

Walton entering North America with first shipment in 2022

A Monitor Report

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Dhaka : Walton Hi-Tech Industries Ltd is ready to enter the North American market through a shipment of home appliances in the middle of 2022.

The company signed a partnership agreement with Danby Appliances on January 7, a compact appliance brand in North America, in order to expand the market for Walton brand products in the US and Canada, Walton said in a press release.

A team of senior officials from Walton recently visited the "Consumer Electronics Show (CES-2022)", the world's biggest tech trade show held in Las Vegas where a memorandum of understanding (MoU) was signed between Walton and Danby.

Edward Kim, President of Global Business Division of Walton Hi-Tech Industries, and Andrew Raymond, Chief Financial Officer of Danby Appliances, signed the MoU on behalf of their respective organisations.

"We will supply refrigerators, air conditioners, washing machines, televisions, and small appliances to the North American market," said Abdur Rouf, Vice President of Global Business Division, Walton.

The company will need to avail North American standard certification before entering the market and ensure product quality as such, he further said.

Walton is currently exporting its products to over 40 countries, including Europe, Africa, Asia and the Middle East, added the company in the release.

Rouf went on to say that Danby Appliances realised that the Bangladeshi electronics giant is capable of manufacturing home appliances as per their requirement.

"So, we agreed to develop and manufacture products in line with North American standards in collaboration with Danby, which will handle the sales and distribution of Walton products in North American markets," he claimed.

Golam Murshed, Managing Director and Chief Executive Officer of Walton, expressed this partnership would help the company become one of the top global electronics brands by 2030.

President and CEO of Danby Jim Estill expressed his urge to collaborate in manufacturing, promoting and distributing Walton brand products in the North American region.