

November 28, 2016

## IFA 2017: CE China 2017 dates set

Preparations for second CE China in Shenzhen from 4 to 6 May underway

*Berlin, 28 November 2016* – Following its successful premiere in April this year, the second CE China has now been scheduled for 2017.

As a global IFA event, CE China is a welcome addition to Messe Berlin's portfolio for the Chinese market. In 2016, 150 exhibitors presented their latest products, innovations and services to more than 11,500 visitors from 43 countries on 15,000 square meters of exhibition space. This first-ever event was host to 450 journalists from more than 50 countries.

Jens Heithecker, Chairman and General Manager of CE China: "We are once again very grateful to the Shenzhen Municipal Government for their faithful and consistent support with preparations for the second CE China."

Roland Gerke, Chairman & President, BSH Home Appliances Holding (China) Co., Ltd.: "We are delighted that the IFA concept could be successfully transferred to the CE China. We are confident in the value of this bilateral platform: It offers leading brand manufacturers the opportunity to establish contact with leading Chinese retailers and consumers, and present their latest products and services. It also gives manufacturers and suppliers an opportunity to enter the rapidly developing Chinese market."

Similar to the IFA concept, the concept behind CE China is also focused on wide-ranging cooperation with leading trade groups, large global industry partners, and the emotional presentation of innovative branded products.

Hou Enlong, CEO of Suning Appliance: "Suning is a premium partner of CE China. Suning's influence on the innovative consumer electronics sector is widely recognized by the global industry. Suning is committed a long-lasting collaboration with IFA, ensuring that we can together offer more innovative technologies to consumers across the world."

The venue for CE China in 2017 will once again be the modern exhibition center situated in the middle of Shenzhen. This location offers exceptional transport connections to the additional hubs of Guangzhou, Hong Kong, and Macao.

### CE China

CE China is the consumer electronics and home appliances trade show for the Chinese and pan-Asian market. It will take place from 4th to 6th May 2017 in Shenzhen, China.

### IFA Berlin

IFA is the world's leading trade show for consumer electronics and home appliances. IFA 2017 will take place from 1st to 6th September at the Berlin Exhibition Grounds (Expo Center City).