

IFA 2016: Exhibitor Statements

Acer

Wilfried Thom, Vice President Central Europe Region 1

“For us at Acer, IFA is one of the most important places for introducing innovations and new products. This was demonstrated again this year with multiple world premieres. The Swift 7 has set a new record for the world’s thinnest notebook, while the Predator 21X is the first notebook with a curved display. There was also great interest in our eye-tracking technology. We anticipate a slight upturn in the market for consumer notebooks at the end of the year, and of course Christmas is by nature very important to the gaming division. This year’s IFA has provided us with great momentum for the final quarter.”

AEG:

Thorsten Schröder, Country Manager Germany AEG & Motorola at Binatone Communications Europe

“IFA is one of our most important trade shows – particularly for the European market. This year our highlights included the VerveLife series from Motorola, which includes an action camera and intelligent, completely wireless Bluetooth headphones – ideal for the next generation of smartphones without headphone sockets – and the new Smart Nursery series. Both product lines were met with great interest from our distribution partners, trade show visitors, and the media, and our presence at this year’s IFA was therefore a great success.”

AEG:

Gerd Holl, Managing Director Germany/Austria

“Alongside a refined brand identity, at this year’s IFA AEG presented new kitchen and laundry appliances that set new standards in their categories. Our overall experience of IFA 2016 has been overwhelmingly positive. We were happy to conclude many orders during the trade show itself. We are also more than satisfied with the response received from attendees and observed a considerable increase in the number of visitors to our new stand.”

Alfred Kärcher

Jan Recknagel, CEO of Alfred Kärcher Vertriebs-GmbH

“IFA is the most important trade show for Kärcher, as a place where we can meet and exchange ideas with our retail partners. This year we were again very satisfied with how the trade show went for us. Numerous attendees, including interested customers and trade visitors, had the opportunity to visit our stand and get to know Kärcher’s expertise. Our new hard floor cleaner, FC 5 Premium, proved especially popular. We presented this cleaner to the wider public for the very first time at IFA. This enabled us to lay a good foundation for the market launch of this innovation in the coming year.”

Amica International

Martin Büttner Managing Director at Amica International GmbH

Amica presented its complete brand portfolio for the seventh time at IFA 2016 in Berlin and is very pleased with the results of its participation. The high number of visitors and the high-quality discussions that we had, showed once again that IFA 2016 is the most important event in this industry.

Arcelik

Hakan Bulgurlu, CEO of Arcelik

"IFA 2016 exceeded all our expectations: we are delighted by the response to our new products and have set the wheels in motion for many exciting new initiatives. As one of the world's leading technology platforms, this trade show will continue to be a permanent fixture in our calendar for the opportunities it gives to present Grundig and Beko products to an interested audience. We are very satisfied with the quality of the discussions that we had, as well as the high numbers of visitors to our two stands. We look forward to strong business in the run-up to Christmas, a period in which we would like to further increase our market share.

ARCHOS

Murat Ünlü, Managing Director Central Europe at ARCHOS

This year's IFA has been an all-round success for ARCHOS: This is a place where we meet our traditional customers, and we have also experienced strong interest in our project work. We have a very strong portfolio and our company structure allows us flexibility in how we respond to a wide variety of challenges. We presented a number of interesting new products at IFA, although we were especially surprised by the unbelievably large, positive response to our small drone."

Audio-Technica

Dirk Brieden, Sales Manager Consumer Markets at Audio-Technica

"Even before IFA was finished, we were already able to see what a successful trade show it had been – perhaps even a very successful one. The response from visitors to our stand in Hall 1.2 was extremely positive. Even more importantly: we have been able to get some new business off the ground. Our summary of IFA 2016: our participation and the effort we put in have paid off. We will definitely be back here again next year."

Beurer

Georg Walkenbach, Managing Partner at Beurer GmbH

"IFA 2016 showed us this year, too, that we are again very much on trend with our innovations. Our main focus, the Beurer SleepLine, combines the latest technologies with high-end products. We can now look back on a successful trade show with many exciting discussions and satisfied visitors."

BSH Hausgeräte GmbH

Dr. Karsten Ottenberg, CEO of BSH Hausgeräte GmbH

"Anyone who wants to understand the world of tomorrow needs to come to IFA in Berlin. The attendance figures speak for themselves, once again setting new records and demonstrating IFA's place as the world's leading trade show for consumer electronics and home appliances. IFA is a driver of innovation and simultaneously the industry's international meeting point – this is where future trends are defined. As one of the world's leading companies in the home appliances sector, in this year's opening keynote we showed how new digital technologies will push the kitchen space forward into dimensions barely conceivable today: a highly customizable lifestyle at the touch of a button, with more communication and more emotion. IFA has shown how consumers are very focused on connectivity, also in the sense of real connections between the technical possibilities and their everyday preferences and expectations. As industry specialists, we are ready to meet this challenge, because we know and are masters of

the analog and digital world today, and are using our knowledge and experience to guide people into the digital future of their everyday lives.”

