# 海尔公司英文介绍

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*第一篇：海尔公司英文介绍海尔公司简介英文版Haier is the world\'s fourth largest white goods manufacturer and is the official homeappliances sp...*

**第一篇：海尔公司英文介绍**

海尔公司简介英文版

Haier is the world\'s fourth largest white goods manufacturer and is the official home

appliances sponsor of the Beijing 2024 Olympic

Games.As of 2024, the Haier Group has established a total of 64 trading companies(19 located

overseas), 29 manufacturing plants(24 overseas), 8 design centers(5 overseas)and 16 industrial parks(4 overseas).Consistent with Haier\'s position as a global brand, the company employs over 50,000

people around the world.In addition, Haier boasts a 58,800-strong sales network which last year

accounted for a global turnover of 118 billion RMB(16.2 billion USD).Guided by the branding strategy of CEO Zhang Ruimin, Haier has advanced through the \'brand building,\' \'persification,\' and

\'internationalization\' stages, and since 2024 has embarked on the fourth stage: “Global Branding.” Haier has enjoyed a growing international reputation over the past 24 years.19 of the companies

products, including refrigerators, air conditioners,washing machines, televisions, water heaters, personal computers, mobile phones, and kitchen appliances have been rated as “Top Brands” in China, and China\'s General Administration of

Quality Supervision, Inspection and Quarantine has named Haier refrigerators and washing machines as among China\'s “Top Global Brands.” In 2024, for the fourth consecutive year, Haier was ranked first in terms of overall leadership among mainland

Chinese companies in the Wall Street Journal Asia\'s annual survey of Asia\'s 200 Most Admired

Companies.In March 2024, the Financial Times once again added Haier to its list of Top 10 Chinese Global Brand Names with survey respondents ranking Haier number one in terms of product quality, trust, innovation, management, and branding.In May 2024, Haier ranked 13th on Forbes\' Reputation Institute Global 200 list.As of June 2024, the company has been awarded 8333 patents, with 1996 for Haier design team inventions.In 2024 alone Haier obtained 875 patents;502 were invention patents.Haier has participated in the

institution and modification of nine international standards, as well as 152 national and 425 industry standards, with three international standards set to launch in the near future.Of all the Chinese

household appliance companies, Haier by far leads the way in the creation of international, national, and industry standards.Haier management models such as “OEC,” “market chain,” and “Integration of Inpiduals and Goals” have been case studies at Harvard Business School, the University of

Southern California;IMD in Lausanne, Switzerland;INSEAD in France, and Kobe University.Haier\'s “market chain” management model has been

included in the European Union\'s case study library.TCL集团有限公司简介

TCL Group Co., Ltd.was founded in 1981, in just 20 years time, TCL from a name without the propagation of local state-owned enterprises have developed into a more than 100 billion yuan in total

assets, the brand value of 7.5 billion and employs more than 30,000 people in large state-controlled enterprise groups.In 1999 TCL sales reached 15 billion yuan and exports worth 240 million U.S.dollars, the annual growth rate for 10 consecutive years remained at 50%.Today, TCL has been across the home appliances, communications,information, electrician four industries, starting from the traditional communications, electronics company to a “3C” integrated into the core of the information industry as the leading mainstream Internet access equipment suppliers and service providers transfer, and become the most competitive one of the top three electronics.In the long-term practice, TCL Group, in

order to advance ideas and action, take the initiative to recognize and cultivate the market, creating a “marketing plans”, “Services Marketing” and

“Regional market development strategy” to expand in markets such as new ideas, covering the establishment of nationwide marketing network, formed its own core competitiveness.TCL advocate

corporate culture is also productive business philosophy, emphasized that “today\'s culture is tomorrow\'s economy”, the system refined the “famous Chinese brand, building first-class

enterprise”, “create value for customers, creating opportunities for employees, creating benefits for the community” and the “dedication, teamwork, innovation,” the core of Values.TCL is China\'s outstanding corporate culture based on traditional culture, absorbing the essence of the Western

scientific management formed with eclectic ability to “Alloy culture” and “immigrant culture.”

