

July 11, 2017

## IFA 2017: Leading electronics supplier Foxconn delivers IFA Keynote

**For the first time on a European keynote stage: Founder and Chairman Terry Gou**

*Berlin, 11 July 2017* – CEO Terry Gou will hold a keynote for the first time in Europe on Saturday, 2 September 2017, at 10:30 a.m. In the new IFA NEXT keynote area in Hall 26, Terry Gou will speak not only about his experience as a global electronics supplier but also about the branding of a globally outstanding brand. Foxconn is one of the largest manufacturers of electronic and computer accessories worldwide.

Driven by the vision that electronic products would become an integral part of daily life, Taiwanese businessman Terry Gou founded the Hon Hai Precision Industry Company, the Hon Hai/Foxconn Technology Group in 1975. He opened his first factory in China in 1988, in Guangdong Province in Shenzhen. It is still the location of Hon Hai Precision's largest factory. Now, his company's over one million employees produce electronic and computer components for a variety of telecommunications and numerous IT manufacturers.

Exclusive insights into global player strategies will be the focus of interest at the IFA International Keynotes. Pieter Nota, CEO Personal Health Businesses and Chief Marketing Officer Royal Philips, will open the IFA Keynote stage on 1 September at 10:30 a.m.

IFA Global Markets for trade visitors only, runs concurrently to IFA. With no public visitors, a straight B2B business environment created by the same team and organizer that made IFA the leading global CE / HA retail exhibition worldwide.

**IFA Global Markets will provide buyers, distributors and other trade visitors a central market place.**

### IFA Global Markets Facts

- Opened to trade visitors, buyers and B2B community
- Only 4 days exhibition
- Parallel to IFA – approx. 30 minutes from the fair grounds
- Shuttle service to and from the fair grounds
- IFA + IFA Global markets = one trade visitor ticket
- Combined mobile App for IFA / IFA Global Markets
- One catalog for IFA and IFA Global Markets
- Guided Visitor Tours
- European and global retailers and distributors

### IFA NEXT – the unique innovation platform

IFA NEXT, in Hall 26, brings together what belongs together. IFA's innovative formats – IFA Keynotes, IFA+Summit, and IFA NEXT Showcases – are coming together under one roof. IFA NEXT will be IFA's global innovation hub from 2017 onwards.

IFA NEXT Showcase: The IFA NEXT exhibition refines the tried and tested IFA TecWatch format: institutes for research and development, innovative companies, the world's leading innovators, and more than 160 startups from about 20 countries will present solutions, concepts and product ideas for tomorrow's markets.

Innovation Engine: The Innovation Engine from IFA NEXT is emerging from the IFA TecWatch Forum and will continue to bring crucial future issues to the stage. Experience qualified lectures and panel discussions, technical backgrounds, pointed opinions, and prominent voices from research, industry, and politics.

Startup Days: Twenty young entrepreneurs will showcase their solutions on six theme

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days. They will also present their ideas to journalists, experts, decision-makers from industry and trade, and potential investors each afternoon in the Innovation Engine.

- > 1 September — IoT/Wearables
- > 2 September — Smart Home
- > 3 September — Virtual Reality
- > 4 September — Digital Health
- > 5 September — Accelerator Day
- > 6 September — Future Mobility

IFA Business Days: The Enterprise Europe Network is launching IFA Business Days in 2017. The partners are putting together business sessions, matchmaking meetings, and guided tours of the IFA NEXT innovation themes.

Further information: <http://b2b.ifa-berlin.com/en/DieIFA/IFANEXT/>

## **IFA Berlin**

IFA is the world's leading trade show for consumer electronics and home appliances. It will take place at the Berlin Exhibition Grounds (ExpoCenter City) from 1 to 6 September 2017. In addition, IFA Global Markets, taking place from 3 to 6 September at Station Berlin, will enhance the information and exhibitions on offer for professionals and experts. [www.ifa-berlin.com](http://www.ifa-berlin.com)