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Focus on Retail: IFA And NAPCO Media Enter Partnership

Joint Venture CT Lab Global Media creates a global platform to connect brands in consumer electronics and home appliances with retailers

Berlin / Philadelphia, 30 August 2017 –IFA, the world's largest consumer electronics show, and NAPCO Media, a US business-to-business media company, have entered a partnership that will offer consumer electronics and home appliances brands an unrivalled platform to connect with retailers. The platform – CT Lab Global Media – combines the world's most successful tradeshow for consumer electronics and home appliances with a leading producer of multi-channel content and events for retailers of consumer electronics.

For consumers, brands continue to be the most important and trusted guides to the latest technology. Brands in turn need a platform that is focused on their needs and provides the right channels to communicate with retail partners. CT Lab Global Media will give brands integrated access not only to the world's biggest tradeshow for consumer electronics and home appliances, but also to NAPCO Media's deep expertise and focused channel strategy for the US market.

For retailers and brands, the partnership offers even more value, as it provides access to both the CE China trade show, an IFA Global event now in its second year, and NAPCO Media's CE Week, the industry's official mid-year conference and technology showcase in New York City.

This year's IFA in Berlin is on course for yet another record year, with more space for brands than ever before. It builds on the success of IFA 2016, which saw more than 1,800 exhibitors presenting their cutting-edge products to more than 240,000 visitors, with more than 140,000 of them trade visitors from 120 countries around the world.

"Our partnership truly creates a new platform, which helps industries, brands, channels and retailers to connect in a way that's not been possible before," said **Jens Heithecker**, Executive Director of IFA Berlin. "It's this integrated approach – offering access to Europe, China and the American market – which brands will find not just compelling, but absolutely necessary to reach both consumers and media."

"Tech brands and retailers can expect a more global approach to B2B content through this partnership. We will provide unrivalled value to retailers and brands who consume our content and attend our events," said **Dave Leskusky**, President of NAPCO Media. "The IFA and NAPCO Media teams are engaged in strategic planning discussions that will result in innovative new products, research, and enhanced cross channel coverage of the industry that will debut early in 2018."

IFA 2017 takes place from 1st to 6th September.

IFA Berlin

IFA is the world's leading trade show for consumer electronics and home appliances. It will take place from 1st to 6th September 2017 at the Berlin Exhibition Grounds (ExpoCenter City). For the second time in 2017, IFA will be extended with IFA Global Markets, to be held at STATION Berlin from 3rd to 6th September 2017. This additional exhibition space enhances the IFA experience for trade visitors and experts.

<http://b2b.ifa-berlin.com>

NAPCO Media

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