

July 12, 2017

IFA 2017: Huawei CEO Richard Yu to present at IFA in Berlin

One of the worlds largest smartphone manufacturer on its strategic positioning for the global digital business

Berlin, 12 July 2017 – Richard Yu, CEO of the world's third largest smartphone manufacturer, will present his strategic vision on the IFA Keynote stage on Saturday, 2 September 2017, at 2 p.m. With its smartphones, Huawei has evolved from a network supplier known only to insiders into one of the three leading smartphone brands, active in over 170 countries.

Richard Yu began his professional career in 1993 and has held a variety of positions at Huawei since, including CTO of Wireless R&D and director of the GSM/UMTS Technical Sales Department. He was appointed president of the Wireless Network Product Line by Huawei in 2006 and was then nominated president of the European Region in 2008.

Exclusive insights into the strategies of global players will be the focus of interest at the IFA Keynotes. Pieter Nota, CEO of Personal Health Businesses Royal Philips, will open the IFA Keynote stage on 1 September at 10:30 a.m. On 2 September at 10:30 a.m., Foxconn founder Terry Gou will present the current strategic positioning of his multinational group of companies.

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 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.



Press Contact:

gfu

Public Relations

Roland M. Stehle

Tel.: +49 911 3777900

stehle@gfu.de

Messe Berlin GmbH

Emanuel Höger

Press and Public Relations

Director

Corporate Communication

Messe Berlin Group

IFA

Nicole von der Ropp

PR Manager

Tel.: +49 30 3038-2217

vonderropp@messe-berlin.de

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