
CE China

**INTERNATIONAL BRAND SHOW
FOR CONSUMER ELECTRONICS**

April 20 – 22, Shenzhen, China

 Messe Berlin



Messe Berlin organises some of the best trade fairs in the world

bautec
Internationale Fachmesse für
Bauen und Gebäudetechnik



ILA Berlin Air Show



belektro



- the global trade show for consumer electronics & home appliances
- main meeting place for key retailers, buyers, and experts from the industry and the media.



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91 years of history

**Order volume
during IFA over 4.35
billion Euro**

**More than
150,000m² display
area**

1,645 exhibitors

6,000 journalists

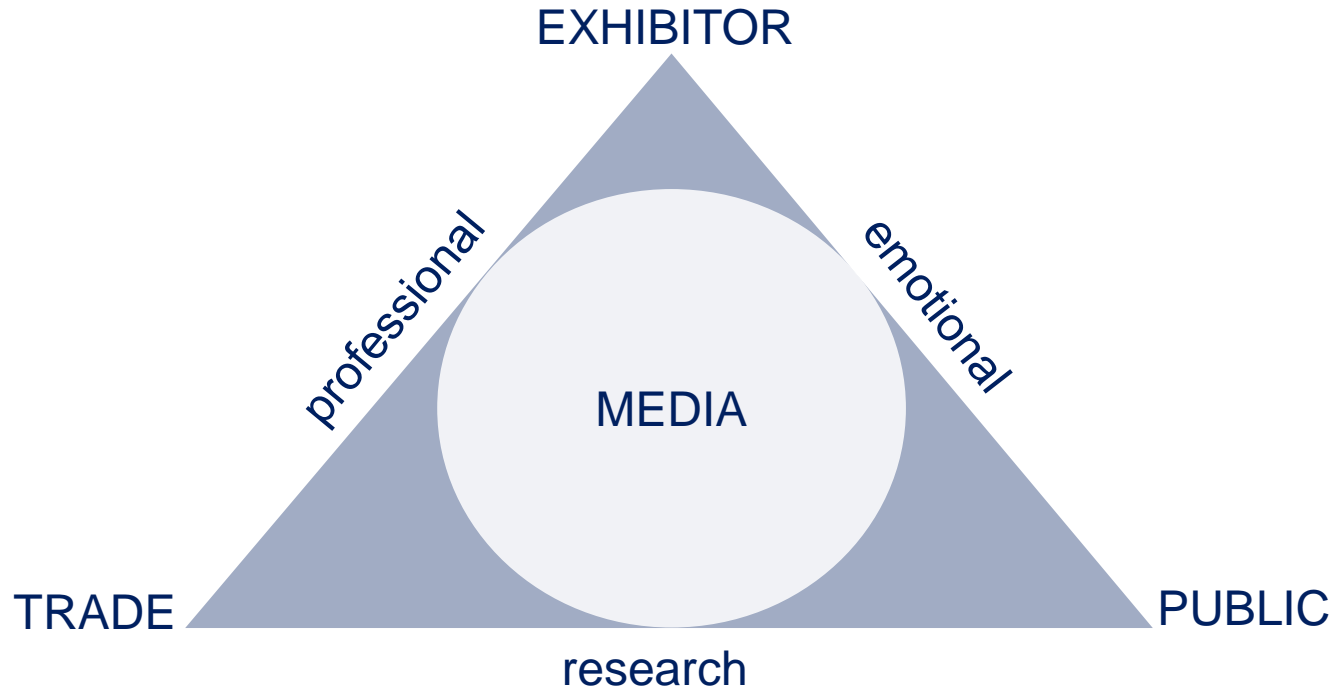
**2,700 international
journalists**

**Over 245,000
visitors**

**Over 60,000
international trade
visitors**

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Our Concept



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The CSF (critical success factors) for retailers and manufacturers

Drive demand through innovation and brand communication



Manufacturers

- Bring products to market
- Motivate the retail market
- Inform the retail market about new products



Retailers

- Successful selection of growth products
- Stimulation of demand
- Efficiency in distribution

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The success of IFA is based on a push-pull concept



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Efficient and effective for the retail trade

Efficient pushing

- All important manufacturers and all important retailers in one place



Saves travel expenses and time

Effective pulling

- High-impact PR with huge number of innovations + trends
- Booth = the best stage
- "Neutrality" as opposed to manufacturer advertising



Massive, credible advertising to induce demand

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Retailer involvement at IFA Berlin

Status quo:

- All European buying groups are strategic partners of IFA with their own exhibition booths and annual international group meetings
- European market leader MSH has its own large stand + two-day annual meeting of all outlets/branches two days before IFA

EK/servicegroup



ElectronicPartner

To come:

- Expansion of global trade relationship

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Fairs in China

In recent years, a clearly differentiated distribution system has developed in China
But there is still no suitable trade show format.

Large number of trade shows

Most shows have a technology background or are aimed at promoting industrial policy

Or are export shows like the Canton Fair



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Our Concept – CE China

- Similar to IFA in Berlin, the CE China will be a show for brand-name products focusing on the Chinese retail market with the goal of becoming the most efficient marketing platform for manufacturers and retailers.
- Complete independence from all international organizations and industry lobby groups
- National conditions are taken into consideration – instead of a copy & paste
- In combination with the IFA team's professional quality management and the global IFA manufacturing and PR network
- In cooperation with Chinese partners and publishers

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Strong Partnerships



深圳会展中心



Delegations of German Industry & Commerce
German Industry & Commerce Co. Ltd
Beijing • Shanghai • Guangzhou • Hong Kong SAR • Germany



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Shenzhen Convention & Exhibition Center

深圳会展中心

- Shenzhen is the major economic & financial center of southern mainland China, located in the Guangdong Province, in close proximity to Hong Kong
- Shenzhen offers a population of 12 million, an excellent infrastructure, an ideal inner city exhibition site and strong IT, CE and HA industries
- Shenzhen and Guangdong are considered as the most advanced pilot project regions in China. Measures to reduce bureaucracy will help international exhibitors and visitors. This includes simplifying entry from Hong Kong and issuing visas on-site for short trips.
- SZCEC - UFI member with modern halls, facilities and professional service teams

Global Press Conference



- Yearly **300 of the leading industry and retail sector journalists** from over **50 countries** attend at IFA Global Press Conference
- More than **445 articles** were published with a reach of over **700 million readers**

**Hong Kong – Global
Press Conference
April 17 -18, 2016**

**Shenzhen – Industry
Power Briefings
April 19, 2016**

**CE China
April 20 - 22, 2016**

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Thank you for your kind attention!

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