Midea Climbs 31 Places up the Fortune 500...

While recording 60% year-on-year growth
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Quarterly Quote:
“Everything great was accomplished by fools who dreamed.”

- Emily Dana
Midea Climbs 31 Places on Fortune 500

Press Release

Midea (Midea Group Co Ltd, SZSE 000333), the world’s largest home appliance company and #1 major appliances producer, has risen to #450 on the global Fortune 500 list, up from #481 last year when it became the first company from the Chinese household appliances industry to enter the list.

Midea achieved operating revenue of RMB 159.8 (USD 24) billion in 2016, a year-on-year increase of 16 percent, and net profit of RMB 15.9 (USD 2.4) billion.

“Also during the last 12 months Midea continued to advance its strategy of pivoting towards an efficiency-driven, global operation producing more advanced and innovative products in the home appliances industry. We are also switching from traditional product exportation from China to operating locally in key markets,” said Andy Gu, Vice President at Midea Group.

Midea had a strong year of important M&As including the recently acquired Toshiba home appliance business, German industrial robotics group Kuka AG, Israel-based Servotronix, and Italian air-conditioning manufacturer Clivet.

Midea’s focus has also been on optimizing its product structure with a greater focus on customer-centricity. Midea’s latest smart home appliances cover air treatment, refrigeration, laundry, large cooking and small kitchen appliances, water appliances, floor care and lighting.

The company has taken significant steps toward becoming a global leader in home appliances, heating, ventilation and air-conditioning, robotics and industrial automation systems due to its increased investment in research and development. In the past five years, Midea has invested RMB 20 (USD 3) billion into R&D, including the establishment of 17 research centers in eight countries. More than 10,000 employees are now directly involved in R&D and the company now has more than 26,000 authorized patents. Last year alone, the group applied for 13,546 patents and 5,562 invention patents.
Midea Group published its 2017 H1 financial report on August 30: total revenue was RMB 124.96 billion (US$19 billion), a year-on-year increase of 60.2 percent.

Net profit was RMB 11.55 billion, a year-on-year growth of 12.9 percent. Midea continued to deepen its transformation and expand global operations, which led to a continuous increase in brand value.

**Strong Growth in Both Organic & Acquired Businesses**

During this period, the revenue of Midea’s heating, ventilation and air-conditioning (HVAC) was RMB 50 billion, an increase of 42 percent on the previous year. Consumer appliances pulled in RMB 51.8 billion, a 47 percent growth year-on-year. Robots and automation accounted for RMB 13.6 billion of the revenue.

The organic business of Midea increased 34 percent, and net profit attributable to the shareholders was up 21 percent. Midea-owned Toshiba Lifestyle Products & Services Company (TLSC) has witnessed continued business performance improvement. There are over 50 synergy projects between TLSC and Midea product divisions. New products such as washing machines, vacuum cleaners and microwave ovens have been successfully launched. The revenue of Kuka Group has increased 35%, adjusted net profit increased 35% (excluding the extraordinary expenses of Midea takeover bid in 2016 H1). This business benefited from the rapid growth of the robots and automation industry worldwide. Kuka and Midea will jointly develop the Chinese market, and seek synergy in the fields of automation application, client-sharing, logistics and automation in the medical area.

**Product leadership capability**

Midea continued to increase R&D expenditure, and improve long-term technology capabilities and competitiveness. In 2017 H1, 14 pieces of technology were identified as “world-leading level”, 14 industrial designs picked up “2017 iF Awards” from Germany, 16 industrial designs were awarded 2017 Rod Dot Awards from Germany.

In 2017 H1, Midea continued to expand its global R&D footprint. In April, Midea Emerging Technology Center (ETC) opened in Silicon Valley in The United States, and the R&D center in Louisville, Kentucky moved into a new office. In May, R&D centers in Japan and Austria were founded. In June, Midea consumer research center was put into use in Shanghai. In July, an R&D center was established in Singapore. So far, there are 17 R&D centers in total. They work very closely with local research institutes, setting up a global innovation eco-system.