TCL集团有限公司简介

TCL集团有限公司创办于1981年，在短短的20年时间里，TCL从一个名不经传的地方国有企业发展成为一家拥有100多亿元总资产，品牌价值75亿元，员工超过30000人的大型国有控股企业集团。1999年TCL销售总额达150亿元，出口创汇2.4亿美元，年增长速度连续10年保持在50%以上。如今的TCL已横跨家电、通讯、信息、电工四大产业领域，开始从传统的通讯、电子企业向以“3C”整合为核心、信息产业为主导的互联网接入设备主流供应商和服务商转移，并成为中国最具竞争力的电子三强企业之一。

在长期实践中，TCL集团以超前的观念和行动，主动认识和培育市场，创

造了“有计划的市场推广”、“服务营销” 和“区域市场发展策略”等市场拓展新理念，建立了覆盖全国的营销网络，形成了自己的核心竞争力。TCL倡导企业文化也是生产力的经营理念，强调“今日的文化就是明日的经济”，系统提炼了 “创中国名牌，建一流企业”、“为顾客创造价值，为员工创造机会，为社会创造效益”和“敬业、团队、创新”的核心价值观。TCL企业文化是以中国优秀的传统文化为基础，吸收西方科学管理精髓，形成了具有兼收并蓄能力的“合金文化”和 “移民文化”。

在企业经营中，TCL坚持经营变革与管理创新，大力推进企业产权制度改革，通过授权经营，落实了企业经营风险责任机制和利益激励机制。TCL通过采取灵活机动的资本运营机制，先后兼并了香港陆氏彩电项目、河南美乐电视机厂、内蒙古彩虹电视机厂、金科集团和翰林汇软件公司，并与美国Lotus Pacific合作，进入了信息网络终端产品和信息服务领域。TCL投资创办了爱思科微电子集成电路公司，介入了通讯系统设备制造、移动电话和锂离子电池等高科技领域。TCL已开始进行产业结构调整，将逐步实现由传统家电产品制造商向互联网设备的主流厂商转变。

面向21世纪，TCL提出了创世界级中国企业的宏伟蓝图。为实现这一目标，TCL将加快海外市场拓展步伐，加大研究开发力度。TCL提出以一流管理、一流产品、一流服务和一流队伍，向用户提供最好的产品、提供最好的服务、塑造出中国最好的品牌，在家电、通讯、信息和电工四大支柱产业赢得国内同行业的领先优势。我们争取用10年时间，使TCL的规模再增长10倍，销售额达到1500亿元，把TCL带入世界企业500强行列。

**第二篇：公司英文介绍**

利名自动化科技有限公司属于天一电机旗下分公司，成立于2024年7月，是一家充满朝气与希望的高新自动化企业。公司坐落在环境优美，地理位置得天独厚的南城区奥博科技园内。

公司立足于科技发展，具有一批丰富工作经验的高级管理、营销、生产技术人才。注重基础管理，稳定品质。并且不断完善产品的售前，售中、售后服务体系，培育产品的市场竞争力。公司主导产品有：东元伺服电机，东元全系列产品，正名齿条，WEG高效电机等。公司自创立以来，一直秉承“诚信经营、优质服务，以人为本，为顾客创利”的经营理念，竭诚为顾客提供最优质的服务，最放心的产品。我们向广大顾客保证：服务流程一旦启动，我们将全程呵护。

Founded in July,2024,as a subsidiary company to Tian Yi Electric Machinery Corporation,Li Ming Automation Science Co.Ltd is a high-tech enterprise with all vitality , potentialand comprehensive strength.The company is located in the Dong Guan Ao Bo Science &Technology zone ,a unique place with beautiful scenery and gifts of nature.On the basis of technology development , the company has taken in a group of experienced personnels who are talented in senior management ,marketing and skills of producing.In the company ,great attention is paid to basic management ,stable quality ,continuously improving pre-sale services,sale and after-sale services,and enhancing

the market competitiveness of our products.Main products of our company :TECO electric machinery series,KH gear,WEG high-efficiency motor ,etc.Since its foundation ,the company keeps living up to the belief of :”honest selling ,best quality ,people-orientation and benefits to customers.”

