

Mission

To become the No. 1 telecom product brand in China

Haier-CCT is a vibrant company with an energetic management team. Last year, it has taken steps to ensure it could focus upon its core business of developing and marketing a full range of mobile phones, to the PRC in particular. Its mission is to become the most prestigious telecom product brand in China. In the process, it aims to expand the business scale and value of the Group by leveraging on the strengths and networks of its major shareholders. Its reformation last year is the first in a series of moves which will propel it towards its goal of becoming the leading name in the telecom product industry in the PRC.