**Operational Excellence of the Whole Value Chain**

Centered on market and consumers, Midea will adhere to the T+3 model (made to order) which aims at improving efficiency of the value chain, CDOC (Concept, Design, Optimize, Capability) methodology which enables product development based on consumer demands, MBS (Midea Business System) which emphasizes lean manufacturing, operational simplification, supply chain optimization, retail enhancement, channel streamlining etc., so that all business processes can be digitized and standardized with an aim to achieve operational excellence along the whole value chain.
Vacuum Cleaner Range Launched in Russia

By Anna Vaschenko

An April launch of a range of vacuum cleaners in Russia has proven a big success. The models, with their rare handle controls, included the bagged 15A and 14D, cyclonic 14V, 31C and 13L, and the handstick 14P.

Media channels used for the promotion included banner ads, and advertisements in popular print publications and leading social networks, including Facebook, Instagram, and VK. The latter is the country’s leading social network.

The promotions were part of Midea’s global brand positioning, showing surprisingly friendly functions that helped customers make themselves at home. Dogs, who are not known for being friends with vacuum cleaners, were used in the series of photographs, which saw an encouraging engagement rate on social media.
Finalist in Visionary Award

By MIB

We are honoured to receive the Finalist Award of 2017 Asia Pacific New Community of the Year in the recent APAC Customer Intelligence Summit hosted by Vision Critical, the world’s leading customer intelligence solution company. Every year, Vision Critical recognizes the outstanding achievements of its customers through its Visionary Awards.

In July, 300 senior professionals attended this yearly event in Sydney, Australia and more than 200 participated by livestream. Emerging from 80 candidates across the globe, Midea was one of 4 finalists selected in the Asia Pacific category.

Midea Community, our very own branded Online Insight Community consisting of highly engaged consumers from Indonesia, has enabled MIB Marketing Consumer & Market Insights (CMI) team to collect knowledge and insights in a more agile and flexible manner. Through continuous research projects and engagement activities, Midea Community has supported Product Divisions and MIB Marketing in various business initiatives.

Midea Community was specially recognized for its effort in bringing the voice of the consumers directly into business decision, building two-way engagements with members, embracing Midea’s brand promise while recognizing unique cultural traits of the ASEAN consumers.

New VRF System Launched in Philippines

By CAC

More than 150 dealers, contractors, consultants and owners attended an event August 2 at which Midea Commercial Air Conditioning (CAC) launched its new V6 variable refrigerant flow (VRF) system in The Philippines. The product will help make Midea a HVAC leader in the Southeast Asian country.

Rafael Hechanova, Vice President of Concepcion Industrial Corporation, gave a welcome speech, outlining Midea’s achievements in the Philippines market. Other speakers included Ken Liang, Director of Midea CAC Asia & Pacific Region; Charles Zhang, who pledged to invest more in R & D; and Peck Zhao, Marketing Manager of Midea CAC, who went into detail about the product’s advantages.

Midea VRFs have a market share of more than 10 percent in The Philippines. Rising electricity costs will place more emphasis on energy-efficient technology, which will hand Midea a further advantage.
Midea participated in the 12th edition of the Eletrolar Show in São Paulo, Brazil from July 17-20. Midea’s stand, which contained the company’s entire range of home appliances, attracted customers and media from around the continent to make themselves at home, selling 89,520 units and inspiring 45 media mentions (including three television appearances) along the way.

Midea Group gained 134 times what it spent on its stand as well as gaining incalculably valuable media exposure. With the help of celebrity chef Edu Guedes, Midea’s stand and its products got over 213,000 views during the trade show.

“Participating in the trade show was a great opportunity for the company to close deals, get closer to buyers and show the novelties. Midea’s operation in Brazil underwent a profound change in the last two years and has become stronger. There was an increase in the portfolio with the entry into segments we did not previously operate in. Today, Midea, in addition to being a reference in residential and commercial air-conditioning, offers products for the kitchen and other home environments”, said the marketing manager of Midea-Carrier, Mauricio Portella.

According to the organizers, Eletrolar Show presented 700 brands and 10,000 and received 27 thousand visitors, representing 30 thousand points of sale throughout the country. Over 800 buyers from large networks not located in São Paulo circulated through the pavilions, in addition to 200 from other Latin American countries, including Argentina, Bolivia, Chile, Colombia, Peru and Venezuela.
Smart Appliances Feature at Moscow Cultural Exchange

By Midea

Midea was the smart home representative at a cultural exchange event at the Moscow China Culture Center in Russia July 3. The full title of the event was (breathe in) "Experience China-Culture Exploration of Guangdong in Europe and 2017 'Belt and Road' World Brand Tour of China (Guangdong) in Russia".

