

# Gaggenau

## Forces presence in Chinese market

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The German manufacturer of electric appliances Gaggenau has opened a new flagship showroom in Chengdu, China. The showroom designed by the architectural firm "einszu33" is the fourth showroom in mainland China. Gaggenau Chengdu includes a brand exhibition with product presentation, a wine tasting room and a "dining-in" concept. With a space of more than 530 square meters, this showroom is almost twice as large as all other Gaggenau showrooms around the world.

In the spirit of a series of premieres for Gaggenau, this showroom is also the first with an integrated "Dining-in" concept. However, one area of the showroom is modeled on a traditional restaurant that can accommodate up to 36 guests. Opposite, there is a preparation room for professional chefs and a private dining area, where the chef can devote himself entirely to the presentation of the food culture.

"We are very pleased to announce that the Chengdu showroom is the first to adopt the new 'Dining-in0' concept. This will further strengthen our position as the world's largest single market for Gaggenau equipment. In addition to our highly successful activities in the north (Beijing), south (Guangzhou) and

east (Shanghai), this showroom is the final step in our strategy to strengthen Gaggenau's position in Western China. With this great network, we can support and serve our customers throughout the country while setting new standards for showrooms around the world, "said Roland Gerke, president and CEO of BSH Home Appliances China Co. Ltd.

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