

Almudena Santamaría, Hisense's Marketing Director at the largest Chinese company to be located in Valencia

“The Port of Valencia, given its importance and its privileged strategic location in the Iberian Peninsula”

Valencia, 21/04/2016.- The Port of Valencia generates wealth and wellbeing for Valencian society. It attracts investment from other countries, and makes it easy for foreign companies to set up business in the city. Hisense Iberia, a Chinese company located in Paterna, is a good example of the importance of the port to the Valencian economy.

In 2015, Hisense Iberia had a turnover of €44 million euros, up 38% on the previous year. The company is the Spanish subsidiary of the Chinese multinational manufacturer of electrical appliances, televisions and mobile devices. It is the largest Chinese company to be located in Valencia, and it uses its headquarters to distribute its products across Spain and Portugal.

Hisense was founded in China in 1969, and opened for business in Spain in 2009. Initially, there were just a few employees. Yet, thanks to the increase in sales in Spain and Portugal over the years, there are now 30 of us. In 2015, our turnover was \$50 million dollars, which represented an increase of 38% over the previous year.

Hisense's main business in Valencia is essentially distribution. The Spanish subsidiary manages containers through a local logistics company located in Loriguilla, and uses this as a base to distribute its products across the Iberian Peninsula. The Port of Valencia has played a key role in Hisense's success as it is the main gateway for Asian goods in Spain.

“Hisense chose Valencia – said Almudena Santamaría, Hisense's Marketing Director - as its headquarters for Spain and Portugal mainly because of the Port of Valencia, given its importance and its privileged strategic location in the Iberian Peninsula. The Port of Valencia also has close ties with Chinese ports and we work with the shipping company, Cosco. We are very satisfied with developments and this year we have handled between 800 and 1000 containers from the Port of Chindao”.

Hisense and Cosco are the two largest Chinese companies in Valencia.

The Hisense group sells its technology to over 130 countries and in 2015, total sales stood at over €13.3 billion euros. In Europe, it has subsidiaries in Valencia, Italy, the United Kingdom, France and Germany. The Port of Valencia is an essential part of its business strategy.