

BSH Home Appliances Limited, Unit 07, 23/F, CDW Building, 388 Castle Peak Road,
Tsuen Wan, New Territories, Hong Kong

Press Release

15 April, 2021

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BSH Home Appliances Limited appoints new Hong Kong Managing Director, Chief Executive Officer

BSH Home Appliances Limited announces appointment of Ms. Kwok Ki Ki, Chloe as new Managing Director and Chief Executive Officer of the company with effect from 1st March, 2021. In this role, Chloe will be responsible for driving the strategic vision, growth and development plan for Bosch Home Appliances and Siemens Home Appliances, focusing on mapping core growth drivers and operation to enable success. She will also further thought leadership and consumer-inspired communications in the organization.

Chloe expressed it is a great pleasure to be part of BSH and she is looking forward to achieve new successes for the company. “Apart from improving the profitability in the business, one of my chief goal is to build a high-performing and external-focused team,” she added. “I feel passionate about inspiring colleagues to develop their better selves. They are not only here to contribute to the business, but they are here to better equip themselves.”

Chloe has over 15 years of experience in large multinational corporations with solid practice in Top Management, Sales and Marketing. She began her career with Unilever Hong Kong, followed by GlaxoSmithKline Limited. She was named Commercial Director for Johnson and Johnson Hong Kong Limited for Consumer Health in 2019. We believe her extensive experience and leadership will propel BSH Hong Kong forward.

BSH Home Appliances Limited (HK) continues to aspire to improve quality of life for people with its two premium brands, Bosch and Siemens. Our product portfolio can precisely meet the different needs of consumers by introducing innovative technology and high-class home appliances to the Hong Kong market. In 2020, BSH Hausgeräte GmbH remains number one in the home appliances sector in Europe. Europe’s leading home appliance manufacturer overcame the challenges of the global pandemic and its turnover increased by 5.3% resulting in the highest annual turnover in its more than 50-year history to EUR 13.9 billion.

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About Bosch Home Appliances

“I would rather lose money than trust”, the philosophy of company founder, Robert Bosch, continues to guide Bosch in developing high-quality products and assuming social responsibility wherever it operates. Treating people and nature with respect has been a corporate principle from the beginning and is reflected in the company's energy-efficient, resource-conserving and sustainable products and processes.

True to the brand's philosophy brand “Invented for life”, Bosch will continue to offer consumers with quality and perfect technology for a better life.

About Siemens Home Appliances

Future does not start in space but right at your home – the place opening up exciting possibilities. This is enabled by intelligent innovations and proven more than 170 years of German engineering in every of our appliances. Our technologies are responding to highest expectations and contribute to the metropolitan way of living with architectural aesthetics and a timeless design. This attitude makes us the number one Home Appliances brand in the Germany.

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Ms Kwok Ki Ki, Chloe

Managing Director, Chief Executive Officer
BSH Home Appliances Limited

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