Midea Announces Profit Growth of 16%... While striking major deals in the U.S, U.K, Spain, Israel and elsewhere.
Advances Newsletter

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Quarterly Quote:

“When you innovate, you’ve gotta be prepared for people telling you you’re nuts.”
-Larry Ellison.
Midea Group saw operating revenue of RMB159.8 billion (US$22.2 billion) in 2016, a year-on-year increase of 15 percent. Net Profit was RMB15.9 billion, a year-on-year increase of 16 percent. Net profit attributable to the company was RMB14.7 billion, seeing a growth of 16%. Earnings per share were RMB2.29.

The company’s status within the industry continues to grow. Efficiency indicators and asset structures both progressed. Overall it was a year in which the group took major steps toward becoming a leading global player in consumer appliances, Heating, Ventilation and Air-Conditioning (HVAC) systems, and robotics.

The company paid out RMB10 in dividends for every ten shares. Total dividends paid out reached RMB6.5 billion. This good performance has helped increase the company’s market value significantly.

Since it became listed as whole on the Shenzhen Stock Exchange (SZSE) on September 18th 2013, the company’s market value has increased to approximately RMB210 billion, nearly tripling.

The company continued to increase investment into research and development, integrate its global R & D resources, and focus on R & D innovation. In the past five years, around RMB20 billion has been invested in R & D, with 17 research centers being established in eight countries.

Staff involved in R&D exceeds 10,000, with more than 300 international experts cooperating closely with over 30 worldwide research institutes. As of 2016, Midea Group had more than 26,000 authorized patents. Last year alone, the group applied for 13,546 patents and 5,562 invention patents.

Midea has shown determination on manufacturing user-centered products and optimizing its product structure. Major products launched by Midea last year include the M-Smart air conditioner series, the 6D flowing-water Water Heater, the high-temperature steam range hood, the precision washer & dryer, the IH rice cooker, and many more. Many product categories achieved their highest-ever profitability, ensuring that product competitiveness and brand value saw continuing growth.

CAC Holds Conference in Portugal

By Peck Zhao

Midea Commercial Air Conditioning (CAC) held a conference in Lisbon, Portugal with its local distributor February 25. More than 200 people, including dealers, contractors, consultants, and purchasers, took part.

The schedule included presentations about challenges and business opportunities in Portugal as well as seminars on products and technology. A history presentation on Midea’s activities in that part of the world proved particularly popular.

Bill Song, Brand Manager for Europe, reviewed the recent development and achievements of Midea CAC. He also emphasized that Midea CAC would expand in the next few years and gain more recognition in the Portuguese market.
Cooperation with Intel on Refrigeration

By Advances

Midea’s Refrigeration Division and Intel Corporation have reached a formal agreement to cooperate on smart home technology. Matthew Michael, General Manager of Smart Home at Intel IoT Group, brought a delegation to Midea’s Refrigeration Division February 16 to meet the division’s General Manager Eric Wang.

The two companies formally agreed to pool their resources in technology and research and development to move forward together in the global Internet of Things industry. As the world’s largest and highest valued semiconductor chip maker based on revenue and inventor of the most popular microprocessor for personal computers (PCs), Intel has much to offer the division as it seeks to become a smart home leader.

Eric Wang told those gathered that Midea Refrigeration Division has long been committed to putting the consumer first and becoming a leader in smart products. This is where his values coincide with Mr. Michael’s. Mr. Wang added that the best products must boast the highest level of technology to offer maximum convenience to the consumer.

This is not the first time Intel and Midea have worked together. At the 2017 Consumer Electronics Show (CES) in Las Vegas, Midea’s refrigerators were equipped with Intel chips and Intel RealSense. The latter is a platform for implementing gesture-based human-computer interaction techniques.

Moreover, at Intel’s 2017 Annual Global Sales & Marketing Meeting, Intel Vice President Robby Swinnen introduced the two parties’ cooperation on smart refrigeration. This week’s visit brought the cooperation to a new level, with the two sides agreeing that Intel’s chips, along with Midea’s smart refrigeration, will help families around the world enjoy more tiny moments together with unprecedentedly convenient technology.

Mr. Wang and Mr. Michael in the Refrigeration Division’s exhibition centre
Feb. 16

Intel VP Robby Swinnen talking about Midea at the company’s Annual Global Sales & Marketing Meeting
Midea has brought on Coyne Public Relations as its PR agency of record in the United States, granting Coyne rights to its public relations activities and ensuring it does not work with any direct competitors. The company picked Coyne after a selection process involving three agencies which began in October 2016.

"Midea is a young brand in the U.S., and we are working with Coyne to think about how we can leverage the media to further the Midea story in the lead up to a much broader launch of a product line over the next couple of years," said Kurt Jovais, sales and marketing VP at Midea America.

Coyne began working on the account in December, when Midea had an immediate need for trade-show support. In January, Coyne worked on the launch of Midea’s new line of air conditioning products for the U.S. market at the International Air-Conditioning, Heating, Refrigerating Exposition in Las Vegas. The firm worked to boost Midea’s presence with a press conference, customer reception, and one-on-one media interactions.