A range of Midea’s Internet of Things-friendly “smart” appliances were on display at the cultural exchange which was aimed at promoting friendship and cooperation between Guangdong Province, where Midea is headquartered, and Russia. The event, organized by the Information Office of People’s Government of Guangdong Province and Chinese Embassy in Russia, also displayed Guangdong’s finest unmanned aerial vehicle, porcelain paintings and herbal tea.

Dignitaries at the event included Lantzman, Vice-president of Culture and Mass Communications Development Committee of Moscow Parliament, Lubawin, Dean of Moscow State Academic Art Institute named after V.I. Surikov and Yuri Tavrovsky, Professor of Peoples’ Friendship University of Russia. Over 30 international media outlets were in attendance.

U.S-Based Cloudera to Support Digital Transformation

By MIP

Cloudera, Inc, a leading provider of modern platforms for machine learning and advanced analytics, announced that Midea Group has deployed Cloudera Enterprise for its advanced analytics platform to support the company’s digital transformation.

With Cloudera, Midea has been able to resolve three core issues, namely finding users, creating products that meet demands and identifying reasonable prices in order to complete sales. This has allowed Midea to successfully transform its business model from a large-scale low-cost production model to an innovative, technology-driven model. The success of Midea’s digital transformation has led to high income growth for the business in 2016, with profit growth reaching more than 20%. As a result of Midea’s solid foundation using the “Turn on Midea” strategy, it aims to explore new industries with technology innovations.
10 Years in Palestine

By Midea

Midea and Akram Sbitany & Sons Co. Ltd held a celebration at the Millennium Movenpick Hotel, Ramallah July 11-12 to celebrate ten years of partnership. The event was attended by top management of both companies, including Elvis Wang (GM for the Midea Middle East company), Al-lan Lee (Kitchen Appliances Sales Director of CIS MEA and Asia), Akram and Omar Sbitany, Deputy CEOs and General Managers of Sbitany; as well as main dealers, retailers and media.

The first day included a full, up-to-date product display, and a cooking demo. The second day was open to all dealers and end users and included entertainment such as discount sales and chances for customers and clients to win and receive recognition from Sbitany.

Midea distributes a wide range of Home Appliances in Palestine including kitchen appliances, refrigerators, washing machines, ovens, air conditioners, and small domestic appliances. During the past decade, it has become a trusted brand with Palestinian consumers, which has been reflected in its market share, particularly in air conditioners. Midea and Sbitany look forward to continued prosperity together.
World's Top Rubber Glove Manufacturer

By Peck Zhao

Midea Commercial Air Conditioning (CAC) has installed its water-cooled screw chillers at the Malaysian factory of the world's largest rubber glove manufacturer. Based in Malaysia and boasting offices in the United States and Germany, Top Glove has a 25 percent market share worldwide.

The technology that was put to use by Midea has AHRI certification, one of the most prestigious accolades in the field. It has made Midea CAC popular with other top players in the rubber industry, including Kossan Rubber, and Supermax Corporation.

About Top Glove

Top Glove is the world’s leading manufacturer of disposable gloves, with 30 manufacturing facilities in Thailand, Malaysia, and China. It was established in 1991 with just one factory, went public in 2001, and now exports to 195 countries. It currently has around 11,000 employees and a production output of 48 billion units.

Chillers Installed in Indriati Hospital, Indonesia

By Peck Zhao

Midea Commercial Air Conditioning (CAC) has completed the installation of its chillers in Indriati Hospital in Solo, Indonesia. After successfully bidding for the project last year, CAC provided four high-efficiency centrifugal chillers. Each was 700RT and had a total capacity of 2,800RT.

Midea’s air conditioning technology is proudly at the forefront of the global rush toward sustainable development. For this reason, this and many more of Midea CAC’s biggest projects take place in developing countries.
Showroom in Sydney, Australia

By CAC

Midea Commercial Air Conditioning (CAC) opened a showroom in Sydney, Australia’s largest city, in June. The showroom, occupying 100 square metres, is in the suburb of Greenacre, the HVAC and construction capital of the Australian state of New South Wales.

Most products in the showroom are variable refrigerant flow (VRF) and air source heat pump devices. Alex Zhou, branding manager of Midea CAC Asia & Pacific region said: “We have been doing business in Australia for almost ten years. So far, our heat pump products are selling well in this market. Now we want to extend our VRF business. We believe the showroom can help us increase brand awareness and give more people an experience of our innovative products.”

