strong appeal far beyond Germany. This is a perfect opportunity which Haier cannot miss,” says Thomas Wittling, continuing: “area30 is another prime opportunity for us to showcase our latest products, strategies and campaigns to the retail industry. Our goal is to make them aware of Haier as a strong, upcoming brand – and of course to make them list it.”

With area30's well-known, unique plethora of new releases, its exceptional business atmosphere and intense ordering activity, Haier's participation will significantly enhance area30's position as one of the most important European events for all things kitchen-related. The area around the location of Löhne, Lübbecke Straße 29, will thus further appreciate to the benefit of the entire industry.

Downloads & links



Figure: Thomas Wittling, Managing Director of Haier Germany GmbH and responsible for the DACH region

[Images and text of the press release \(including high resolution picture of Thomas Wittling\)](#)

The following link leads to the full image database of area30/cube30. The photographs can be used for press purposes with the copyright notice area30/cube30 – copies are free of charge. Please send us a specimen copy. [Pictures of area30 and cube30](#)

The websites [area30](#) and [cube30](#)

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Press contact

Michael Rambach

Telephone +49 171 7701014

Email: rambach@trendfairs.de

Trendfairs GmbH organises sophisticated industry events such as

the “küchenwohntrends” premium trade fair in Munich/Germany, the “küchenwohntrends” national trade fair event in Salzburg/Austria and “area30 and cube30” ordering trade fair events for the kitchen industry in Europe.