Coyne will help generate awareness for Midea at the International Home + Housewares Show in Chicago this month. "We are a $26 billion company globally with a strong footprint in the U.S., but we have a very aggressive growth appetite and most of that growth is going to be focused in building the brand and getting that message out to trade media, consumers, and on social," said Jovais. "We are investing more in the Midea brand and felt we needed assistance in telling a compelling story about the brand and its plans in the U.S."

Katie Seifert, assistant VP at Coyne, is leading a team of five staffers on the account. "We are excited to work with a global leader like Midea that is looking to expand and grow in the U.S. market," said Seifert.

Australia National Sales Manager

Peter Breen has been appointed national sales manager for Midea in Australia. He will be responsible for setting up retail and commercial accounts within the Australian marketplace, identifying channels and establishing commercial and retail trading terms to drive sales of the Midea brand, in line with the company’s sales targets.

Breen previously worked for Electrolux and Sampford IXL, and played a major role in establishing two highly respected home appliances brands, Neff and Gaggenau, in the Australian market.

“Peter has worked in the appliances industry for almost 20 years and is highly regarded by the industry. His experience and connections will help us build the Midea brand in the marketplace,” Bestlink managing director, Henry Chang said.
Toshiba Refrigerator Wins Award in Tokyo

By Midea

The 41st annual Energy & Environmental Exhibition convened in Tokyo February 15-17. On the first day, the "VEGETA series" refrigerator from Toshiba Lifestyle Products and Services (TLSO), which was acquired by Midea last year, was declared the winner of the Grand Prize for Energy Conservation 2016. As part of the award, the product was kept on display in the exhibition hall throughout the event.

Due to the hard work of the research and development team, last year the "TWIN" cooler was introduced to the product, enabling it to maintain its high-level performance while reducing energy consumption by 12.6% (43 KWH/year). Below are some other reasons for the win:

1) Expanding capacity within existing spatial confines.

2) Offering the right level of temperature and humidity for long-term food preservation.

3) A user-friendly vegetable section in the middle with an electric touch-sensitive door

4) A range of colors and features to match any type of interior design.

Mr. Kawamura collects the award

(l-r) Mr. Kawamura, Mr. Akiyoshi, Mr. Umaki, Mr. Mukai
Midea Commercial Air Conditioning (CAC) held a training seminar with its local distributor The First Therm at the Sheraton Hotel in Casablanca, Morocco on February 23. Almost 100 consultants, owners and developers took part, getting familiar with the company and its products.

After a welcome speech by Mr. Hicham, General Manager of The First Therm, there were introductions to Midea’s brand and product range. There were also in-depth introductions to the latest developments in variable refrigerant flow (VRF) and chiller technology.

Products were on display for all visitors and there was later a Q & A session with technical experts. This was Midea CAC’s first training session in Morocco, the company is confident that it can tailor its brand and products to the needs of the local market.

By Midea

Frigicoll to Distribute Air Con in Spain

Midea signed an agreement late February confirming that Frigicoll will distribute its air conditioning in Spain. One of the major local players in the industry, Frigicoll will also take responsibility for after-sales service throughout the European country.

Headquartered in Barcelona, Frigicoll develops fully integrated projects by supplying machinery to various sectors, including air conditioning, energy, transportation, and home appliances. With 60 years of history, it has a good reputation for after-sales service and spare parts procurement.
Midea Commercial Air Conditioning (CAC) showcased its new V6 series variable refrigerant flow (VRF) among other top new products at Climatizacion 2017 in Madrid, Spain from Feb. 28—March 3. One of the most important events in the Spanish air conditioning industry, more than 700 companies and 50,000 people were in attendance.

The V6 series VRF will be launched this year. Boasting the world’s highest-capacity single module outdoor unit, it also offers a 40 percent reduction in carbon footprint. Moreover, its functions and control systems are designed to be more user-friendly.

The new DC inverter air-cooled chiller, suitable for large residential and commercial buildings, also attracted much attention. In partnership with new distributor Frigicoll, CAC invited dealers, contractors, consultants and developers to do deals and set targets for 2017. As Europe’s second largest air conditioning market behind Italy, Spain is a place where Midea CAC expects to succeed in the coming years.
Tehran, Iran, 19 Feb 2017 – Banian Electronics, the official distributor of Midea Residential Air Conditioners (RAC) in Iran, was unveiled as the official distributor of Midea’s range of home appliances during a press conference at the Espinas Palace Hotel in Tehran. Banian will distribute Midea-brand refrigerators, dishwashers, kitchen appliances, microwave ovens, air conditioners, fans, heaters, water dispensers and vacuum cleaners in the Middle Eastern country.

“We are proud to start this partnership. Midea is a great company and has a complete and comprehensive home appliance product range that matches the demands of consumers in Iran” said Shahryar Amiri, CEO, Banian Electronics. “The selected product portfolio for Iran market is well-matched with Iranian consumers’ tastes and needs, both from quality and cost perspective” he added.

Commenting on the prestigious tie-up, Elvis Wang, General Manager of Midea Middle East, described the partnership as “valuable and promising”, and said “Midea brand is dedicated to creating more comfortable lifestyles for people around the world and now we are happy to deliver our consumer-friendly products to Iranian customers. Considering that Iran is one of the most important markets in the region, we are looking forward to starting this cooperation” he said.

