



# Dong Mingzhu Solar Power Air Conditioner

Who is Dong Mingzhu?

Dong Mingzhu is known for her innovative ideas and her courage to challenge the status quo. As a young sales manager she led her team out of a destructive price war by supporting sales dealers and changing the base of competition. As a result, Gree became China's top producer and seller of air-conditioning units.

What is a "zero carbon source" air conditioning system?

The "zero carbon source" air conditioning system realizes the integration of photovoltaic technology, air conditioning and energy storage. Energy storage is an important part, and also an area that Dong values greatly.

Did Dong Mingzhu have a 'win-win' approach?

And then trust follows naturally." Zhang Tingwei, a business writer and author of the 2007 book "Dong Mingzhu, Marketing Queen," says Ms. Dong had a "win-win" approach, still somewhat unusual in China, and, in the 1990s, almost unheard of.

Who dominates China's air conditioner market?

Gree dominates China's air conditioner market with 35%, according to Euromonitor International, though its dominance has diminished over the past few years. Its market share is down from about 40% in 2013, reflecting competition from rivals Haier Group Corp. and Midea Group Co. Ltd.

Did Xi Jinping talk to Dong Mingzhu?

Dong: Yes, General Secretary Xi Jinping talked to me, saying: Dong Mingzhu, you have carried out a good advertisement full of positive energy! I am very honored and touched by his praise to me. Guangdong in the past has imitated or used the technologies and talents of others.

Why did Ms Dong become a successful entrepreneur?

Ms. Dong's close working relationship with Mr. Zhu, a talent spotter, is undoubtedly a factor in her success. Yet her own innovations also played a major role. She attacked the practice -- common in China -- of retailers not paying for merchandise upfront, often forcing a company to take on bank debt.

At the ending of 2021, we tried to sum up the past year of Dong Mingzhu and found that as an entrepreneur, Dong has always had a clear goal in three key words: talent cultivation, quality ...

Solar-Powered Air Conditioning is a newer innovation with HVAC technology that provides a multitude of benefits, such as cleaner air, lower costs, and environmentally-friendly operation. ...

Author of the biography *Regretless Pursuit*, Gree Electric's "air con queen" Dong Mingzhu got rich off China's home appliances boom - and is known for a fierce streak and a cool business head



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The company's latest air conditioner is operated by photovoltaic solar cells and achieves zero grid-energy consumption. This work has moved China's research on refrigerant technology into the international arena for the first time, earning ...

The Benefits of Solar-Powered Air Conditioning. Solar-powered air conditioning brings several advantages to homeowners and businesses: Environmental Benefits: By utilizing solar energy, these systems significantly ...

Solar air conditioner savings. Solar air conditioners usually cost more than traditional cooling systems. But the upfront expense is worth it to many because of the monthly energy savings. We found that the investment in a ...

Featuring the ability to plug directly into solar panels, this system accepts DC power from their PV array without the need for an intermediary device during the day or can draw AC power from ...

Dong Mingzhu, the chairwoman of Gree, the world's largest air conditioner maker, dabbled in China's booming livestream economy, and sold 310 million yuan (44 million U.S. dollars) worth of products in just three hours on ...

It does not have its own technology and can only do simple air-conditioning assembly, with an annual production capacity of about 20,000 units. Dong Mingzhu followed an old salesman to Beijing and Northeast China to develop ...

CGTN spoke to National People's Congress (NPC) Deputy Dong Mingzhu, chairwoman of Gree Electric Appliances Inc based in Zhuhai, south China's Guangdong Province. Under Dong, Gree has emerged as ...



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