We are doing everything to offer our customers with best services and best products.We promise that we’ll be responsible all the way to the end once our services begin.

**第三篇：公司英文介绍范本**

Since 1993, Wuxi Changhong Masterbatches Co.,Ltd manufactures high technology color masterbatches and performance additives.In order to satisfy the expectations of rapidly growing and developing plastic industry, Wuxi Changhong Masterbatches Co.,Ltd improves its world-integrated technology continuously and owns the broadest plastic coloring and performance improving masterbatches portfolio in the region.Also founding another branch in Anhui province since 2024, named Langxi Changhong Masterbatches Co.,Ltd.With years of pragmatic striving and innovation, our annual capacity reaches 50,000MT masterbatches.As a first-class masterbatch supplier and manufacturer in China, we are a leading company integrating production, research, and marketing with service.Furthermore, our company provides several overseas corporations with OEM service in addition to stable and long-term business relationships with foreign masterbatch dealers and customers for packaging, house wares, commodities, building materials, communication, appliances, medical treatments, and auto parts.Our first-rank products at competitive price are constantly selling well at home and abroad.With strict management, powerful technical capability, advanced processing facilities and complete detection, our factory are complying with the ISO9001 standards.

**第四篇：海尔介绍（模版）**

海尔的几个介绍

1.1984-12-26 1984年12月26日，张瑞敏带领新的领导班子来到小白干路上的青岛电冰箱总厂。当时的冰箱厂亏空147万元，产品滞销，人心涣散。张瑞敏是到农村大队借钱，才使全厂工人过了一个年。1985年，张瑞敏从消费者的信中发现了产品存在的质量隐患，为了真正唤醒员工的质量意识、市场意识，“砸冰箱”事件成为海尔历史上强化质量观念的警钟。1986年，原西德驻华大使裴培义先生从北京专程到青岛电冰箱总厂考察。工厂紧张有序的工作状况使裴大使十分佩服年轻的厂长张瑞敏。海尔集团

由于产品质量过关，海尔冰箱在北京、天津、沈阳三大城市一炮打响，市场出现抢购现象。张瑞敏分析了当时电冰箱市场品种繁多，竞争激烈的形势，提出了“起步晚、起点高”的原则，制定了海尔发展的“名牌战略”。在1987年世界卫生组织进行的招标中，海尔冰箱战胜十多个国家的冰箱产品，第一次在国际招标中中标！海尔的发展逐渐引起了各级领导和社会各界的关注。1988年12月，海尔冰箱在全国冰箱评比中，以最高分获得中国电冰箱史上的第一枚金牌，从此奠定了海尔冰箱在中国电冰箱行业的领头地位。1989年6月，一场政治\*\*袭来，市场出现寒流，而海尔冰箱在这场\*\*中，不但没有降价，反而提价12%，仍然被抢购。海尔以它的高质量和服务赢得了市场。2024年，海尔在中国家电市场的整体份额达到25%以上，依然保持份额第一；尤其在高端产品领域，海尔市场份额高达30%以上，其中，海尔在白色家电市场上仍然遥遥领先。在智能家居集成、网络家电、数字化、大规模集成电路、新材料等技术领域也处于世界领先水平。“创新驱动”型的海尔集团致力于向全球消费者提供满足需求的解决方案，实现企业与用户之间的双赢。2024年，海尔累计申请专利7883项（其中发明专利1736项）；仅2024年，海尔申请专利875项（其中发明专利502项），平均每个工作日申请2项发明专利。在自主知识产权的基础上，海尔已参与9项国际标准的制定，其中3项国际标准即将发布实施，这表明海尔自主创新技术在国际标准领域得到了认可；海尔主持或参与了152项国家标准的编制修定，制定行业及其它标准425项。海尔是参与国际标准、国家标准、行业标准最多的家电企业。2024 年，海尔实施全球化品牌战略进入第三年；随着全球化和信息化突飞猛进，海尔开始了信息化流程再造。海尔通过从目标到目标、从用户到用户的端到端的流程，打造卓越运营的商业模式。海尔的信息化革命，意味着 “新顾客时代”的开始。海尔通过流程机制的建立和卓越商业模式的打造，创造和满足全球用户需求。海尔已经启动“创造资源、美誉全球”的企业精神和“人单合一、速决速胜”的工作作风，通过无边界的团队整合全球化的资源，创出中国人自己的世界名牌！