Midea is the world’s largest manufacturer of major appliances and the world’s No.1 brand for air-treatment products, air-coolers, kettles and rice cookers. Midea is a truly global company with over 100,000 employees and operations in more than 200 countries. The company has 21 production facilities and 260 logistics centers worldwide. After nearly 50 years of continued growth, Midea now generates annual global revenue of more than USD22 billion.
Lab at Top U.K University

By Advances

Midea Group and Sheffield University signed an agreement February 17 to jointly establish a laboratory. Midea Vice President Zack Hu and Sheffield University Vice-President & Head of the Engineering Faculty Mike Hounslow held a signing ceremony which was also attended by Midea employee and Fellow of the British Royal Academy of Engineering Zhu Ziqiang and Professor Geraint Jewel, Head of the Electronic and Electrical Engineering Department at Sheffield University.

Established in 1905, Sheffield University was 84 in the 2016 World University Rankings and has had six Nobel Prize winners, the most recent being Chemistry Professor Sir Fraser Stoddart who shared last year’s prize. One of the university’s most distinguished professors is Midea’s own Dr. Zhu, who is head of the university’s Electrical Machines and Drives Research Group.

Sheffield will be the highest-ranking university at which Midea has established a laboratory. The new lab will see Midea and the university collaborate in research and development and technological innovation, particularly on high-speed motors and drive control technology, with Midea owning the intellectual property rights as part of the deal.

Costa Brings Caffeinated Contentment

By Midea

For millions of people around the world, a steaming hot cup of coffee is vital to both their productivity and their sanity. Studies have shown that there is a positive correlation between the availability of coffee and workplace morale.

As any self-respecting coffee snob knows, some brands are more equal than others. For that reason, Midea’s Global Innovation Center in Foshan, China, has opened its own branch of Costa Coffee, the world’s second largest coffee shop chain.

Established in the United Kingdom in 1971, Costa Coffee has over 1,000 branches in 31 countries around the world. It is known for its appealing ambience as well as its ethically-sourced and high-quality coffee beans.
February, 9th 2017 - Midea Group Co., Ltd. (SZ:000333, “Midea”), a leading global supplier of consumer appliances, Heating, Ventilation, and Air-Conditioning (HVAC) systems, robotics and industrial automation systems announced the establishment of a strategic partnership with Servotronix Motion Control Ltd., a leading Israeli company with a broad scope of international business in the development and sales of advanced motion control and automation systems.

Paul Fang, Chairman and CEO of Midea, commented: “This strategic alliance represents another milestone of Midea’s expansion in industrial automation and intelligent manufacturing. We believe that Servotronix’ technological leadership and innovation in motion control will generate significant synergies with Midea in terms of value chain integration and new market development. By leveraging each other's complementary capabilities and resources, the two companies will join forces to develop exciting new products and explore growth opportunities going forward.”

Dr. Ilan Cohen, President, CEO and Founder of Servotronix said: “This alliance will provide Servotronix with significant leverage for our global operations and put Servotronix in a leadership position in the field of robotics, control and automation, with China being a major market in this field. We are proud that Midea has recognized our success, and we are confident that this strategic alliance will benefit the company, our customers and our employees. Servotronix will continue its operations with even more enthusiasm and strength. ”

All condition precedents of the strategic partnership have been satisfied and the relevant regulatory approvals have been obtained.

About Servotronix

Servotronix was founded in 1987 by Dr. Ilan Cohen. The company develops and manufactures comprehensive and high performance motion control solutions, ranging from advanced encoders, servo drives to multi-axis motion controllers, for a wide variety of industries including industrial robots, electronics assembly, semiconductor, machine tools and medical equipment. Servotronix will continue to operate from its headquarters in Petah Tikva, Israel, and coordinate its global activity, including marketing, sales and product development.

To learn more about Servotronix, please visit http://www.servotronix.com
Injecting Personality into Cologne Show

Midea displayed some of its latest kitchen appliances and solutions at the IMM Cologne, the international interiors show from January 16 to 22 at Kölnmesse GmbH (Cologne Trade Fair) exhibition center.

Themed “Deep in the ordinary lies the extraordinary,” Midea’s two kitchen display areas at IMM highlighted surprising friendly appliances that can complement any modern kitchen decor.

“Kitchen appliances should be easy and fun to use for every family. Midea’s affordable, energy efficient and technologically advanced products redefined the lines, geometries and color to better blend in modern lifestyle,” noted Danielle Boils, Branding & Marketing director, Overseas Sales & Marketing Department of Midea’s Kitchen Appliances Division.

The black glass collection in area 1 featuring hobs and stoves, island hoods, dishwasher, ovens and fridge had a distinctive, sculptural design. The black ceramic dominos promised brilliant performance with slider touch control, full bridge function and two induction zones with booster, while the crystal aluminum frames with one or two burners have automatic ignition, flat high-efficiency burners, and cast iron pan supports.

All Midea’s bottom-hinged oven doors can be easily removed for faster and more convenient cleaning of both the door and cavity.

