

SADA -South African Domestic appliances Association.

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The home appliance industry calls for ending Ukraine war

The outbreak of the war in Ukraine has tapped the brakes of modern living, of peace and democracy, threatening the very foundations of our society.

We witness images of divided families, destroyed buildings, tanks on the roads that we thought would belong only to the last century.

In this developing, sad, reality, we see a stark contrast with what the home appliance industry stands for as an enabler of better lifestyles, by simplifying everyday tasks for people around the world. The ongoing conflict threatens the very founding values of a Europe of peace, to which the full industry subscribes to. All individuals have a right to freedom and this entails the end of a worrying spiral of widespread violence.

The signatories strongly advocate for the restoration of a culture of peace and call on governments to act in unison, promptly and decisively, in order to end the hostilities in Eastern Europe and ultimately defend the future of freedom our societies are deeply committed to. Only through continued dialogue leading to mutual understanding and reconciliation will this conflict come to an end.

The signatories stand united in its solidarity with all victims of this war.

- SADA – South African Domestic Appliance Association
- IRHMA – International Roundtable of Home Appliance Associations.