CAC Runs Smoothly in Saudi Tower

By CAC

The 34-storey King Road Tower is the most imposing office building in Jeddah, Saudi Arabia. It contains, among other things, the world’s largest LED advertising screens, making it an important local landmark.

The tower is also home to some of the world’s greatest air conditioning technology, having installed water-cooled centrifugal chillers from Midea Commercial Air Conditioning (CAC). One of Saudi Arabia’s most important buildings, all equipment in the tower had to meet the highest standards of energy efficiency and stability.

Having first been installed in 2011, the chillers were recently recognized as having been used in the building for six problem-free years. As in many other parts of the world, Midea CAC is responsible for keeping a spectacular landmark functioning.
Midea Group Mid-year Business Review Conference was held just eight days after the 2017 Fortune Global 500 was announced. After finding out that Midea jumped 31 places to No. 450 on the list, it held its conference, whose theme came from a quote by ancient Chinese sage Xunzi: “Stride through every step.”

What steps did Midea take that made this rise up the Fortune 500 possible? Some answers may be found from Midea Group CEO Paul Fang’s speech at the conference.

1. Grateful to Everyone at Midea

To open the meeting, I would first like to thank all Midea employees on behalf of the executive committee. This includes those from KUKA and Servotronix who entered the Midea family this year and those from Toshiba Lifestyle Products & Services and Clivet who entered last year. Thanks for all of your hard work. It was because of you all that Midea had a pleasing performance in the first half of 2017.

Among Chinese companies, Midea’s employees are well respected for their diligence and hard work. The fighting spirit of our teams is an inspiration to all members of the executive committee as we pursue higher goals and shoulder greater responsibilities.

Now I would like to show you a picture. It was taken in a home appliance store in Jining City, Shandong Province in North China, when I went there after Spring Festival this year. You can see a paper-folding swan was placed on top of a washing machine of the Midea-owned Little Swan brand. It was made by an ordinary but dedicated sales guide in her leisure time. It was really beautiful. This paper-folding swan not only shows her dedication but also her faith in the future of this company and its brand.
The future will be what we make of it. If we believe that Midea will go onto achieve even greater things, we need to keep our eye on the prize and keep moving forward. The sales guide I mentioned is far from being the only selfless and dedicated member of the Midea family. On behalf of the management, I reiterate my true appreciation and respect to all the hard-working Midea employees around the world.

2. Turning Vigilance into Action

Midea’s operating data for the first half of 2017 was not bad. However, during good times like this, it is important that we stay vigilant.

This time last year our conference was titled “Be Vigilant, Be Visionary.” We need to stick to those principles, especially the latter part.

Five years ago, Midea went through some radical changes. These are what made today’s situation possible. At that time, those were a much-needed reaction to a challenging situation. However, just because times are good now, that is no reason not to keep challenging ourselves and making improvements.

This is a time in which we need to be brave and dare to make changes. As we transform, we will encounter new pressures and find new objectives. That is what the best companies do.

We need to understand that the biggest obstacle to overcome is ourselves. Franz Kafka once said, “I lack nothing. I only needed myself.” Only by finding ourselves can Midea reach a higher level. Like a ship sailing in rough waters, we cannot be still, we cannot just look at what’s in front of us, we need to keep moving forward.

Midea’s business, not only reaches every corner of the world, but is also entering new industries, such as robotics and intelligent logistics. Now as we enter deep waters, we need to build a strong footing to ride out the storm. This footing is represented by Midea’s capability on cash flow control, profitability and discipline (that is, values, execution and activity should be aligned.)
Midea’s goal, strategy and theory are always clear, but the point is ACTION!

Now what is needed is that Midea’s people should show their leadership in solving problems so as to explore a new world. Things are changing fast, I need to move quickly! I, and all the managers, our resolution shown today will manifest in P&L in 5 years. Midea’s operational performance still has much room for improvement.

3. Grow Organically and Achieve Operational Excellence along the Whole Value Chain

In the second half of 2017, Midea needs to do five things.

First we need to grow organically. We must seize the rare opportunities we currently have to develop and use our scale to create effective advantages.

Second we shall continue to strive for product leadership. This will include continuing to invest in research and development. With confidence and patience, we can improve our products step-by-step.