“Midea has dedicated tremendous efforts in innovation to reduce energy consumption, every product embodies our tireless pursuit for developing better energy efficient solutions and ultimately, a better environment,” Boils said.
Cooking Made Easier

When used wisely, kitchen appliances make cooking easier. Yet, when appliances don’t look as good as the rest of the kitchen, they often spend their time behind cabinet doors. To keep kitchens looking their best, Midea revealed a range of upcoming small appliances for 2017.

“Kitchens are the heart of today’s home, and it’s understandable that consumers want their kitchen not only to look its very best but also be ready for life’s everyday moments,” says Kurt Jovais, the sales and marketing vice president of Midea. “Our new, stylish and feature-rich small appliances are sure to impress.” Among the new appliances are blenders, electric kettles, emulsifiers, and various types of portable cookers.

For easy smoothies, the Personal Chef Series power blender offers a large 50-ounce glass carafe and two 32-ounce travel cups. The six blade chopper can be easily removed and is dishwasher safe for simple cleaning. Available in May, the Chef Series blender will cost $90. Alternatively, the High-Performance Blender offers increased power for consistent blending every time. The 60-ounce Tritan carafe has built-in, off-center blades which create a vortex for optimal blending. High Performance comes at a higher cost this June for US$180.

Electric kettles are perfect for heating water efficiently. Midea’s new 8000 Series Glass Kettle can hold up to 57 ounces and features a removable infuser for brewing the perfect tea. With different brew temperature setting, this kettle ensures an optimum brew. The Glass Kettle is available this April for US$60. If safety is a priority over design, the CoolTouch Kettle can heat its contents while remaining cool to the touch. It can hold up to 50 ounces and when it reaches a boil, it automatically shuts itself off. Even if users forget it’s on, there is no danger here. The CoolTouch Kettle also hits shelves in April for US$30.

With the growing popularity of dairy alternatives, the NRG Extractor is perfect for making homemade almond, coconut, and rice milk. Fruit smoothies, soup, oatmeal, and tofu are also easy to make. The NRG Extractor features a grinder with two sharp blades to make sure everything is finely ground. Expect to see the NRG Extractor this May for US$80.

Additionally, Midea has numerous cookers coming throughout April and May. These include slow, pressure, induction, and rice cookers and range from $20 to $100. Further details about these appliances are at Midea’s website.

This was originally published in Digital Trends, one of the smartest tech publications around: http://www.digitaltrends.com/home/midea-kitchen-appliances/
Collaboration with Halosource in India

By Advances

HaloSource Inc has announced an agreement with Midea Group to help bring water purification technology to India. Midea’s recent product launches in India have included water purification devices targeting low and middle-income consumers in urban and rural markets.

HaloSource says these products will deliver its superior disinfection power without the need for electricity and will further expand and diversify Midea’s lineup beyond its current range of devices in the market.

HaloSource adds: “The residential drinking water purification market in India amounts to over US$600 million in total, with non-electric water purifier devices accounting for 45% of new unit sales driven by poor electrical connectivity and reliability in rural areas, as well as the affordability of these devices.”

About HaloSource

HaloSource is a clean water technology company providing innovative solutions to the growing issue of water stress. It brings clean, safe drinking water to more than 10 million people in China, India and Latin America through its proprietary HaloPure® technology and partnerships with leading multinational companies.

As the multi-billion dollar market for drinking water grows rapidly, HaloSource remains a sought-after innovation partner integrating multiple technologies to solve complex water challenges.
At the International Home + Housewares Show March 18-21 Midea unveiled a new lineup of vacuum cleaners set to launch in 2017 under its recently acquired Eureka brand.

Ting Ting Cheng, vice general manager, North America, told HomeWorld Business that Midea’s current focus when developing new vacuum cleaners for the brand is celebrating its long history while bringing product development into the future in order to meet the current needs of the consumer.

At the show, Midea paid homage to the 107-year-old Eureka brand, showcasing a photo gallery that included advertising from decades past in addition to showcasing previous models of the brand’s vacuum cleaners. Next to the gallery, the company displayed the upcoming introductions of vacuum cleaners set to launch in the coming months.

The new vacuum cleaners featured updated designs with an eye on small space living. The new appliances also include advanced technologies said to answer consumer pain points, like hair tangling in the brush roll.

The new models included the NEU560, NES270 and NEU530. The NEU560 is an upright vacuum featuring maximum deep cleaning and suction, advanced swivel steering, no-tangle brush roll, pet-pal cleaning tools and a high capacity, easy-empty dust cup. The NES270 is a cordless, 2-in-1 stick vac and hand vac suitable for both carpet and hard flooring. It is said to allow for easy storage and includes advanced battery technology for an extended run time and quick charge. The NEU530 is an upright vacuum suitable for carpets and hard flooring. It features advanced swivel steering, pet-pal cleaning tools, easy-empty dust cup and is said to require no maintenance cost.

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Midea Electric Trading (Singapore) Co., Pte. Ltd. and POWERCHINA International Group Limited held a strategic cooperation signing ceremony in Beijing February 21. Mr. Coobie Zhang and Dr. Sue Xiaochu signed the agreement in the presence of more than 240 participants from 131 companies. Ms. Yu Xiaohong, Vice Chairman of China International Contractors Association, gave the welcome speech as a special guest and spoke highly of both companies.

