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CE China 2018: IFA and Suning to establish “IFA Retail University”

Shenzhen/ Berlin, 15. November 2017 - As the largest commercial retailer in China, Suning is one of the key partners of CE China. Last year's CE China event provided the ideal foundation for clever ideas to flourish and for creating new business. To pave the way for the upcoming CE China 2018, taking place May 3-5 in Shenzhen, IFA - the organizer of CE China - and Suning signed a Letter of Intent (LoI) in order to establish the “IFA Retail University” in 2018.

The “IFA Retail University” will support strategy information transfer by focusing on retail topics. Lectures will be held by CE China exhibitors in short 20-minute-presentations—so-called “Power-Briefings”—allowing exhibitors to share their latest strategies, products, and visions to international retailers and media.

“The project will increase awareness of brands, increase sales of retailers, improve customer experience and serve the networking idea of exchanging knowledge,” said Mr. **Jens Heithecker, Chairman CE China** and IFA Executive Director.

“We believe IFA Retail University would be a good chance for Suning to introduce its full chain services to those EU/US brands who are interested in China markets and we could have face to face communication with other international retailers and discuss possible cooperation,” said Mr. **Xu Yaohua, Assistant President of Suning Commerce Group**.

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.

CE China will take place May 3-5, 2018 in Shenzhen, China.

In 2017 CE China created the optimal setting to successfully position brands and showcase latest product innovations and designs to the industry, retail, and media with more than 120 exhibitors covering more than 15,000-square-meters of exhibit space. Following the IFA concept, CE China is also based on comprehensive partnerships with leading trade groups, strong global industrial partners, and the emotional presentation of innovative products.

CE China

CE China is the trade show for consumer electronics and home appliances products for the Chinese and Pan-Asian market. It will take place from 3 to 5 May 2018 in Shenzhen, China.

IFA Berlin

IFA is the world's most significant trade show for consumer electronics and home appliances. It will take place in 2018 from 31 August to 5 September at the Berlin Exhibition Center (Expo Center City).

 Messe Berlin



 **gfu** Consumer & Home Electronics

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