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**Subject:** Economic Development Announcement and Groundbreaking: Haier  
**Location:** Haier America, 50 Haier Blvd/Corporate Drive, Camden, SC  
**When:** 8/20/2015 3:00:00 PM - 4:00:00 PM  
**Attachments:** ATT74540  
ATT80563  
ATT01082  
ATT20617

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**EVENT:** Haier America Expansion Announcement and Groundbreaking  
**DATE:** August 20, 2015

**TIME:** 3:00 PM

**LOCATION:** Haier America, 50 Haier Blvd/Corporate Drive, Camden, SC

- Take Exit 98 and turn north towards Camden
- Turn right onto Black River Road
- Haier Blvd/Corporate Drive approximately 1.5 miles on right

**PARKING:** VIP Parking in front of building. Parking attendant will direct the Governor's vehicle. Adrian Micu and Joe Sexton will greet the Governor's car when she arrives. Mandy Brawley with Commerce will be there as well to take the gift from Ashton and place it in the Governor's chair.

**PURPOSE:** Haier has decided not to move their facility in Kershaw County, but to expand and announce new jobs and investment. This announcement/groundbreaking event is to thank the company for their investment in Kershaw County.

**LOCATION SET-UP:** The event will be held outdoors under a tent. The tent will not be air conditioned. The Governor will be seated on stage, in the 5<sup>th</sup> seat from the left while looking at the stage.

**ON-SITE LOCATION CONTACT:** Joe Sexton, President of Haier America R&D  
Cell number: 803-669-5095

**PROJECT NAME:** Project Picture

**COMPANY NAME:** Haier America

**PROJECT MANAGER:** Mandy Brawley

**CITY AND COUNTY:** Camden / Kershaw County

**JOBS NUMBER AND INVESTMENT NUMBER:** 410 jobs/\$72,134,500 investment, which includes a 250,000 sq. ft. addition to the existing building.

**SEATED ON STAGE (FROM L to R if looking at stage):**

1. Representative Laurie Funderburk
2. Senator Vincent Sheheen

3. Sec. Bobby Hitt
4. Joe Sexton, President of Haier America R&D, also local plant manager
5. Adrian Micu, President, Haier America
6. Governor Haley
7. Kevin Dexter, Haier America COO
8. Julian Burns, Kershaw County Council Chair

**KEY COMPANY PERSONS:**

1. Adrian Micu (Me-Coo), President and CEO of Haier America
2. Joe Sexton, President of Haier America R&D
3. Mike Troisi (Troe-ee-cee), VP and General Counsel
4. Kevin Dexter, COO of Haier America

**NOTABLE CONFIRMED ATTENDEES:**

1. Senator Vincent Sheheen
2. Representative Laurie Funderburk
3. Julian Burns, Kershaw County Council Chair
4. Yvette Rowland, Senator Graham's office
5. Kelly Long, Senator Tim Scott's Office
6. Tom Gardner ,Vice Chair – Kershaw County Council
7. Dennis Arledge – Kershaw County Council
8. Sammie Tucker, Jr. – Kershaw County Council
9. C.R. Miles, Jr. – Kershaw County Council
10. Jimmy Jones – Kershaw County Council
11. Jeffrey Graham – Camden City Council
12. Laurie Parks – Camden City Council
13. Alfred Mae Drakeford – Camden City Council
14. Mayor Tony Scully – City

**GIFT:** Framed brass plate to be given to Adrian Micu after the Governor finishes her remarks.

**PRESS:** Yes

**PUBLIC:** Yes

**ACCESS TO EMPLOYEES:** Yes, all employees will be attending- about 125 people. They will be located inside the tent either sitting or standing based on seating availability. Employees will be wearing matching t-shirts for easy identification.