The two parties agreed to pool their resources and establish long-term cooperative relations, together achieving win-win cooperation and sustainable development. Both are Fortune 500 companies that score major international projects every year.

About POWERCHINA International Group Limited

Power Construction Corporation of China Overseas Business is a wholly-owned subsidiary of China Power Construction Group Co., Ltd., which is responsible for developing and managing the group’s international business.

Power Construction Corporation of China is a large comprehensive group which specializes in providing a comprehensive range of services including planning, investigation, design, consulting, and civil engineering in the fields of hydropower, thermal power, new energy and infrastructure. By the end of January 2016, POWERCHINA had total assets of USD 77.1 billion and 210,000 employees. The annual revenue in 2015 was USD 43.6 billion.

By the end of 2015, POWERCHINA had completed 1,863 overseas projects in 116 countries. In 2016, the Group ranked 200th in the “Fortune Global 500” and also ranked 6th in the Engineering News-Record’s Top 250 Global Engineering Contractors and 11th in its Top 250 International Engineering Contractors list. It ranks first globally in the field of power construction, and is the world’s largest power engineering contractor.

To find more about Power Construction Corporation of China, please visit http://en.powerchina.cn
Over 1000 people were at the Pudong Shangri-La in Shanghai March 8 for the Turn on Midea conference, in which Midea unveiled its strategy for becoming a global leader in smart technology.

Distributors and partners from around the world were in the audience and the CEOs of German robot manufacturer Kuka and Israeli motion control systems developer Servotonix took to the stage to talk about their role in Midea’s long-term strategy.

After making its name as a manufacturer of home appliances and heating, ventilation, and air conditioning (HVAC) equipment, Midea has become known throughout the world in recent decades, expanding into new markets and product categories. Having recently made major acquisitions such as those of Kuka and Servotonix, its future now lies in its “twin smart” strategy, that is involving automated “smart” manufacturing and Internet of Things “smart home” technology.

Surprisingly friendly technology

The smart home is set to revolutionize the way people live. Data has shown that 92 percent of consumers are willing to accept technology which can offer automation and interoperability that will make it unprecedentedly easy to enjoy those tiny moments with the ones they love. In a 40-minute speech, Midea Vice President Dr. Zack Hu laid out what the kitchen of the future will be like, illustrating how even dinner parties will become less stressful affairs. With artificial intelligence, the Health Cloud Platform will enable consumers to monitor their own health like never before.

From home appliances to global tech

While it transitions into a global leader in technological innovation, how does Midea integrate its industrial chain? Kuka CEO Till Reuter, and Servotonix CEO Ilan Cohen gave speeches attempting to answer this question.

Dr. Reuter focused on Kuka’s management, technology and independence. And Mr. Cohen stated that Servotonix will be an indispensable part in perfecting the industrial chain layout as Midea shifts to automated manufacturing.

Midea Vice President Dr. Andy Gu pointed out that Midea had rich experience in integrating its industrial chain, and that it had participated in and observed the robotics industry over many years. With its deep pool of resources, Midea will synergize on a large scale, creating win-win situations for all those involved. Kuka and Servotonix are the starting signals for Midea’s next adventure.
The Appliance & Electronics World Expo (AWE) was held in Shanghai March 8-10. Midea had the chance to proudly display its product range at the AWE for the first time since the acquisitions of Kuka and Toshiba as well as other high-profile developments.

Robots

In the past year, Midea has signed two joint ventures with Japanese robotics manufacturer Yaskawa and acquired German automation giant Kuka. The AWE was the perfect stage for Midea to show off some of its new toys. In one of the world’s most basketball-mad countries, visitors could test their hoop-shooting skills against those of Kuka robots.

Toshiba

Beside the Midea brand’s stand at the AWE was that of Toshiba, whose white goods business Toshiba Lifestyle Products and Services Corp. was acquired by Midea last year. Toshiba’s stand paid particular attention to the needs of young families buying homes for the first time with products that are both affordable and attractive.

Products and Other Attractions

One of the most eye-catching products was the vacuum cleaner robot with a laser eye known as 3D-SLAM. Its features include three-dimensional map scanning; automatic route-planning; cleaning efficiency of approximately 95 percent; smart ultrasound obstacle avoidance; and ability to store memory of an area of up to 1 square kilometre. Other attractions at Midea’s stand included professional models, world class chefs using Midea appliances to cook delicacies for passers-by, and Olympic gold medallists of whom Midea are sponsors, including Lin Yue, Qin Kai and He Zi. The latter two are known for being the happy couple whose proposal took place by the swimming pool at Rio 2016 (she said yes).
Midea’s Water Heating, Refrigeration, and Small Domestic Appliances divisions all triumphed at the German Red Dot design awards this month. Presented in Essen, Germany, the Red Dot is one of the world’s big four product design awards, and one to which Midea is no stranger. The Beverly I8 Water Heater with its minimalistic design boasts durability, thermal efficiency, and a significant reduction in carbon emissions. This win was a team effort from the Water Heating Division, from the innovation team to the design engineers.