2.2024年12月中旬，世界权威市场调查机构欧睿国际(Euromonitor)发布最新的全球家用电器市场调查结果显示：海尔品牌在大型白色家用电器市场占有率为

6.9%，再次蝉联全球第一，同比提升1.8个百分点。其中，海尔在冰箱、洗衣机、酒柜三个产品的市场占有率排名中继续蝉联全球第一。据了解，按冰箱的品牌份额统计，海尔牌冰箱以10.8%的品牌市场占有率第三次蝉联世界第一，领先第二名5个百分点；按制造商排名，海尔冰箱公司以12.6%的市场份额第二次蝉联世界第一，继续领先美国惠而浦。此外，海尔牌洗衣机也以9.1%的市场份额第二次蝉联世界第一。值得一提的是，海尔酒柜制造商与品牌零售量占全球市场的14.8%，首次登顶全球第一。至此，海尔同时拥有“全球大型白色家电第一品牌、全球冰箱第一品牌、全球冰箱第一制造商、全球洗衣机第一品牌、全球酒柜第一品牌与第一制造商”共六项殊荣。此外，睿富全球排行榜与北京名牌资产评估有限公司共同研究并发布了一项调查结果，海尔集团公司以855亿人民币身价连续9年位居“中国最有价值品牌排行榜”首位。[1]截止到2024年年底，海尔累计申请专利9738项，其中发明专利2799项，稳居中国家电企业榜首。仅2024年，海尔就申请专利943项，其中发明专利538项，平均每个工作日申请2项发明专利。在自主知识产权的基础上，海尔已参与23项国际标准的制定，其中无粉洗涤技术、防电墙技术等7项国际标准已经发布实施，这表明海尔自主创新技术在国际标准领域得到了认可；海尔主导和参与了232项国家标准的编制、修订，其中188项已经发布，并有10项获得了国家标准创新贡献奖；参与制定行业及其它标准447项。海尔是参与国际标准、国家标准、行业标准最多的家电企业。海尔是唯一一个进入国际电工委员会（IEC）管理决策层的发展中国家企业代表，2024年6月，IEC选择海尔作为全球首个“标准创新实践基地”。在创新实践中，海尔探索实施的“日事日毕，日清日高”的“OEC”（Overall Every Control and Clear）管理模式、“市场链”管理及“人单合一”发展模式引起国际管理界高度关注。目前，已有美国哈佛大学、南加州大学、瑞士IMD国际管理学院、法国的欧洲管理学院、日本神户大学等商学院专门对此进行案例研究。海尔的30余个管理案例被世界12所大学写入案例库，其中，“海尔文化激活休克鱼”管理案例被纳入哈佛大学商学院案例库，海尔“市场链”管理被纳入欧盟案例库。