Bundesverband Technik des Einzelhandels (BVT German Retail Trade Association)

Willy Fischer, Managing Director of BVT

“Maintaining networks, exploring, presenting, marveling, forging new paths and doing good business. IFA is a godsend to retailers and manufacturers. It remains an industry meeting point, while simultaneously exciting consumers and showing people today what will be possible tomorrow. Without a doubt, the future will continue to be fresh, connected and no less challenging. For both German and international businesses alike, face-to-face discussion with business partners provides a valuable foundation for successful business in the run-up to Christmas 2016.

CARRERA

Michael Rotthaus, CEO of Carrera

“Our Carrera devices with racing genes follow a rigorous brand and design concept, which we need to present in full to make it tangible and touchable for retailers. IFA once again showed itself to be the right platform for this, with the very many discussions with customers, partners, press, as well as competitors, from both Germany and abroad.”

Cloer Elektrogeräte

Achim Cloer, CEO

It is noticeable how the small and major domestic appliances sector has found its home in Berlin. The event is fast-paced, slick and very smooth. IFA has also become further established as a communications platform for the industry on an international level.

The altered setup in our hall, 6.1, has had a positive effect on the environment. As exhibitors, we found everything we expect from a successful trade show here at IFA 2016.

Devolo

Heiko Harbers, Founder and CEO of devolo AG

“We meet our German and international partners here in Berlin – with great results. IFA is and remains devolo’s top industry meeting place.”

EK/servicegroup

Lutz Burneleit, EK Business Unit Manager – Comfort Segment

“IFA has once again confirmed its position as a leading trade show. The range of products and services in the smart home area shows how important connectivity really is. And digitalized home appliances are not simply reliant on smartphones and apps, but are also integrated into connected shop concepts. The positive reception from trade and industry confirms that the shop concept EK/servicegroup presented for the first time at IFA, the electroplus 3.0 with a kiosk system and digital signage, is definitely the right move.”

ElectronicPartner

Friedrich Sobol, Managing Director at ElectronicPartner

IFA has been very positive for us. The mix of information and products presented by all members of our Group has been very well received. Our stand in the Palais has been a focal point for many visitors. This applies to our local and international members of regional subsidiaries and partners from the member countries of the E-Square network alike. The very well-attended get-together on Saturday evening has become an effective networking platform and popular meeting spot.

EURONICS Deutschland eG

Benedict Kober, Board Spokesperson for EURONICS Deutschland eG

"IFA 2016 has clearly demonstrated how smart products in different areas are coming closer and closer together and must be marketed together. IFA was another highly attractive platform for numerous innovations in consumer electronics and domestic appliances, as well as the important trends and visions surrounding the digital lifestyle.

Fakir

Bahar Gökdemir, Managing Director of Fakir Hausgeräte GmbH

IFA 2016 was another great success. In addition to our exhibition at the trade show, our innovative new products also ensured a very strong influx of customers. The first presentation of Fakir's small domestic appliances, such as the new coffee machine for Turkish coffee, known as 'kaave', also attracted a large number of new customers. We are of course delighted."

Garmin

Kai Tutschke, Managing Director Garmin for Germany/Austria/Switzerland

"This year's IFA has been a good experience. The positive feedback for our new brand identity with the slogan #BeatYesterday and the constantly increasing demand for our broad range of products, particularly in wearables, mean we can look forward to a positive future. The many high-quality discussions and the interest shown by retailers, the media and consumers confirm that IFA is an important platform for Garmin."

Gibson Innovations

Matthias Wietstock, Sales Organization Leader Germany/Austria/Switzerland at Gibson Innovations

"IFA is the most important trade show in consumer electronics and never fails to provide an incredibly inspiring atmosphere every year. We can reflect on an eventful and above all successful IFA 2016; one where we had countless conversations in which we were able to impress media representatives, consumers and our retail partners with home cinema and high-resolution audio product highlights. We join our partners in looking forward to a successful season!"

GN ReSound

Joachim Gast, General Manager at GN ReSound Deutschland

"As a technology leader in smart hearing aids, we are fundamentally extending the functionality of technical hearing aids. In so doing, we are not only moving the boundaries in the minds of many users, but also increasing the acceptability of getting hearing aids fitted early on. IFA 2016 has once again proved to be a valuable global platform where we have been able to inform about the enormous range of possibilities for smart hearing aids and make new contacts for the expansion of connected functionality in smart hearing aids, while also promoting good hearing and earlier fittings for hearing aids to our partners in specialist audiology stores."

Hisense

Dr. Lan Lin, Executive Vice President, Hisense Co., Ltd., General Manager, Hisense International Co., Ltd.

