

Ningbo Companies on the Global Stage

Unveiling the Secrets Behind AUX's Remarkable Growth Journey

By Jin Lu

In a competitive air conditioning market that has progressed beyond its initial growth phase, capturing additional market share poses a significant challenge, particularly as overall industry expansion appears limited. However, as demand slows, it serves to underscore a company's resilience. Ningbo's AUX Air Conditioning has emerged as a benchmark for growth in the face of adversity. What strategies did AUX implement to achieve this success?

Standing Out with Exceptional Products

In a buyer's market, product excellence is crucial for differentiation. AUX's strategy of prioritizing product innovation and enhancing consumer experience has been pivotal in overcoming industry homogenization. In 2023, AUX unveiled two notable products: the Enjoy Wind II, designed to offer gentle breeze comfort, and the AUX Know II, which boasts advanced smart features.

The Enjoy Wind II is equipped with dual-axis guide vanes and a micro-perforated panel with 8,654 micro-holes, enabling it to distribute airflow across a broader area for a gentler and more comfortable breeze. Additionally, it boasts a cooling capacity three times greater than its predecessor.

The AUX Know II boasts a second-generation voice assistant, offering dual-core smart control that can work even without an internet connection. It responds to voice commands from up to 5 meters away and supports various control methods, including mobile app, NFC, Bluetooth, and infrared, catering to all-around smart control needs.

AUX's product quality has garnered significant in-



Ningbo's AUX Air Conditioning.

[Photo by Yin Cong]

dustry recognition. At the 2023-2024 China Air Conditioning Industry Summit Forum, the Enjoy Wind II received the "Comfort and Health Benchmark Product" award. The AUX Know II won the 2023 Red Top Award of the China Household Appliances Association for its advanced voice control technology and industrial design. Additionally, the AUX Know series was certified by global consulting firm Frost & Sullivan as the world's best-selling smart voice air conditioner in 2022.

Leading Smart Manufacturing with Stronger Partnerships

Since the beginning of the year, a number of new air conditioning manufacturing facilities have emerged in China's appliance manufacturing hubs. On February 19, the first phase of the Yuetu Air Conditioning manufacturing base in Ma'anshan, Anhui, officially commenced operations. This was followed by the start of production on March 6 at the Lejin Air Conditioning Intelligent Manufacturing Base in Anqing, An-

hui. On April 8, construction began on a compressor production facility in Zhengzhou, Henan, a joint venture between Haier and Shanghai Highly. Additionally, a collaborative project between AUX and Panasonic is set to establish a facility capable of producing 30 million air conditioning compressors annually, along with a research and development center, in Wuhu, Anhui.

On November 2, AUX and Panasonic Wanbao Appliances Compressor (Guangzhou) Co., Ltd. signed a crucial cooperation agreement, marking a significant step in AUX's effort to expand its influence across the industrial ecosystem. This collaboration creates synergies between AC design and component development, shortening the R&D timeline and enhancing market competitiveness. The 30-million-unit compressor production facility in Wuhu will solidify AUX's strategic layout in East China and strengthen its leading position in the smart home appliance field.

Strong partnerships throughout the supply chain are essential to the competitiveness of air conditioning companies. AUX's

recent manufacturing upgrades reflect its strategy to expand its operations, ensure supply chain stability, and facilitate sustainable growth.

Resonating with Gen Z to Elevate Brand Appeal

Connecting with younger consumers is a key marketing strategy for home appliance companies, and AUX has successfully positioned itself to engage with Generation Z. In 2023, AUX hosted numerous outreach events—including music festivals, pop-up stores, and interactive challenges—designed to resonate with young audiences while showcasing its latest products.

In early 2024, AUX tapped into the popularity of rap artist Dong Baoshi, attracting over 100,000 viewers to a livestream event promoting its products. On March 13, the company collaborated with the popular band Mr. Chelonian for an online music festival, launching a consumer engagement initiative aimed at demonstrating how well its air conditioners recognize voice commands in various

Chinese dialects and accents. The related Douyin hashtag achieved over 90 million views. On May 7, AUX partnered with singer Tan Weiwei to kick off a sales campaign on Tmall. Through campus music festivals, celebrity live broadcasts, and other events, AUX has effectively enhanced its appeal to young consumers, highlighting features of Enjoy Wind II and AUX Know II.

