

September 03, 2017

## The perfect match: IFA & Suning

*Berlin, 3. September 2017* - Messe Berlin CEO, Dr. Christian Göke and IFA Executive, Jens Heithecker were delighted to welcome Chairman of the Board of Suning Holdings Group, Zhang Jindong at IFA in Berlin earlier today. Mr Zhang was impressed by the quality presentation of brands and the numerous innovations displayed at IFA 2017.

Suning and IFA are a perfect match in terms of introducing global cutting-edge technologies, products and services to bring consumers more smart and high-quality life experience.

As the largest commercial retailer in China, Suning shoulders the responsibility of leading the industrial advancements and providing high quality products to its customers.

### IFA 2017 Press Accreditation

Easy & convenient: use IFA's online accreditation in advance. Only a limited amount of accreditation will be possible at the show.

Register here as a:

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Please note the following accreditation guidelines.

### 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)

 Messe Berlin



 **gfu** Consumer & Home Electronics

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