Third, the continued operational excellence along the value chain can create new cost advantages. I think that the true meaning of innovation is to change the established way of doing things, and find new methods.

In Midea’s case, this means reorganizing our products, manufacturing and processes. It also means increasing efficiency, reducing costs. It also means that changes we make to our products and services will manifest themselves in the form of increased profit and revenue.

Midea already has the advantages needed to do this. Products themselves may be easy to imitate, but Midea’s operational excellence and entire value chain should be impossible to replicate. That is our top priority for the next three years.

Fourth, step up integration and transformation of our recently acquired businesses such as TLSC. We need to turn it around and build a solid foundation for 2018.

Fifth, we will increase synergy with KUKA in the Chinese market and strengthen its position here. China’s robotics and automation business is unstoppable right now. We need to seize the opportunities presented to us.

In 2017, the overall revenue of Midea is expected to reach 220 billion RMB. Obviously, Midea has stood at the forefront of the times. 2018 is a critical time for Midea to seize opportunities and use advantages. The strongest will survive and grow stronger, that is a business route proved by European and American market.

We should be less impetuous, more honest; less short-sighted, more forward-looking; less words, more action. Action makes Midea what it is and will determine its future.

Finally, I share two pictures of Mr. He Xiangjian. One was taken at the beginning of his career, while the other was taken a few days ago when he donated 6 billion RMB to charity. A lot of people started businesses at the same time as Mr. He, but few of them are left. Only with genuine heart, can we reach the great beyond.

Humans always forget their original aim when moving forward. Why was Mr. He successful? I think you have various answers for that. For me, the only reason is that he has always stayed genuine.

Therefore, what we need to do is also be genuine and let our hearts guide us. Only with that, can we ride out the storm when we enter deep waters and become a true global enterprise. We should keep our genuine heart to bring Midea to a new level.
Midea International Displays Group’s Entire Product Range in Berlin

Summary

Midea International brought together the group’s entire range of appliances for display at the IFA in Berlin September 1-6. The IFA is the world’s leading trade show for consumer electronics, and Midea’s booth doubled in size from the previous year as it showed its cutting-edge range of air treatment, refrigeration, laundry, cooking, water heating, vacuum cleaning and lighting products.

“Midea Group has had a strong year of important M&As and we have taken significant steps toward becoming a global leader in home appliances, HVAC (heating, ventilation and air-conditioning) as well robotics and industrial automation systems due to our increased investment in research and development. Midea’s focus has also been on optimizing our product structure with a greater emphasis on customer-centricity.” said Brando Brandstaeter, Head of Global Brand & Communication at Midea.

The Midea booth this year was also equipped with a state-of-the-art audio-visual entertainment system to showcase the company’s latest innovations & developments. The showcase brought to life Midea’s mantra “make yourself at home” and highlighted the surprisingly-friendly features of the products that can transform home chores and daily maintenance tasks into enjoyable family moments. The new Midea products unveiled at IFA included:

**Residential Air-Conditioning**

With its silky cool feature, Midea’s Ultimate Comfort split is able to soften airflow with 2 special deflectors.

Also, with smart sensor, Midea’s Kid Star Series is able to detect children’s sleeping situation. Once the child kicks the blanket away, the air con will raise the temperature, adjust the fan speed and angle. In this way, it can keep children from catching a cold.

**Fans**

Midea’s Inverter Cooling Fan, with 26 modes of speed, is designed for all different needs at home.

**Heating**

Midea oil filled Radiator creates a safe environment for families. Due to its built-in safety tip-over switch - if the machine falls, it can automatically power off.
Advances Newsletter, Q3 2017

Midea International Displays Group’s Entire Product Range in Berlin (Cont.)

Summary

Refrigeration
Midea’s Nature Collection is characterized by its size, originality and green technology. The new model of 70 combi has a bigger volume with the same size due to its ultra-thin cabinet and air duct. The products’ light freezing and new humidity control technology helps maintain the flavor of food. The liner and door seal, made from food safety material, and the new foaming technology make it a green product.

Kitchen Appliances
In Midea’s Kitchen corner visitors could see the world’s first stainless steel tub Double Drawer Dishwasher. Midea’s FlexCeramic Hob enables users to cook different foods in a vast variety of pots and pans from small to large, and allows continuous heating with no temperature fluctuation.

Small Domestic Appliances
Midea’s versatile Cooking Blender features an off-center blending jar to create more effective and smoother blending results. This makes it possible to blend and heat everything, from smoothies, soup, sauces and much more.

