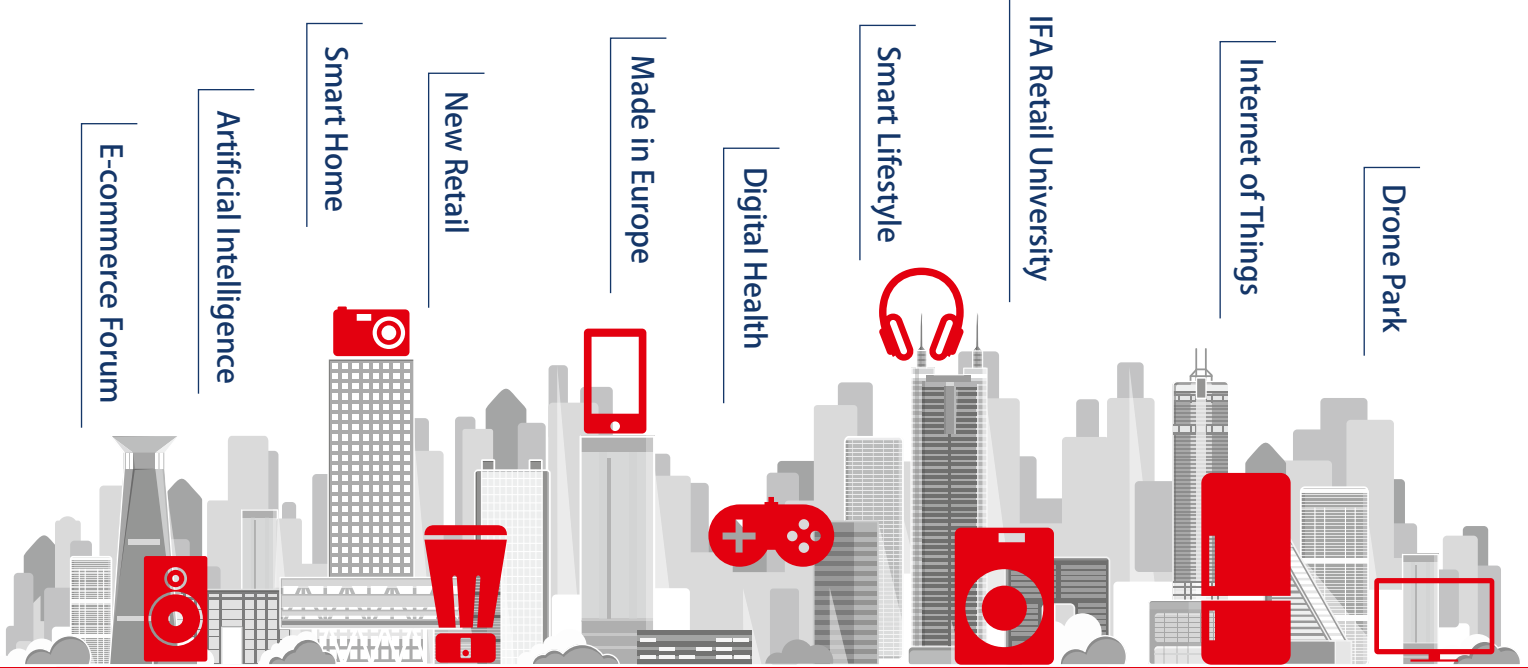


Join us in  
September 2019

# CE China

INTERNATIONAL BRAND SHOW  
FOR CONSUMER ELECTRONICS

IFA INVITES YOU TO



MORE THAN **11,700** ATTENDEES FROM **26** COUNTRIES

OVER **140** EXHIBITORS ON **15,000** SQM EXHIBITION SPACE

MEDIA REPRESENTATIVES FROM **30** COUNTRIES CREATING **8,5** BILLION MEDIA IMPRESSIONS

SOURCE: CE CHINA 2018 REGISTRATION



Wechat

[cechina-ifa.com](http://cechina-ifa.com)



CONSUMER ELECTRONICS UNLIMITED

A GLOBAL IFA EVENT

## ABOUT CE CHINA

Consumer Electronics China (CE China), a global IFA event, is the premier trade show for consumer electronics and home appliances brands in China. CE China creates the perfect setting to successfully position your brand in the market and show-case your latest products to the industry, retail and media.

## CE CHINA TURNS VISITORS INTO CUSTOMERS

More than 10,650 trade visitors from 26 countries visited the third edition of CE China. Over 69% of the CE China visitors came to the fair seeking out new products and business contacts, and more than 80% of the visitors have substantial influence or an advisory function on purchasing decisions. 87% of the visitors will visit the next CE China.

## SEPTEMBER - THE PERFECT TIME FOR BUSINESS

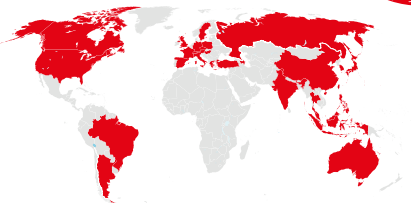
CE China 2019 will take place in September, right before China's end-of-the-year season and the double-11-shopping-festival (2017: almost US\$ 40 billion sales volume in a single day). Use the opportunity to introduce your latest products to retail partners - at the perfect time.

## EXCELLENT NETWORKING AND SPEAKING OPPORTUNITIES

In addition to the trade show, CE China also offers exclusive speaking opportunities at IFA Retail University. Brands present their latest products and share their strategies and visions on stage with major retailers.

## HIGH-IMPACT MEDIA COVERAGE

80+ journalists from all over the world attended and reported about CE China 2018. International reports (TV, online, print) resulted in tremendous media impressions.



## POWERFUL BRANDS AND PROFESSIONAL PARTNERS



## ORGANIZER / ABOUT IFA

Berlin Exhibition (Guangzhou) Co., Ltd. is a 100% subsidiary of Messe Berlin GmbH, the organizer of the world's leading trade show for consumer and home electronics, IFA Berlin.

JOIN THE NEXT CE CHINA IN 2019!

## CONTACT US

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## Zhao Feng

**Vice President & CTO  
Haier Home Appliances  
Group China**

"CE China offers the **ideal platform** for the development of the home appliance manufacturers in China."

## Bernd Braukmann

**CEO & President  
Braukmann GmbH - CASO  
Design Germany**

"Being here at CE China provided us with very **helpful feedback** from visitors for our launch in China. With these insights into the Chinese market we are confident to launch our products latest next year."

## Eppu Mäkipää

**R&D Manager  
LIFAair Co., Ltd. Finland**

"We are very **positive** about the number and variety of visitors at our booth - including consumers and retailers from China and overseas."

## Guenael Bourtembourg

**International Sales &  
Licensing Manager  
Blaupunkt - GIP  
Development Luxembourg**

"IFA Retail University at CE China is a very **good opportunity** for Blaupunkt and it is very important for us to be there to spread brand awareness and our business concept here in Asia and, particularly, in China."