Looking ahead, the domestic air conditioning market is not expected to experience a significant surge in demand that would lead to increased sales. The expansion of production capacity among many manufacturers intensifies competition, likely resulting in another round of industry reshuffling. However, with vigilant market observation and robust product innovation capabilities, AUX Air Conditioning is well-positioned to navigate these challenges. By proactively enhancing its products, manufacturing processes, and marketing strategies, AUX aims to solidify its industry-leading position while fostering high-quality development throughout the sector.



Ningbo's Charm in Vancouver: A Captivating Photography Exhibition

Stunning cityscapes and cultural landmarks—captivating images of Ningbo displayed in Central Park, Burnaby, Greater Vancouver, Canada, drew crowds.

From July 27-28, "Ningbo in Photographs: An Exhibition Series in Global Companies", co-organized by the Ningbo International Communication Center, Ningbo Daily Group, and Ningbo Chamber of Commerce of Canada Society, showcased Ningbo's history, culture and urban landscapes at the 2024 Chinese Cultural Heritage Festival and Vancouver Water Splashing Festival.

The festival was organized by the Canadian Community Service Association highlighting traditional Chinese culture through musical performances, Qipao fashion shows, and martial arts. Since its inception, the festival has become a vital platform for showcasing Chinese culture in Greater Vancouver. The Ningbo-themed photography exhibition was the only photographic display at the event.

James Wang, Burnaby City Councilor and Acting Mayor, noted that the photographs vividly showcased Ningbo's history, culture and progress, making them an excellent medium for cultural exchange and adding brilliance to the festival. "I believe it will provide Canadians with a deeper insight into Ningbo," he said.

Niu Hua, President of the Canadian Community Service Association, expressed a warm welcome to visitors from Ningbo, highlighting the importance of cultural exchange activities in strengthening ties with the city. He looks forward to another Ningbo photography exhibition next year, which will showcase the diversity of Chinese culture to Canadians and foster harmony between Chinese Canadians and Canadians of other ethnicities.

Landmarks rich in historical and cultural significance, including the Tianyige Museum, have profoundly impacted viewers' perceptions of Ningbo. Yang Shu, Consul General of China in Vancouver, commended the photography exhibition, describing cultural exchange activities as vital. He encouraged organizers to establish more local connections, continue to promote traditional Chinese culture, and forge bridges for cultural communication.

Local citizens at the exhibition took photos and shared them online, with some even scanning QR codes for a virtual Ningbo tour. Joe Keithley, Burnaby City Councilor, praised the creative use of photos to showcase Ningbo's urban beauty and cultural essence, bridging the gap between people from different cultural backgrounds.

After the festival, these captivating photographic displays will make their way to Ningbo enterprises in Canada, where they will continue to inspire and engage audiences through additional exhibitions.

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SPOTLIGHT

Italian Music Festival Founder Applauds Ningbo Symphony Orchestra

By Zhang Wenyu

On the evening of July 27th, the Ningbo Symphony Orchestra, led by young conductor Yu Ji, captivated the audience at the Emilia Romagna Festival in Italy. Their performance, featuring pipa player Yu Yuanchun, marked the beginning of their European tour.

The Italian audience responded with great enthusiasm, particularly for Yu's rendition of Tan Dun's Pina Concerto. The performance highlighted the unique charm of the pipa, a traditional Chinese instrument, and sparked a keen interest in

Chinese music culture among the local audience.

Massimo Mercelli, the artistic director and founder of the Emilia Romagna Festival, praised the Ningbo Symphony Orchestra's performance. In an interview, Mercelli, a renowned flutist, expressed his honor in having performed with the orchestra in April.

"I was captivated by their performance, and I believe we delivered an exceptional show to the audience together," said Mercelli.

On the evening of April 13th this year, Massimo Mercelli and the Ningbo Symphony Orchestra performed a woodwind-focused concert at the

Ningbo Concert Hall. Mercelli noted that the orchestra's skill level is on par with European orchestras. "When we played together, the orchestra's response made me feel at ease and fulfilled, exactly the experience I had hoped for," he added.

The performance left a lasting impression on Mercelli, leading to his invitation for the Ningbo Symphony Orchestra to participate in the Emilia Romagna Art Festival. As one of Italy's premier music festivals, the Emilia Romagna Festival spans multiple cities and attracts numerous internationally renowned artists and musical groups each year.

Mercelli states that the



The Ningbo Symphony Orchestra. [Photo by Liao Huilan]

Ningbo Symphony Orchestra's presence added a strong Chinese element to the Festival, providing a valuable opportunity for cultural exchange between China and Europe.