The Vandelo refrigerator with its French-style design also picked up a Red Dot award. Its exterior has a subtle, aesthetically pleasing pattern, and the interior is designed with the modern user in mind. On top of this, Midea’s Small Appliances Division (SDA) won five Red Dot Awards. Two rice cookers, a “smart” rice cooker, a health kettle, and the Real Love series of small appliances enabled the SDA to sweep up at the ceremony. All items are designed with the principles of energy efficiency, pleasing appearance, and bringing pleasure to even the most mundane of tasks. This will enable families to enjoy more tiny moments with the people closest to them.
M-Smart Wins iF Awards

By Advances

M-Smart, Midea’s Internet of Things “smart home” program, picked up two honours at the iF Product Design Awards at the end of January. Held in Germany, the iF is one of the top four design accolades in the world and this year honoured the M-Smart security set and 2nd generation Bubble robot.

The M-Smart security set, containing a passive infrared detector and combustible gas detector, smoke detector and burglar alarm, is characterized by simplicity in both appearance and user experience. With a minimum of wiring and plugs to deal with upon installation, the whole process can be completed in half an hour.

It also boasts low power consumption, offering long battery life. As part of Midea’s M-Smart system, its items can be controlled on a smartphone along with all other products in the series.

Also among the winners was Midea’s 2nd-generation Bubble Robot, a voice robot whose design is inspired by a teru teru bōzu, a traditional Japanese doll and talisman which is believed to have magical powers to bring good weather. Its features include voice recognition, pattern recognition, and sensor identification technology which enable users to control their smart home with minimum effort. It is also part of the M-Smart system and can be controlled as such, forwarding Midea’s principle of improving lives through technology.
This quarter Midea purchased more than 50 percent of the Israeli automation company Servotronix Motion Control. It is the Group’s first collaboration of this type in Israel. According to author Charles Krauthammer, Israel is the only nation on earth that inhabits the same land, bears the same name, speaks the same language, and worships the same God that it did 3,000 years ago. However, it is a modern and pluralistic society and a leader in science, technology and business innovation. Here are some things you may not know about it:

Ancient history

The Kingdom of Israel occupied the land on the Mediterranean Sea corresponding roughly to the modern nation state of Israel. The region was known, historically as Canaan, Phoenicia and, later Palestine. Israel was, at first, the region allegedly conquered by the Hebrew General Joshua around 1250 BCE. The biblical book of Exodus tells the story of the Egyptianized Hebrew leader Moses and how he led his people out of slavery in Egypt to the “promised land” of Canaan.

Israel developed into a united kingdom under the leadership of King David (c.1000-960 BCE) who consolidated the various tribes under his single rule. With Jerusalem as the capital, the rule of David’s son Solomon (circa 960-920 BCE) corresponded to the height of Israelite grandeur. Solomon sponsored building projects which made Jerusalem a great and opulent city. His reign has been traditionally characterized as a ‘golden age’ of unity and prosperity.

Historical Veracity

For centuries the Bible was the only written evidence that kings David and Solomon even existed. There was no archaeological record of their reigns until about 150 years ago. In 1868, a stone tablet was discovered in Jordan. It was written by a Moabite king named Mesha, an enemy of Israel and referred to the “Dynasty of David”.

In 2007, “Khirbet Daoud” or “David’s Ruin” was discovered by archaeologists. It’s the only iron age city in Israel that’s perfectly preserved and almost frozen in time. Carbon dating by Oxford University showed that the finds were from about 1020 to 980 BC, corresponding with the reign of the biblical figure.

One of the best known biblical stories, that of David & Goliath, is also backed up by archaeological evidence. In 2013, author and speaker Malcolm Gladwell backed up these claims while pointing out how the popular assumption (that David was the underdog) is in fact untrue.

1948

For almost two millennia, Israel was the subject of a series of conquests, from Alexander the Great, to the Romans, to the Crusaders, to the Ottoman Turks. Many of the borders and
bickering in today’s Middle East are a hangover from the collapse of the Ottoman Empire at the hands of Britain and France after World War 1.

Britain was established as ruler of Israel by the League of Nations in 1922, but after being wearied and depleted by World War 2, it washed its hands of the Middle East. In 1948, the Jewish Community in Israel under the leadership of David Ben-Gurion re-established sovereignty over their ancient homeland. The declaration of independence of the modern State of Israel was announced on May 14, 1948, the day the last British forces left.

Entrepreneurship

Despite, or perhaps because of its embattled modern history, Israel has the third highest rate of entrepreneurship in the world. It also has the highest rate among women and people aged over 55. It has been at the forefront of some of the major technological advances in recent years. Development for the very first cell phone was believed to have been done in Israel by Motorola, most of the Windows NT operating system was developed by Microsoft-Israel, the Pentium MMX Chip technology was designed in Israel at Intel, and voicemail technology was also developed there.

The Jewish faith

The Land of Israel is the Jewish national homeland: the history, faith, religion, culture and identity of the Jewish people have always been tied to this territory, from its ancient name of Judea to its modern name.

The Jewish thumbprint is everywhere in Israel, from the Golan Heights where Jews lived when the ancient temple still stood in Jerusalem; to Shechem, the place where St. Joseph is buried; to Hevron, the oldest Jewish community in the world. Even the glue on Israeli stamps is kosher.

