

Hisense SA appoints new general manager

Hisense, a world leading multinational that provides consumers with electronics, appliances and technology around the globe, has appointed Youbo Li as the General Manager of the South Africa subsidiary. His career began straight out of university with Hisense in China, and he has managed different departments in three countries.

Li's vision for Hisense is to bring the very best value technology and advanced electronic products to the local market. By making technology accessible to all South Africans, Hisense aims to improve the quality of life for consumers. Besides the day-to-day management of Hisense, Li focuses his efforts on encouraging his team to believe and trust in the Hisense brand, to better boost the value of all their products to the company's stakeholders.

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