**INTRODUCED BY:** Secretary Hitt

**LENGTH OF SPEAKING:** 5 minutes

**LINE-BY-LINE:**

3:00	Welcome	Joe Sexton - President, Haier America R&D Company
3:05	Announcement	Adrian Micu - CEO & President Haier America
3:15	Remarks	Secretary of Commerce Bobby Hitt
3:18	Remarks	Governor Nikki Haley
3:23	Remarks	Senator Vincent Sheheen
3:28	Remarks	Representative Laurie Funderburk
3:33	Remarks	Julian Burns, Kershaw County Council Chair
3:38	Closing Remarks	Adrian Micu
3:43	Groundbreaking	Photo - All speakers will participate.
3:48	Q&A – Press	located on groundbreaking site
4:00	Governor Departs	

**HISTORY OF COMMUNICATION:** Governor Haley had a call with Adrian Micu in October 2014, and in April 2015, the Governor met with Joe Sexton and Adrian Micu in her office.

**COMPANY OVERVIEW:** Haier America was founded in 1999.

## **FINANCIALS**

- In 2014, Haier's global revenues reached \$32.1 billion.

## **DESCRIPTION OF BUSINESS**

- Haier America Inc. manufactures home appliances and consumer electronics. Haier America Inc. operates as a subsidiary of Haier Group Co., Ltd.; the #1 major appliance brand as ranked by Euromonitor International 2014.
- The company offers refrigerators, freezers, dishwashers, microwaves, wine cellars, beer dispensers, and beverage centers; LED televisions and high definition televisions/DVD combo systems; washers and dryers; room air conditioners, portable air conditioners, dehumidifiers, through-the-wall air conditioners, and heat/cool air conditioners; and ductless split air conditioners and PTAC systems.
- It also offers repairs, parts, and accessories. Haier distributes products in more than 100 countries and regions around the world.

## **SOUTH CAROLINA OPERATIONS**

- Haier Industrial Park in Camden, South Carolina is a \$40 million facility on 110 acres opened in March 2000; the facility currently builds highly rated top mount refrigeration. The facility has an annual production capacity of 400,000 units. In 2003, the first full size refrigerator rolled off the line in Camden, South Carolina.
- In 2001, the road near the Camden Haier facility was renamed Haier Boulevard in appreciation of the company's contribution to the local economy. The city also awarded Haier the "2001 Community Contribution Award." In 2002, the facility was also awarded the "Job Creating Award."
- In 2013, the Camden facility established a Research and Development Center reinforcing its commitment to offering home solutions specifically tailored to the North and South American market.
- The Camden facility employs about 125 people.

## **EMPLOYEES**

- Haier employs more than 70,000 people around the world.

## **LOCATIONS**

- Haier America is headquartered in Manhattan, New York at the landmark Haier Building (1336 Broadway).

## **SUGGESTED TALKING POINTS:**

- It is another great day in South Carolina!
- Today, we come together to celebrate a fantastic member of the South Carolina family.
- Haier America is expanding its Kershaw County operations!
- Doing business here for more than 15 years, this is a company that continues to make an extraordinary commitment to our state.
- In 1999, Haier broke ground on this world-class \$40 million, 300,000-square-foot facility, representing the first mainland Chinese company to locate a manufacturing facility in the U.S.
- We understand that you took a chance on South Carolina and our people.

- With this expansion, I'm proud to see that we've met and, hopefully, exceeded your expectations.
- In South Carolina, we make cars, planes and tires, but here in Kershaw, we make household appliances used by consumers around the world.
- I couldn't be more proud of the people here in Camden who go to work every day and produce these top-quality products. YOU are the reason for today's announcement!
- Achieved with a \$72 million investment, this expansion is expected to create 410 new jobs here in Camden, S.C. over the next five years. That is 410 additional families that will be supported by Haier's continued commitment to our state!
- Working with Adrian Micu, President and CEO of Haier America; Joe Sexton, President of Haier America R&D; Secretary of Commerce Bobby Hitt; and Peggy McLean with Kershaw County – this announcement is the perfect illustration of Team South Carolina at its best.
- When we bring companies to South Carolina, we commit to having their back every step of the way, and I want to reaffirm that commitment today.
- To Haier, we couldn't be happier that you continue to believe in our state, its loyal workforce and the exceptional community leadership here in Kershaw County.
- Thank you for placing your trust in us, and I personally look forward to continuing this tremendously successful partnership with you.