Cuisine

Israeli cuisine incorporates foods traditionally eaten in Levantine, Middle Eastern and Mediterranean cuisines. Despite being a pluralistic society, Israeli cuisine is still heavily influenced by kosher, which includes prohibitions on the consumption of unclean animals, such as pork, shellfish, and most insects; mixtures of meat and milk; and the commandment to slaughter mammals and birds according to a standard process known as shechita. Israel even has kosher McDonald’s.

The most prevalent dish in Israeli cuisine is hummus, a food dip made from cooked, mashed beans, blended with tahini, olive oil, lemon juice, salt and garlic. It is best served with hot pitta bread in paper bags to keep it warm. Other key dishes include falafel, which is a deep-fried ball or patty made from ground chickpeas, fava beans, or both.

Geography

Israel borders Lebanon to the north, Syria to the north-east, Jordan to the east, and Egypt to the south-west. It also has a long Mediterranean coast. The width of the country can

The Dead Sea
Israel: Ancient Land with a Modern Mindset
(Cont.)

By Kevin McGeary

be driven by car in about 90 minutes, but the length of the country takes around nine hours to drive.

Israel's landscape is ancient and evocative. The Dead Sea, a salt lake on the border with Jordan, is 423 metres below sea level, making it Earth's lowest elevation on land. It is 377 metres in depth, making it the deepest hypersaline lake in the world.

Arts

Israel has more museums per capita than any other country. The permanent collection at Tel Aviv Museum of Art is notable for its extensive collection of modern Israeli and European art, as well as works by impressionists, surrealists, cubists and futurists.

One of the country's nine Nobel Laureates, author S. Y. Agnon (1888-1970) was known for works that dealt with conflict between the traditional Jewish life and language and the modern world. Israel also has a rich contemporary tradition in theatre. The Habima Theater in Tel Aviv is known for staging productions that grapple with major issues facing modern society.

Economy

According to the Israel Ministry of Foreign Affairs, 4.9 percent of the nation's gross domestic product is spent on high-tech industries. That is the highest among all Organization for Economic Cooperation and Development (OECD) countries. In 2006, high-tech industries accounted for 70 percent of the nation's industrial product.

Israel has three deep-water ports (two on the Mediterranean Sea and one of the Red Sea), and those provide access to the Atlantic and Indian oceans. Tourism is also vital to Israel's economy. According to the Financial Times, last year the government pledged to pay airlines around US$60 for every passenger they fly into Eilat to help revive the struggling industry. Tel Aviv is also the capital of the world in diamond cutting and polishing.

Language

Hebrew, an ancient Semitic language, is one of two official languages of Israel. It is used for purposes including government, education and court sessions. Israel is the only country where it is more than a minority language. In 2014, Prime Minister Benjamin Netanyahu had a slight disagreement with Pope Francis after claiming that Jesus Christ spoke Hebrew. In fact Jesus spoke Aramaic as at that time Hebrew was more the preserve of clerics and religious scholars, though he may have spoken both.

The other official language of Israel is Arabic. Arabic speakers make up 20% of the population, and due to legislative reforms which were enacted in 2000, you can now see Arabic on road signs, labels for food, and in government messages.
In this quarter, Midea announced it would establish a laboratory on the campus of Sheffield University, one of the top learning institutions in Great Britain, and therefore the world. Midea’s very own Dr. Zhu Ziqiang, who is a professor at the university, is a fellow of Britain’s Royal Academy of Engineering, the nation’s top honour in his field.

Closer to home, Midea welcomed Costa Coffee, one of Britain’s top brands, to its Global Innovation Center in China. Here are a few things to know about the country that once ruled half of the known world and is still a major player in global affairs.

**Territory**

In AD 43 the Roman Empire began its conquest of the island, establishing a province they called Britannia, which came to encompass the parts of the island south of Caledonia (now Scotland). The name Britain has survived for two millennia. The country consists of England, Wales (annexed by England in 1282), Scotland (which was merged with England in 1707), and Northern Ireland (which was handed to Britain after the Republic of Ireland seceded in 1922).

In the first millennium AD, Britain endured several foreign conquests, including from the Vikings (793-850). While place names that end in -chester or -caster derive their name from the Latin word meaning “camp”, those ending in -wich, -ton, -ham, -by, -thorpe, or -stoke/stock derive their names from Nordic.

The last successful foreign conquest of Britain was that by the Normans in 1066. To this day, the descendants of the Normans are statistically wealthier than the general population and the 22nd Great Granddaughter of William the Conqueror, who led the conquest, is the monarch, head of state, and legal owner of the entirety of Great Britain. Other legacies of this conquest include the fact that the ruling class drink wine while the “plebs” drink beer.

**The English language**

English is a West Germanic language that originated from Anglo-Frisian dialects brought to Britain in the mid-5th to 7th centuries by Germanic invaders and settlers from what is now Germany, Denmark and the Netherlands. While in Hellenic times, one could not be considered a “man of the world” (cosmopolitan) without having a high level of Greek, the same can be said of English today.

