
GE ADDING 500 JOBS TO APPLIANCE UNIT IN THE U.S.



General Electric plans to add 500 jobs in the U.S. and invest \$432 million by 2014, Reuters reported Monday. The move is part of the company's plan to boost production of its energy-efficient refrigerators and dishwashers. According to the report, the company expects sales of appliances to increase by 3 percent to 3.5 percent due to a rebound of the housing market in 2011. "When the economy comes back, and it will come back at some point, we want to be in position with the right product offering," James Campbell, the unit's chief executive, told reporters on a conference call. GE is reloading its appliance business after previously offering it up for sale. Since 2009, GE has invested \$1 billion in the unit and has added about 1,300 jobs, Reuters said.

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