## **BIOS**

### **Adrian Micu President and CEO, Haier America**

Adrian Micu joined Haier America as President and CEO in February of 2014, and is responsible for overseeing the company's businesses in North and South America.

Mr. Micu has more than twenty-five years of experience with executive-level engineering, technology and product development within the appliance industry. Before taking the reins of Haier America, he held the position of Vice President of Engineering with the Whirlpool Corporation where he led the engineering organization for the entire company.

Mr. Micu is an accomplished industry executive with a track record of achieving superior results, driving change, providing strategic thought leadership, teaming effectively, and attracting and developing talent. With comprehensive global and multi-cultural experience, he maintains extensive expertise leading engineering, technology and product development on a large, global, complex scale for business-oriented consumer products companies. On a national and international level, he has established a reputation as a leader in all areas of global business operations, strategy and transformation.

In his short time with Haier America Mr. Micu led a strategic restructuring of the company to better engage and interact with customers and end users, expand market share and product portfolio, and increase revenue and profitability. This has included the relocation of the company to its new 56,000 sq. ft. headquarters in Wayne, NJ as well as the establishment of a new North American Tech Center in Evansville, IN.

Through the restructuring, Mr. Micu has established a new corporate vision for the organization – repositioning Haier's U.S. market strategy so that consumers will come to view the company product line

as more than a series of individual, quality appliances. He also has created a newly energized internal culture at its U.S. Headquarters and throughout the Haier network, to drive the consumer experience vision he has set forth for the American market.

Mr. Micu received his Bachelor/Master in Mechanical Engineering from Polytechnic University of Timisoara, Romania.

**Mike Troisi**  
**Vice President and General Counsel, Haier America**

Mike Troisi joined Haier America in March of 2014 as Vice President and General Counsel. Mr. Troisi is responsible for all of Haier America's litigation in the Americas including intellectual-property, class-action, product-liability, and commercial cases.

Mr. Troisi comes to Haier with 15 years of in-house and firm experience, most recently as Senior Legal Counsel & Director of Litigation and Risk Management with Samsung Electronics America. Before joining Samsung, he held Associate positions with several prestigious law firms.

Mr. Troisi holds a Bachelor of Arts Degree in Economics from Fairleigh Dickinson University and a Juris Doctor Degree from the University of Pennsylvania Law School.

**Kevin Dexter**  
**Chief Operating Officer, Haier America**

Kevin Dexter joined Haier America as Chief Operating Officer in June of 2015. Mr. Dexter is directly accountable for key elements of the supply side of the business including Research and Development, Manufacturing, Logistics, Information Technology, Operations, and Service.

An industry veteran of twenty plus years, Dexter joins Haier from Samsung Electronics America, where he most recently held the role of Senior Vice President of Home Appliance Sales and Marketing. In this position, he planned and executed the US market strategy for Home Appliances and drove strategic initiatives that grew channels to include The Home Depot and key regional trade partners. Prior to Samsung, Dexter held multiple sales and business roles of progressively increasing responsibility with Electrolux Major Appliances North America, including the management of the Dish Care business and National Account Sales.

Mr. Dexter holds a Bachelor of Arts in Communications Studies from the University of Iowa.

**Joe Sexton**  
**President, Haier America Refrigerators**

Mr. Joe Sexton is the President of Haier America Refrigerators in Camden, South Carolina. Mr. Sexton served as General Manager of Carrier Commercial Refrigeration's plant in Niles, Michigan from 1988 to 2007.

With more than 30 years of experience with major refrigeration companies, Mr. Sexton is a veteran of the industry. He was profiled in a 2010 Fortune magazine feature about Chinese investment in the United States. In 2008, the Haier plant came under scrutiny for the relative height of the U.S. and Chinese flagpoles. Sexton, who was new to the job, decided to fix the problem by ensuring that the U.S. flag looks highest from all angles. Sexton organizes a Chinese New Year party each February, with food and outdoor firecrackers.

Mr. Sexton sees the Camden facility as a key component of Haier's overall global strategy. In 2013, he was honored as Kershaw County's Ambassador for Economic Development.