"IFA 2016 was a huge success for us. We put the new Hisense 4K Laser Cast in the spotlight this year, and that decision definitely paid off. Thousands of visitors were impressed by the brilliant 4K projections, including a large number of international media. Our range of UHD and ULED TVs, especially the latest ULED 3.0 models, also made a strong impression. Further, we held many fruitful meetings with valuable partners in our business area."

JURA

Rolf Diehl, Managing Director at JURA Elektrogeräte Vertriebs-GmbH

"IFA 2016 was another successful chapter in JURA's ongoing story. This year we set the bar even higher, with exceptional results. This particularly applies to the warm response to our new products, and especially our flagship model, the Z8. Regardless of whether they were specialist retail partners, media representatives, or customers: the JURA stand became the perfect forum for innovation, dialogue and new perspectives in coffee culture."

Liebherr

Günther Sproll, Marketing Director

IFA 2016 once again offered a perfect platform for German and international retail partners to learn more about innovative ideas in refrigeration and freezing technology. We saw an increase in the number of trade visitors to our booth, especially from international markets. The high interest shown in our high-quality and innovative products was once again reflected in a positive order volume. Liebherr would like to thank the numerous trade visitors for coming to our stand and the considerable interest shown in our products.

Loewe

Mark Hüsges, CEO of Loewe Technologies GmbH

"Our new OLED TV, the Loewe bild 7, was one of the big trade show highlights for visitors and the media alike. We are exceptionally happy with the response at the show. It is a perfect start to the holiday shopping season."

Melitta

Wiebke Generotzky, Country Manager Melitta Europa GmbH & Co. KG

"This year we wanted to show our guests how they can use our innovative range to create their perfect coffee experience. Many fruitful discussions at IFA enabled us to convince our retail partners that Melitta® offers the right products for their customers. Visitors' reactions were extremely positive, and so we are very happy with our participation in the show."

Metz

Dr. Norbert Kotzbauer, Managing Director Metz Consumer Electronics GmbH

"Metz is proud to be among the first manufacturers to offer an OLED television that is 'Made in Germany': the Novum. The OLED screen technology opens up a new dimension in television and is absolutely groundbreaking. We very successfully introduced the Metz Novum OLED at IFA 2016 and are especially delighted that IFA offers such an exceptional communications platform. IFA 2016 was a real success for us!"

Miele

Frank Jüttner, Head of Miele Vertriebsgesellschaft Deutschland

"IFA 2016 has been another complete success for Miele, and we have greatly surpassed the numbers of visitors and orders received from last year's high. This year's concept of bringing specialist retailers and consumers together in a shared space has also done well. This exhibition at IFA emphasized not only innovation and quality, but also the friendly hospitality and appreciation of partnerships."

NIVONA

Bastian Fiedler, Managing Director of NIVONA Apparate GmbH

The results of NIVONA's exhibition at IFA 2016 have been extremely positive. "We are very optimistic about the future thanks to the positive response from our sales representatives and specialist retailers both at home and abroad. Each year NIVONA records increasing numbers of visitors to the stand and this year we welcomed more specialist retailers and clients than ever before. "This is mostly thanks to the many new things we brought with us in 2016.

Panasonic

Michael Langbehn, Manager PR / CSR / Sponsoring

"Our stand this year was about nothing less than the future: the near future, the holiday shopping season we discussed with our retail partners, and the positive medium-term perspectives. We are very satisfied with the sales generated. It was also about the future of television – and the future of social cooperation and daily life. The fact we have the right ideas about the future is confirmed by the enthusiasm inspired by our exhibition stand, where we presented product visions from our research and development teams that will be ready for home use in three to five years. We are looking forward to the future, and September 2017 in particular – which is when the next IFA will kick off!"

Remington & Russell Hobbs

Jochen Reining, Head of Trade Marketing Remington & Russell Hobbs Germany/Austria/Switzerland

"This year's IFA was once again very successful and exceeded our expectations in every respect! It is our most important trade show and the ideal platform for presenting new fall/winter products under the Remington and Russell Hobbs brands. It also offers the perfect environment for intense and constructive exchange of ideas with our retail partners and consumers. We are already looking forward to IFA 2017."

**Robert Bosch Hausgeräte
Harald Friedrich, CEO**

"IFA 2016 was all about the digital technology that is influencing more and more areas of our lives. Bosch has been quick to respond to consumer demand for connected home appliances, launching a range of corresponding products. The response from visitors to our booth revealed that these new products have positioned us in their minds as drivers of innovation that get things moving in the industry. Visitor levels were largely on a par with last year, and we are also very satisfied with the level of orders. The great media response shows that we were definitely on the mark with these new product lines and the other innovations we presented at IFA."