Vacuum Cleaner
Midea’s new Cordless Stick Vacuum Cleaner Power P3, equipped with 21.6V Li-ion interchangeable batteries, has a low noise DC motor and motorized brush. It improves the experience of home cleaning with its super light weight, portability and multi-function.

Laundry
Midea’s new Glory 11 Front Loading Washer with Easy-Jet function for better clean detergent residue on glass door and gasket.

IFA Award
Midea’s technology and product innovation was recognized by the IFA, with the company winning several key awards this year. Midea was presented with the 2017 IFA Product Technical Innovation Award, the Multi-stage IH Heating Technology Gold Award, and the Zero Cooling Water Technology Innovation Gold Award.

A cooking class in which Michelin-starred Joan Burgues Estrada showcased Midea’s kitchen products

You can read the original press release from MIB Marketing here: http://www.midea.com/global/about_midea/News/201709/t20170906_209247.shtml
The Land of Port and the Pena Palace

By Kevin McGeary

Midea Group’s commercial air conditioning has been installed in the National Bank of Portugal headquarters in Lisbon. This year, the company also held an air conditioning training ceremony in Europe’s westernmost country.

Below we take a look at some things you may not know about a country that, despite its small area, has played a significant part in the making of the modern world.

Territory

Portugal is one of the oldest countries in Europe, having the same defined borders since 1249 on the west of the Iberian Peninsula. It was established that year after The Algarve, the southernmost tip of the country, was regained from The Moors.

Lisbon, which became the capital city in 1255, is some four centuries older than Rome. It was settled by the Phoenicians possibly as early as 1200 BC. They used the excellent transport opportunities offered by the River Tagus.

Empire

Portugal was the first empire of the European colonial era and one of the longest-lived in history, existing from the capture of Ceuta on the north coast of Africa in 1415 until the handover of Macao back to China in 1999.

Portugal once ruled half of the New World. Its former colonies include Brazil, Angola, Mozambique and East Timor. Legacies of the Portuguese empire include introducing chilies to India; and—most controversially—the Atlantic Slave Trade, which began in the late fifteenth century when the labor-intensive growth of crops such as sugar cane failed to meet demand in the Americas.

Though the first public sale of African slaves took place in Lagos, Portugal in 1444, the Portuguese empire was ahead of other European powers in abolishing slavery. The Marquis of Pombal abolished slavery in Portugal in 1761. Spain would take until 1811 and France 1826 to ban the trade.

Language

Portuguese is one of the Romance languages, along with Spanish, Italian and French. The official language of eight countries, including East Timor and Mozambique, it is the world’s seventh most spoken language.

Spanish author Miguel de Cervantes once called Portuguese “the sweet and gracious language”, while the Brazilian poet Olavo Bilac described it as “the last flower of Latium*, rustic and beautiful”. Portuguese is also termed “the language of Camões”, after Luís Vaz de Camões, one of the greatest European literary figures in and author of the Portuguese epic poem, Os Lusíadas.

*The region of Western Italy where Rome was founded.

Os Lusíadas

The epic poem Os Lusíadas, first printed in 1572 after Luís Vaz de Camões returned from exile in Macao, is considered the most important work of literature
The Land of Port and the Pena Palace (Cont.)

By Kevin McGeary

in the Portuguese language. In 1102 stanzas, it celebrates the discovery of a sea route to India by the Portuguese explorer Vasco da Gama (1469–1524).

Os Lusíadas uses history as well as both Christian and Pagan mythology to tell its heroic story. As Portugal’s national epic, it draws comparisons to Virgil’s The Aeneid and Homer’s The Iliad.

Books

Portugal is still in touch with its literary and artistic heritage. José Saramago, who won the Nobel Prize for Literature in 1999, was described by critic Harold Bloom as “the most gifted novelist alive in the world today” in 2003 and as "a permanent part of the Western canon" upon the author’s death in 2010. Portugal also has the world’s oldest bookshop. Established in 1732, Bertrand bookshop was destroyed in the great Lisbon earthquake of 1755. However, in 1773 it was moved to the location it still occupies.

Fado

In popular belief, fado is a form of music characterized by mournful tunes and lyrics, often about the sea or the life of the poor, and infused with a sentiment of resignation, fatefulness and melancholia. On 27 November 2011, fado was added to the UNESCO Intangible Cultural Heritage Lists.