3.中国，日本，欧洲，亚太，非洲

4.诚心，宣传

**第五篇：公司介绍英文演讲稿**

ÆªÒ»£º¹«Ë¾Ó¢ÎÄ¼ò½é~ ¼±£¡£¡£¡£¡ÄÄÀïÓÐÊÀ½ç500Ç¿ÆóÒµÖÐµÄËæÒâ5¸öÆóÒµÓ¢ÎÄ¼ò½é 2024-9-11 12:14 ÌáÎÊÕß£ºchenjuan511| ä¯ÀÀ´ÎÊý£º1380´Î 2024-9-11 12:59 ×î¼Ñ´ð°¸ ±¦½à¹«Ë¾ p&g has operations in more than 80 countries, with more than 300 brands on market in 160 countries.these include beauty care, fabric and home care, household care and family health care products.three billion times a day, p&g brands touch the lives of people around the world.Ç¿Éú¹«Ë¾ operating room.he called them, with grim aptness, the invisible assassins.medical science was beginning to understand, however imperfectly, the need for greater care in protecting the wound area.yet, this concept of myriad living organisms, unseen and deadly, remained beyond the grasp of many surgeons in the 19th century who were doubtful or even contemptuous of listers work.robert wood johnson one man who did not question his theory of antisepsis was robert wood johnson, who heard lister speak in 1876.for years afterward robert wood johnson nurtured the idea of a practical application of listers teachings.what he had in mind was a new type of surgical dressing, ready-made, sterile, wrapped and sealed in inpidual packages and suitable for instant use without the risk of contamination.prior to listers discoveries, the postoperative mortality rate was as high as 90 percent in some hospitals.surgeons could not bring themselves to believe they were contaminating their own patients by operating ungloved with unsterile instruments.surgeons operated in street clothes and wore a blood-spattered frock coat like a badge of honor.p&g greater china business includes mainland china, hong kong and taiwan, which were established in 1988, 1987 and 1985 respectively.Âóµ±ÀÍµÄÓ¢ÎÄ¼ò½é mcdonalds corporation(nyse: mcd)is the worlds largest chain of fast-food restaurants, primarily selling hamburgers, chicken, french fries, milkshakes and soft drinks.more recently, it also offers salads, fruit and carrot sticks.the business began in 1940, with a restaurant opened by siblings dick and mac mcdonald in san bernardino, california.their introduction of the speedee service system in 1948 established the principles of the modern fast-food restaurant.the present corporation dates its founding to the opening of a franchised restaurant by ray kroc, in des plaines, illinois on april 15, 1955, the ninth mcdonalds restaurant overall.kroc later purchased the american way of life.its prominence also made it a frequent subject of public debates about obesity, corporate ethics and consumer responsibility.´óÖÚÆû³µ¹«Ë¾Ó¢Óï¼ò½éliterally, the word volkswagen means peoples car.in germany, the idea of a peoples car wasnt exactly a new one.before the 1930s, there had been many efforts to create simple cars that everyone could afford, but none met with profound success.almost all cars before 1930, even if they were designed to be simple enough for the average person, ended up costing more than the average workers yearly wage.meanwhile, the year is 1930, and ferdinand porsche had just set up an designated the type 12.z¨¹ndapp wanted to put in a 1.2 liter radial engine from one of their motorcycles...this was the end of the line for this design, as it didnt make it any further.¿É¿Ú¿ÉÀÖ¹«Ë¾ in may, 1886, coca cola was invented by doctor john pemberton a pharmacist from atlanta, georgia.john pemberton concocted the coca cola formula in a three legged brass kettle in his backyard.the name was a suggestion given by john pembertons book keeper frank robinson.it was a prohibition law, enacted in atlanta in 1886, that persuaded physician and chemist dr.john stith pemberton to rename and rewrite the formula for his popular nerve tonic, stimulant and headache remedy, pembertons french wine coca, sold at that time by most, if not all, of the citys druggists.so when the new coca-cola debuted later that yearpemberton advertised it not only as a delicious, exhilarating, refreshing and invigorating soda-fountain beverage but also as the ideal temperance drink.it is said coke was discovered when deluise, a 19th century american soda jerk accidentally hit the soda water spigot, adding carbonated water to the syrup in the glass.the result was a happy accident: the invention of coca-cola.though pemberton died just two years laterthe trademark he and his partners created more than one hundred years ago can claim wider recognition today than that of any other brand in the world.Æª¶þ£ºÆóÒµÓ¢ÓïÑÝ½²¸å ÆóÒµÓ¢ÓïÑÝ½²¸å the motherland destiny also is each chineses destiny, the the pursuit of happiness this film makes me understand that the chance will always favor the person who prepared well.to get a good fortune, you have to pay more perspiration and persistence for your dream up to success, regardless of poverty or difficulty.thank you again.

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