Samsung

Martin Börner, Deputy President of Samsung Electronics GmbH

"In 2016, IFA once again showed that it is the leading platform for capturing the imaginations of trade visitors and consumers alike. Results have been extremely positive across entire Samsung product range, and we achieved particularly significant growth in home appliances and wearable tech."

Samsung

Alexander Zeeh, Director of Home Appliances, Samsung Electronics GmbH

"IFA 2016 was a complete success for Samsung Home Appliances – we recorded double-digit growth. The trade feedback we received on our latest innovations, including the AddWash product range and the Family Hub refrigerator with NoFrost technology, was really gratifying."

SEB

Udo van Bergen, Trade Marketing Director, Groupe SEB

"We're extremely happy with the way things went at this year's IFA, and are very confident of achieving the targets we set for the second half of the year. The feedback received from retailers and journalists about our latest innovations and featured products has been excellent."

SEVERIN Elektrogeräte

Thomas Meyer | Director Marketing & Product Management

"Almost all our trade partners remarked how 'Severin is moving in the right direction.' This year's IFA once again confirmed the event's position as the most important trade show in our calendar. Our core concept is about making 'friends for life', and we captured the attention of our trade partners and consumers with many new products and a great program of events that helped further build brand loyalty."

Siemens

Roland Hagenbucher, CEO of Siemens Home Appliances

"The week at IFA has confirmed there's no getting around the importance of connected home appliances; a look at the crowds flooding to the Siemens Home booth makes this quite clear." The numbers of orders made by the end of the event drew a positive line under an extremely satisfying result from IFA 2016. We are already looking forward to IFA 2017, because IFA always offers us the perfect stage to present our latest innovations. Each IFA is even better than the last, and underscores the key position this event occupies in the home appliance sector."

Steba Elektrogeräte GmbH
Markus Müller, CEO

"We arrived in Berlin with a great plan for a successful show, as well as a healthy stack of fresh ideas. The high visitor numbers on each day of the event allowed us to give existing customers a comprehensive update on all our latest products as well as make plenty of new contacts from both within Germany and abroad. Our niche products, such as the RK 1M mini rice cooker, the PB 1 pizza oven, and our exhibition highlight – the SV 50 sous-vide oven – attracted the greatest praise. In summary: we enjoyed another extremely successful show this year."

TechniSat
Stefan Kön, CEO of TechniSat Digital GmbH

"Happy customers, successful interactions with industry specialists, and a large range of new products. This year's IFA marked the launch of a new direction in our company's brand and product strategy. We have been particularly pleased by the positive reception to our new brand positioning this year. We have achieved our objective of presenting ourselves as more than just reception technology specialists with a focus on premium German-made products; we have also been able to show off our new integrated and connected solutions. This made IFA 2016 a great success."

telering
Franz Schnur, CEO of telering Marketing GmbH & Co. KG

"We are once again pleased with the outcome from the show and are more than happy with the way everything went. On the one hand, there is the quantifiable success – in the form of the high numbers of visitors to our stand and specialist retailers interested in joining our network. On the other hand, it was also a delight to see the smiling, friendly faces all around our stand. We are looking forward with optimism for the future."

TP Vision / Philips TV
Henrik Köhler, Managing Director of TP Vision for Germany/Austria/Switzerland

"We have received very positive feedback in the the numerous conversations we had at IFA. The extensive range of Philips LCD TVs was met by a very positive reception from our trade partners. We also received a lot of praise for the highlight of our IFA exhibition, the first OLED TV with Ambilight. OLED is the current state of the art when it comes to best-in-class TV image quality, and this technology will come to dominate the top end of the market. The number of orders placed by retailers in the last few days has exceeded our expectations. We are delighted with the volume of sales already recorded and the predicted sales. IFA remains the key event for us for kicking off this intense season in retail and underscoring the importance of our trade partnerships in meaningful conversations."

TrekStore**Shimon Szmigiel, CEO of TrekStor GmbH**

"We are extremely satisfied with the way things went at IFA this year. We generated a high number of orders right there, while also securing many more for the lead-up to Christmas. We also enjoyed many promising and successful conversations at the show, especially with our international guests. We will definitely be back and are already looking forward to IFA 2017."

ultron**Ralf Geppert, COO**

"Just as in previous years, this year's IFA met all our expectations. Recent years have made it very apparent that IFA is our most important trade show. We have received insightful feedback, had great conversations, and done some good business. We will be back again in 2017."

WMF**Martin Ludwig, Managing Director of WMF Small Domestic Appliance division**

"Our presence at IFA 2016 was another success. Trade specialists and attendees provided us with great feedback on the many innovative products and themes we presented at the show. This is reflected in the buoyant level of orders being placed by retailers. Overall we noted significantly greater numbers of clients and visitors from outside of Germany. We were also particularly pleased by the high level of media interest in our presence."