

CE China prepares for September

Preparations are in full swing for CE China 24 – 26 September 2020 in Guangzhou.

Guangzhou/Berlin, 19 May 2020 - CE China – a global IFA event – expands its significance as one of the most important business shows for consumer electronics and home appliances solutions in China. At this year's edition, CE China welcomes new exhibitors like the well-known TV brand Sichuan Changhong Electronics and household appliance manufacturer Whirlpool (China) as well as long time partners like Cuori Electrical Appliances, Guangdong Galanz and Vatti Corporation Limited, just to name a few.

CCCME becomes official partner of CE China

CE China and the China Chamber of Commerce for Import and Export of Machinery and Electronic Products (CCCME) agreed on an in-depth cooperation. CCCME is now officially supporting CE China and promotes the event to become China's premier trade show for consumer electronics and home appliances brands. The aim is to help exhibitors to create new business opportunities, activate the market after the shutdown due to the outbreak of Covid-19, connecting international markets, promoting international business exchanges and shaping a bigger market for home appliance and consumer electronics in China.

Made in Germany

After its successful debut last year, CE China is delighted to continue its partnership with the German Pavilion in 2020. The German Pavilion is organised and supported by the Federal Ministry for Economic Affairs and Energy and gives small and mid-cap companies the opportunity to present their products to the Chinese market under the label 'Made in Germany'. Registration is open until 19 June 2020.

Be part of the German Pavilion – [register here](#)

CE Summit powered by IDG Asia

The International Consumer Electronics Summit (CE Summit) will be hosted by the Guangzhou Municipal People's Government and International Data (Asia) Group (IDG Asia) and is part of the CE China program. The CE Summit is a conference where new ideas, concepts, technologies and products are shared in order to push the consumer electronics industry more globally.

CE China 24 – 26 September 2020 – [register here](#)

Statements von Guangzhou

The success of 2019 CE China in Guangzhou fully demonstrates the sincere and efficient cooperation between Guangzhou and Messe Berlin GmbH. Guangzhou is a national central city and a comprehensive gateway city, the most important center for international businesses and exhibitions in China, and also an important hub city of "the Belt and Road Initiative" as well as a central city of the Guangdong-Hong Kong-Macao Greater Bay Area. As a city with the most developed manufacturing and service industries covering extensive fields in South China, the first batch of information and high-tech industrial bases in China, Guangzhou has a vast space and unlimited potential for the development of consumer electronics industry. I'm confident that CE China, a global IFA event, held in Guangzhou, will steadily develop into a brand show with a strong influence at home and abroad. I'm looking forward to seeing you again in Guangzhou in September 2020.

- Mr. Gao Yuyue, Deputy Secretary General of Guangzhou Municipal Government

China Great Bay Area Outreach Alliance is based in GBA. Its main task is to promote and cooperate economic development and trading between Chinese and foreign enterprises by giving full play to its advantages of linking with governments, associations and professional institutions. Under the current circumstances, we will continue to expand our cooperation with Messe Berlin GmbH in organizing Chinese enterprises to participate in the Berlin IFA Exhibition 2020, and provide all necessary support and assistant for foreign enterprises to participate in CE-CHINA. We look forward to meeting you again in Berlin and Guangzhou in September 2020.

- China Great Bay Area Outreach Alliance

About CE China

[CE China](#), a global IFA event, is designed to link premium brands, important market players and retailers. The show is a vibrant platform that unites global brands with Asian retailers keen to bring new products to their customers. At last year's show, 275 exhibitors showcased their latest products and innovative consumer electronics and home appliances solutions. In line with the trends of the industry, the show included segments on virtual and augmented reality as well as on new mobility, including new energy vehicles and autonomous driving. International brands and retailers from across Asia successfully used the show for networking and collecting feedback from consumers.

CE CHINA 2020, Guangzhou 24 - 26 September

Guangzhou Poly World Trade Center Expo

[CE China Website](#)



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