

Energy Institute Hong Kong (Branch) 香港能源學會(分會)

(Correspondence Address : Environmental Management Division, Hong Kong Productivity Council,
3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon, Hong Kong
(Attn. : Mr. Raymond Fong at 2788 5629 or by fax at 2788 5608)

Incorporated by Royal Charter 2003

Technical Visit to Midea Air Conditioning and Refrigeration Group in Shun De, China

The Energy Institute Hong Kong (Branch) Ltd. organised a technical visit to the Midea Air Conditioning and Refrigeration Group (Midea Group) in Shun De, China from 29 February to 1 March 2008. The visit was co-organised by the Hong Kong Association of Energy Engineers and the Hong Kong Air-conditioning & Refrigeration Association. There are 36 participants in the visit.

The visit began with an introduction of the background and the business of the Midea Group by their Director, Zhang He-chun. Established in 1968, Midea Group is a comprehensive and modern business conglomeration engaged mainly in the industry of household and commercial appliances, as well as the domains of real estate and logistics. The group is also one of the largest manufacturing and exportation bases of electric appliances in China. Midea Group has branches worldwide with over 90,000 employees.

First day, an informative presentation was delivered by Midea's Technical Manager, Huang Guo-qiang, on the energy efficient appliances and the new era of technology. Participants had particular interest on the applications of heat pumps to recover waste heat for producing hot water. We were then guided to visit their commercial product manufacturing plant, and research and development centre. It let us to have better understanding on the process of producing energy efficient products such as heat pump, reverse cycle air conditioner, etc. and their effort spent on maintaining the high quality standard for their products.

On the second day, we were taken to walk around their domestic products exhibition centre, dish washer and air conditioner production plants and research laboratory. This was a good opportunity for the participants to aware that Midea produces a wide range of domestic products. And, they are the largest Original Equipment Manufacturer for most famous band name of household applicants in the world. The subsequent discussions with Midea's Sales Manager, Mr. Cary Wu regarding their group's sales approaches and marketing strategy in China were both fruitful and enlightening.

The visit ended with an enthusiastic question and answer session. In summary, after this 2-day visit, all participants gained an in-depth understanding on process of producing a product from design to manufacturing stages.

Taking this opportunity, the organizing committee of this visit would like to express its sincere appreciation to all the participating members and Midea Group, for without their contribution and support the trip would not be so successful.



Group photo of participants