

報章
Press

HKTDC

刊登日期
Publish Date

2020-07-1

標題
Title

努力不懈迎合市場所需_陳嘉賢

關德國寶產品
Related Product(s)

德國寶

HKTDC JULY 2007

HOUSEWARE

家庭用品

PRODUCT FEATURE 產品介紹
TABLEWARE, INSECT REPELLENT
SOFTENERS AND MORE
餐具、驅蟲衣物柔順劑及更多產品介紹

TALKING POINTS 重點新聞
HOME APPLIANCES
家庭電器

www.hktdc.com

SMARTER PRODUCTS WORLD / 更聰明的產品世界

HARD AT WORK

努力不懈 迎合市場所需

KHKTDC Appliances speaks to manufacturers that the increased Hong Kong home appliance manufacturers on how home appliances evolve around consumers' needs and lifestyles, how new technologies will influence the sector and what the future holds. The representatives are Karim Chah, executive director and vice president of German R&D Ltd, and Richard Tang, sales and marketing manager of Smarter HKT Marketing Ltd. By Linda Li.

香港電器世界 (更聰明的產品世界) 專訪香港電器製造商及零售商代表, 探討香港電器製造商如何因應消費者需求, 如何迎合市場所需, 科技如何影響行業, 以及未來發展前景。受訪者包括德國研發有限公司副總裁兼執行董事蔡嘉賢, 以及漢達國際有限公司銷售及市場推廣經理、英文「字霸」陳嘉賢。

Nowadays, what do consumers care most about when they choose home appliances?
 nowadays, consumers care most about when they choose home appliances. Karim Chah, executive director and vice president of German R&D Ltd, says that consumers care most about the quality and performance of the appliances, and the price. He also mentions that consumers are becoming more health-conscious and are looking for products that can help them live a healthier life.

nowadays, consumers care most about when they choose home appliances. Richard Tang, sales and marketing manager of Smarter HKT Marketing Ltd, says that consumers care most about the quality and performance of the appliances, and the price. He also mentions that consumers are becoming more health-conscious and are looking for products that can help them live a healthier life.

People's living environment and their families are becoming smaller. Does this have any influence on the designs, functions and sales of home appliances?

People's living environment and their families are becoming smaller. Does this have any influence on the designs, functions and sales of home appliances? Karim Chah, executive director and vice president of German R&D Ltd, says that consumers care most about the quality and performance of the appliances, and the price. He also mentions that consumers are becoming more health-conscious and are looking for products that can help them live a healthier life.

隨著居住環境愈來愈狹窄, 加上小型家庭愈來愈普遍, 這對於電器的設計、功能及銷售有甚麼影響呢?

隨著居住環境愈來愈狹窄, 加上小型家庭愈來愈普遍, 這對於電器的設計、功能及銷售有甚麼影響呢? Karim Chah, executive director and vice president of German R&D Ltd, says that consumers care most about the quality and performance of the appliances, and the price. He also mentions that consumers are becoming more health-conscious and are looking for products that can help them live a healthier life.

SMARTER PRODUCTS WORLD / 更聰明的產品世界

Buying kitchen appliances is no longer just for mums

購買廚房電器已不再只是媽媽級消費者的事

Karim Chah, executive director and vice president of German R&D Ltd, says that consumers care most about the quality and performance of the appliances, and the price. He also mentions that consumers are becoming more health-conscious and are looking for products that can help them live a healthier life.

消費者日益健康意識強, 選購時有否留意健康標籤?

消費者日益健康意識強, 選購時有否留意健康標籤? Karim Chah, executive director and vice president of German R&D Ltd, says that consumers care most about the quality and performance of the appliances, and the price. He also mentions that consumers are becoming more health-conscious and are looking for products that can help them live a healthier life.

What is an energy label?
 To facilitate the public in choosing energy-efficient appliances and to save public resources on saving energy, the Hong Kong Government has introduced the Mandatory Energy Efficiency Labeling Scheme. Under the scheme, an importer or a manufacturer must use the label to show the energy label on the appliance product. The label shows the energy performance of an appliance, the energy consumption of the appliance, and the energy efficiency class of the appliance.

SMARTER PRODUCTS WORLD / 更聰明的產品世界

What is your opinion on incorporating smart technologies into home appliances?

What is your opinion on incorporating smart technologies into home appliances? Karim Chah, executive director and vice president of German R&D Ltd, says that consumers care most about the quality and performance of the appliances, and the price. He also mentions that consumers are becoming more health-conscious and are looking for products that can help them live a healthier life.

消費者日益健康意識強, 選購時有否留意健康標籤?

消費者日益健康意識強, 選購時有否留意健康標籤? Karim Chah, executive director and vice president of German R&D Ltd, says that consumers care most about the quality and performance of the appliances, and the price. He also mentions that consumers are becoming more health-conscious and are looking for products that can help them live a healthier life.

消費者日益健康意識強, 選購時有否留意健康標籤?

消費者日益健康意識強, 選購時有否留意健康標籤? Karim Chah, executive director and vice president of German R&D Ltd, says that consumers care most about the quality and performance of the appliances, and the price. He also mentions that consumers are becoming more health-conscious and are looking for products that can help them live a healthier life.

SMARTER PRODUCTS WORLD / 更聰明的產品世界

We have a rice cooker that can lower the sugar level of cooked rice by 30 per cent

我們有一款低糖电饭煲, 可降低白飯的糖份含量達30%

Dorian Ben, sales and marketing manager of Smarter HKT Marketing Ltd, says that consumers care most about the quality and performance of the appliances, and the price. He also mentions that consumers are becoming more health-conscious and are looking for products that can help them live a healthier life.

消費者日益健康意識強, 選購時有否留意健康標籤?

消費者日益健康意識強, 選購時有否留意健康標籤? Dorian Ben, sales and marketing manager of Smarter HKT Marketing Ltd, says that consumers care most about the quality and performance of the appliances, and the price. He also mentions that consumers are becoming more health-conscious and are looking for products that can help them live a healthier life.

消費者日益健康意識強, 選購時有否留意健康標籤?

消費者日益健康意識強, 選購時有否留意健康標籤? Dorian Ben, sales and marketing manager of Smarter HKT Marketing Ltd, says that consumers care most about the quality and performance of the appliances, and the price. He also mentions that consumers are becoming more health-conscious and are looking for products that can help them live a healthier life.

<http://www.hktdc.com/emagweb/HOU-2007/emag.html?page=16&open=browser>