Thought to originate in Lisbon in the 1830s, Fado is inspired by Portugal’s long, embattled history, being stuck between its bigger neighbor Spain and the vast, unknown sea. It involves the guitar, the Mandolin and a poetic lyric.

Football

Until last year, Portugal could claim to be the greatest football nation never to have won a major tournament. That was until their un-fancied, hitherto underachieving team triumphed at the 2016 European Championships, conquering the host nation France in the final.

Portugal’s first major football star was Mozambique-born Eusebio. His achievements included taking Benfica to two consecutive European Cups in the 1960s and winning the Golden Boot at the 1966 World Cup. Benfica’s arch-rivals FC Porto have also won two European Cups, triumphing in 1987 and 2004.

The current national team captain and one of his country’s favourite sons, Cristiano Ronaldo has won four Ballon D’Ors and four Champion’s Leagues. He has also overtaken Eusebio’s goal-scoring record, netting 75 times for Portugal, and may still have plenty to offer.
Cuisine and wine

With its long Atlantic coastline, Portuguese cuisine involves a large amount of seafood. This includes polvo à lagareiro, in which a whole octopus is boiled and then roasted in an oven with garlic and olive oil. There is also sopa de cação, in which shark is marinated in coriander, lemon and garlic before being brought to the boil in a soup.

One of the country’s best-known exports is port, a fortified red wine produced exclusively in the Douro Valley in the northern provinces and often served as a dessert. Port became particularly popular in England (Portugal’s oldest ally) after the Methuen Treaty of 1703, when merchants were permitted to import it at a low duty, while war with France deprived England of French wine.

Tourist destinations

With its sunny, Mediterranean climate and long history, Portugal has some excellent tourist locations both manmade and natural. The Pena Palace is a Romanticist castle in the municipality of Sintra. On a clear day it can be easily seen from Lisbon. It is a national monument and constitutes one of the major expressions of 19th-century Romanticism in the world. The palace is a UNESCO World Heritage Site and one of the Seven Wonders of Portugal. It is also used for state occasions by the President of the Portuguese Republic and other government officials.

The Archipelago of the Azores is composed of 9 volcanic islands in the Atlantic Ocean, located about 1,500 km (930 miles) west of Lisbon. Renowned for world-class whale watching, hot mineral springs, and quaint seaside towns, each island has its own fascinating identity. São Miguel is the largest island of the Azores and is known as “The Green Island” while Pico is home to the highest mountain in Portugal.

Wildlife

The wildlife of Portugal is a mixture of European and North African types. As in Spain, the wild goat, wild pig, and deer can be found in the countryside. The wolf survives in remote parts of the far north and northeast, and the lynx inhabits the Malcata Mountains. The fox, rabbit, and Iberian hare are ubiquitous. Birdlife is rich because the peninsula lies on the winter migration route of western and central European species.
The Philippines is one of the most fruitful markets for Midea’s own-brand business. In August, a launch event was held for Midea’s new variable refrigerant flow system in the national capital of Manila.

Made up of over 7000 islands, it is a country of evocative landscapes and rich cultural heritage. Here are some other things you may not know about the nation of “Pac-Man”, Puerto Galera, and papaitan.

Territory

Located in Southeast Asia, the territory now known as The Philippines has been an advanced civilization since the first millennium CE, with considerable achievements in mining, pottery, literature, and maritime exploration. The country’s modern history began in 1521, when explorer Ferdinand Magellan began to colonize it for the Spanish Empire. The country is named after King Philip II of Spain and it remained a Spanish colony until 1898.

After a period that included war with The United States and occupation by Japan, The Philippines won independence in 1946, establishing Manila as the capital. Manila’s population density is 55,446 people per square mile, making it the most densely populated city in the world. The Philippines’ population exceeded 100 million in 2014, making it the world’s twelfth most populous country.

Emigration

Large scale migration from The Philippines began in the 1970s when the country’s economic problems were exacerbated by the 1973 oil crisis. There are over 10 million Filipinos living abroad. The largest number are in The United States, with just under 4 million, followed by Saudi Arabia with just over 1 million.

The Philippines provides around a quarter of the world’s overseas nurses, and nurses working abroad remit about US$1 billion back to their home country every year. The Filipino government specifically eases the processes of emigration, remittance, and reintegration, all of which are beneficial to the economy.

