

# MIDEA Product Launch @ JEC Philippines

Last February 18, 2008 JEC Philippines formally launched the 2008 products of Midea Commercial Air Conditioners. The event was held at the Mandarin Oriental Hotel, Makati City. Presentation was headed by Frankie Chan (JEC HK); Ron Cheng, Edwin Lee, Yau Wai Man and Mazon Zou of Midea HK.

Different Midea products were shown and explained during the event, followed on by question and answer portion. Two of the participants Mr. Noel Pablonia, facilities manager of ON Semicon and Danny Enriquez, facilities supervisor of Amkor Technology showed interest in VRV, Multi systems and Chillers like Centrifugal and Screw type for their company requirements.

Mr. Rommel Bobadilla, Manufacturing operations officer of San Miguel Corporation (SMC) inquired on Midea's Climate Solution for Green Environment. SMC require Air conditioning products have higher reduction and energy conservation programs.

This product launch is one of JEC Philippines many marketing activities in promoting the company's different products and partners.

