

IFA GLOBAL EVENTS 2019

PROFESSIONAL
COMMUNICATION PLATFORMS
FOR CONSUMER AND
HOME ELECTRONICS

*IFA brings industry partners
from the world of Consumer
and Home Electronics
together: Manufacturers,
distributors, retailers,
developers, suppliers – and,
of course, consumers.*

*The power of IFA is proving
itself again and again at
a growing number of events
around the globe. And you
can benefit from tremendous
opportunities to raise
your brand's profile in the
world's most exciting growth
markets!*

IFA
6 – 11 September 2019
Berlin ExpoCenter City

CE Week
June 2019, New York City

CE China
September 2019, Guangdong

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DRAW WORLDWIDE ATTENTION TO YOUR BRAND!

Take advantage of IFA's Global Events and give your brand an enormous presence worldwide. Whether you exhibit at IFA or IFA Global Markets in Berlin, CE Week in New York or CE China in Guangdong: Join the international IFA family and put your business in the fast lane!



The world's most important trade show for Consumer and Home Electronics presents the leading brands and innovations.

IFA

BERLIN



BERLIN

IFA Global Markets

Europe's biggest B2B Sourcing Platform for technical consumer goods and digital products at STATION-Berlin.

IFA Global Markets



GUANGDONG
CE China

The premier trade show for Consumer and Home Electronics in China also offers IFA Retail University, bringing together brands and retailers.

CE WEEK

NEW YORK CITY

CE Week

Exciting Consumer and Home Electronics retail convention at Jacob K. Javits Convention Center in New York City.

ONE YEAR FULL OF BUSINESS OPPORTUNITIES!

THE GLOBAL IFA EVENTS 2019

JUNE 2019
CE WEEK
 NEW YORK CITY
 ↓
NORTH AMERICA'S INNOVATIVE BUSINESS OPPORTUNITY PLATFORM
 CE Week in New York City showcases the technologies that will shape the North American market. It offers unprecedented networking opportunities with manufacturers, developers, startups, top influencers, retailers, buyers, bloggers, distributors and investors.



6-11 SEP 2019
IFA
 BERLIN
 ↓
THE GLOBAL INNOVATIONS SHOW
 The world's leading Consumer and Home Electronic brands present the latest products and innovations in the heart of Europe's most important regional market. Only IFA offers such a comprehensive overview of the international market. IFA is the main meeting place for key retailers, buyers, and experts from the industry and the media.
 IFA 2017 set a new standard by completely selling out 159,000 sqm of show floor space to over 1,800 exhibitors, reaching more than 250,000 visitors—confirming IFA's role as the leading showcase for the global technology industry.



SEP 2019
CE CHINA
 GUANGDONG
 ↓
INTERNATIONAL BRANDS MEET ASIAN RETAIL REPRESENTATIVES
 CE China focuses on comprehensive cooperation with leading Chinese retailers, strong global industrial partners, and the presentation of innovative branded products. This global IFA event is set to become China's premier trade show for Consumer and Home Electronic brands in China.



JUNE 2019
RETAILER MEETUPS
 NEW YORK CITY
 ↓
ENABLING LEADERS TO CUT THROUGH THE CLUTTER
 The Dealerscope-hosted event at CE Week in New York City, offers pre-arranged meetings and one-on-one sessions between retailers, distributors, buying groups and vendors.

6-7 SEP 2019
IFA KEYNOTES
 BERLIN
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PERSONAL INSIGHTS FROM WORLD-LEADING CEOS
 International decision-makers share their personal visions. IFA Keynotes are free of charge to all trade visitors, IFA exhibitors and press.

8-9 SEP 2019
IFA+ SUMMIT
 BERLIN
 ↓
KEY PLATFORM FOR THINKERS, TREND-SETTERS, AND CREATIVE VISIONARIES
 The convention showcases disruptive ideas, visions and forward thinking on the future of new, high-tech forms of connectivity and innovative business models. The program is packed with over 50 speakers who share their thoughts on the upcoming decade.

SEP 2019
IFA RETAIL UNIVERSITY
 GUANGDONG
 ↓
SUCCESSFUL NETWORKING BETWEEN GLOBAL BRANDS AND ASIAN RETAILERS
 IFA Retail University at CE China brings together international brands and Asian retail representatives. International brands have the opportunity to present their products and strategies in 20-minute Power Briefings to retail partners and provide training sessions.

6-11 SEP 2019
IFA NEXT
 BERLIN
 ↓
IFA'S INNOVATION HUB PRESENTS THE FUTURE
 IFA NEXT brings together the global know-how that will shape the future of technology, business and lifestyle. IFA's Innovation Platform in Hall 26 sets new business standards.

8-11 SEP 2019
IFA GLOBAL MARKETS
 BERLIN
 ↓
BE PART OF THE WORLD'S LARGEST SUPPLY CHAIN!
 IFA Global Markets at STATION-Berlin has become Europe's biggest sourcing platform for technical consumer goods and digital products. Manufacturers, buyers, distributors and retailers discover new opportunities and meet interesting partners.

10-11 SEP 2019
SHIFT AUTOMOTIVE
 BERLIN
 ↓
DRAFTING A ROADMAP FOR THE FUTURE OF DRIVING
 The convention combining the Geneva International Motor Show and IFA Berlin explores the future of mobility. With informative keynotes, brief impulse talks, dedicated panel discussions and workshops, it discusses mobility disruption.

8 JAN 2019
IFA MEDIA RECEPTION
 LAS VEGAS
 ↓
A FIRST GLIMPSE OF THE 2019 IFA SEASON
 Selected IFA partners and exhibitors present a market forecast, retail strategies and the newest product innovations in front of more than 100 international journalists.

25-28 APR 2019
IFA GLOBAL PRESS CONFERENCE (GPC)
 EUROPE
 ↓
KICKS OFF IFA'S GLOBAL, ALL-YEAR-ROUND COMMUNICATION
 Gathering international journalists, industry insiders and exhibitors to inform 300+ media representatives about IFA's latest trends and topics, presented in one of the exhibition areas, Power Briefings and the IFA Global Press Conference.

JUNE 2019
IFA MEDIA RECEPTION
 TAIPEI
 ↓
IFA PARTNERS AND EXHIBITORS PRESENT A MARKET OUTLOOK
 More than 100 Taiwanese trade visitors and journalists receive a market outlook, retail strategies and the latest Consumer and Home Electronics product innovations.

JULY 2019
IFA - INNOVATIONS MEDIA BRIEFING (IMB)
 BERLIN
 ↓
MEDIA-FRIENDLY PREVIEW OF NEW PRODUCTS IN BERLIN
 IMB presents new products in the run-up to IFA in German for the German, Austrian and Swiss markets. High-profile IFA exhibitors showcase their brands and innovations in short Power Briefings in front of 300+ journalists.