Languages

The original official language of the Philippines was Spanish. Then, under US occupation, English was introduced into schools and remains the most important language in education. In 1937 steps were taken to develop a national language based on one of the existing native languages. Tagalog was chosen as the base language and, in 1973, the language, named Filipino, became the joint official language along with English.

According to the 2000 census, 52 million people in the Philippines speak English, making it the fifth largest English-speaking nation behind the U.S., India, Pakistan, and the U.K. Altogether, The Philippines has around 170 languages, many of which face extinction due to ruthless progress and globalization.

Tourist destinations

The Philippines has more than its share of pristine beaches, natural wonders and historic sites. In 2015, the travel and tourism industry contributed 10.6 percent to the country’s GDP.

Popular destinations include the San Agustin Church.
Agustin Church which was built in Manila in 1589 and has survived seven earthquakes since. The coastal town of Puerto Galera offers pristine beaches with excellent diving spots and wide diversity of marine species. Perhaps most famous of all is the Banaue Rice Terraces, carved from the mountain ranges about 2,000 years ago without modern tools by the Ifugao tribes, these magnificent farm terraces resemble giant steps reaching up to the sky.

Religion

As a result of the Spanish influence, the country is predominantly Christian with 90% of the population practicing some mode of Christianity, the vast majority being Roman Catholic. It is the only country in Asia to be majority Christian.

There is a 4 percent Muslim minority, mostly concentrated in the southern islands of Mindanao, Sulu, and Palawan. Religion in the Philippines is also influenced by belief systems brought by Chinese immigrants, including Buddhism and Taoism. Some superstitions from pre-Hispanic Paganism also survive, such as burying the placenta under one’s house after childbirth (seriously, look it up).

Sport

Basketball is hugely popular with Filipinos. There are makeshift hoops erected on most city street corners, young men commonly wearing NBA jerseys, and local teams playing in every community hall. The Philippines Basketball Association (PBS) is the second oldest basketball league in the world after the NBA and many former professionals come from the United States to play in it.

Filipinos also love boxing, and Manny Pacquiao fights are de facto national holidays. The country is so supportive of “PacMan” that every time he has a match, the Philippine National Police report that street crime drops to zero in Manila.

Social

Visitors to The Philippines are often struck by the locals’ politeness. Most foreigners are referred to as “sir” and “mam” no matter their age. Forms of socializing include hanging around in
Seven-Thousand Island Nation (Cont.)

By Kevin McGeary

shopping malls (of the world’s ten largest, three are in The Philippines), and text messaging (The Philippines sends more every year than Europe and the United States combined).

Filipinos are particularly respectful toward the old, addressing seniors as “po” after please, thank you, and other exchanges. Moreover, the elderly, the disabled, and pregnant women have their own line at banks, restaurants and taxi queues. Filipinos’ politeness can sometimes go too far, and they are often less blunt than Westerners, particularly when it comes to saying no.

Cuisine

One of the most interesting Filipino dishes is balut, a boiled, fertilized duck egg with a half-formed chick inside. It is said to be an aphrodisiac. Other dishes include camaro, field crickets cooked in soy sauce, vinegar, and sugar; papaitan, a goat or cow innards stew flavored with bile; and Soup #5, which is made of bull testicles.

To wash these dishes down, there is Tanduay rum, which dates back to 1854 and remains the Philippines’ spirit of choice. Made from sugar cane milled on the island of Negros, it can come cheaper than bottled water.

Economy

Despite the challenging global economic environment, the Philippines has achieved notable economic expansion, driven by the economy’s strong export performance and inflows of remittances that have bolstered private consumption. Gradual improvement of the business regulatory environment includes reduction of the time and cost involved in fulfilling licensing requirements.

The anti-lock braking systems (ABS) used in Mercedes-Benz, BMW, and Volvo cars are made in the Philippines. Ford, Toyota, and Nissan are the most prominent automakers manufacturing cars in the country.

Happiness

The Philippines is one of the happiest countries in the world, ranking near the top on Gallup’s index.

Filipinos have an uproarious sense of humor, and visitors will experience joking, lighthearted banter, and even singing, a custom that owes something to Filipino Roberto del Rosario, who became the first patented producer of the karaoke machine in 1975. Historically, this humor has helped cope with poverty, frequent natural disasters and foreign conquest.
SNAPSHOT

CAC in Saudi Tower