**Innovation Today  
Beko EverFresh+® Won CHEARI Technology Innovation Award**

2nd September, China home appliances innovation grand ceremony was held in IFA Hall 7.3 by China household electrical appliances research institute (CHEARI). Beko EverFresh+ technology, emerged from numerous brands and innovative technologies, won the Technology Innovation Award of This Year.

Founded in 1965, CHEARI is an influential, authentic national organization of technical services. The institution has led Chinese market with the most advanced technology and enjoyed high reputation. It has been 12 years passed since the first ceremony is held.

"As global brand, we have to make more efforts on localization in China. Science and technology innovation is the key to compete the market. Understanding consumer demand will bring us more opportunities." the General Manager of Beko China, Mr. Cann Song said, "the annual innovation award has given us much confidence to move forward in the future."