

Hisense Middle East & Africa President Mr. Jason Ou Announces the Company's 2023 Business Strategy and Financial Targets

DUBAI, UNITED ARAB EMIRATES, July 28, 2023 /EINPresswire.com/ -- Hisense Middle East & Africa President Mr. Jason Ou announced the company's 2023 business strategy and financial targets during a press conference held at The Westin Dubai Jumeirah. Mr. Ou stated that Hisense is committed to providing high-quality products and services to its customers in the region, and to achieving sustainable growth and profitability in 2023. He outlined the company's key business priorities, including expanding its product portfolio, strengthening its distribution network, and enhancing its customer service. Mr. Ou also announced that Hisense has set a target of increasing its revenue in the region by 23% and its operating profit by 125% in 2023 compared to 2022. He emphasized that the company will continue to invest in research and development to drive innovation and improve its products. Mr. Ou concluded his presentation by expressing his confidence in Hisense's ability to achieve its 2023 goals and to continue to be a leading global appliance manufacturer.



Hisense Middle East & Africa President Mr. Jason Ou speaking at a podium during a press conference.

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