Most southern European languages are Romance languages (French, Spanish, Portuguese, Italian) while most central and northern European languages are Germanic (German, Dutch, Norwegian, Swedish). The English language borrows heavily from both families. In modern English, more lyrical ways of saying things tend to use Romance words (e.g. adore, detest) while more down-to-Earth ways tend to use Germanic words (e.g. love, hate).

**Shakespeare**

The English language is one of the most important contributions Britain has made to the world, and its greatest user was William Shakespeare (1564-1616). He is widely considered, along with Dante Alighieri, to be the greatest writer of all time, TS Eliot stating 'Dante and Shakespeare divide the world between them. There is no third.'

When Shakespeare was writing, the language was still...
Great Britain: Home of Shakespeare and the Stiff Upper Lip (Cont.)

By Kevin McGeary

young and at its most vital. He invented over 1700 words, including “amazement”, “birthplace”, “zany”, “worthless” and “laughable” and numerous popular phrases, including “all’s well that ends well”, “be all and end all”, and “for goodness sake”.

Government

The current monarch and head of state, Queen Elizabeth II, ascended the throne upon the death of her father, King George VI, on 6 February 1952. She is the longest-serving monarch in the nation’s history. However, unlike some of her predecessors, her role is largely ceremonial and she is held above the bare-knuckle fist fighting of parliamentary politics.

Britain has been responsible for many advances in government systems, including the Magna Carta of 1215 whose promises included protection from illegal imprisonment and access to swift justice. It also has a long-surviving parliamentary system, comprised of the House of Commons, which is populated by members of parliament elected by local constituencies, and the House of Lords, whose members are appointed.

Empire

By most measures, the British Empire is the largest in history. Reaching its peak in 1920, it covered a total of 35.5 million km², 23.84 percent of the world’s land area. With colonies including Canada, Australia, and parts of India and Africa, it was famously said that “the sun never sets on the British empire”, with some critics rebutting “that is because the British cannot be trusted”.

As with everything, there are countless shades of grey as to whether the empire was good for the world. Britain bequeathed upon its colonies infrastructural advances, judicial systems, and sports, many of which have been enthusiastically embraced.

Sport

Britain can claim to be the inventor of many of the world’s most popular sports, including football, cricket, tennis, badminton, table tennis and rugby. Notoriously, it often struggles to overcome the very countries to which it introduced these sports, such as cricket (India, Pakistan, Bangladesh) and rugby (Australia, New Zealand, South Africa).

However, Britain continues to punch well above its weight in most major sports, finishing second in the medals table at Rio 2016, trailing only America, which has more than five times the population. One of the UK’s most popular exports is the premier league. Established in 1992, it has helped turn English domestic soccer from a marginalized working class pastime bedevilled by hooliganism and crumbling stadia into a star-studded global brand.

Music

Britain’s most celebrated contributions to music came in the second half of the twentieth century. In the years after World War 2, rock ’n’ roll, a largely African-American form made its way to Britain’s shores. This led to the “British Invasion” of the 1960s, whose standout acts included The Beatles, The Rolling Stones, and The Who.

Other revolutionary musical acts to have come out of Britain during this period include Pink Floyd, who pioneered progressive and psychedelic music, and The Clash, who led the punk movement of the 1970s and 80s. On Rolling Stone’s 2012 list of the 500 greatest
albums of all time, six of the top ten were by British artists.

Science and Industry

The Industrial Revolution, arguably the most epochal shift in human history, took place in England between 1760 and about 1840. With the invention of new modes of mass manufacturing, life was transformed beyond recognition. Cotton underwear and soap became available to the poor for the first time. Everyday life rose to unprecedented standards, with coal in an iron range, glass in the windows, and a choice of food bringing about massive advances in health and happiness.

With two of the world’s most historic universities in Oxford and Cambridge, Britain has produced some of history’s greatest inventors and scientists. Towering figures include Isaac Newton, creator of calculus and discoverer of gravity; Charles Darwin, author of On the Origin of Species; and Alexander Graham Bell, inventor of the telephone.

Great Britons

In 2002, the BBC held a survey to identify the greatest Briton in the country’s long history. Contenders for the title included engineer Isambard Kingdom Brunel who designed and constructed tunnels, bridges and viaducts for the Great Western Railway; and Queen Elizabeth I who led the country to victory over the Spanish Armada.

The eventual winner was soldier, author and wartime Prime Minister Winston Churchill. The following year another survey was held to find the worst Briton. Then-Prime Minister Tony Blair topped the list.

Stiff upper lip

In terms of manners, British people are known for showing a “stiff upper lip”, encouraging fortitude in the face of adversity and exercising self-restraint. When a person’s upper lip begins to tremble, it is one of the first signs that they are scared or otherwise perturbed.

A common response to the question “how are you” is “mustn’t grumble”, refusing to complain while implying there is reason to do so. Alfred, Lord Tennyson’s “The Charge of the Light Brigade” about an ill-fated offensive during the Crimean War (1853-1856) captures the stiff upper lip spirit in verse:

Theirs not to make reply,  
Theirs not to reason why,  
Theirs but to do and die:  
Into the valley of Death  
Rode the six hundred.
Top British Brand Comes to Campus