

September 07, 2018

IFA Exhibitor-Statements 2018

Acer

Wilfried Thom, country manager, Acer Germany, and vice president Western Europe

“For Acer, IFA is the most important trade show of the year and an international platform for presenting new products and world firsts. IFA is also indispensable as an industry meeting place that kicks off our end-of-year business. Not least, it is also important for informing the customer. Once IFA is over we will be preparing for the next event and are looking forward to 2019.“

AEG

Brian Fogh, managing director, Electrolux Hausgeräte GmbH

“At this year’s IFA we were able to impress our trading partners and consumers again with our approach of offering an experience that is tailored to consumers’ needs as well as premium appliances throughout the range. Overall, IFA 2018 was inspiring and we were able to fascinate our visitors. The show was an all-round success for us and we are already looking forward to next year.”

Amica International

Zbigniew Platek, managing director, Amica International GmbH.

“IFA 2018 celebrated ten years of home appliances. Amica was there on nine occasions and was able to exhibit the entire range of brand products from Amica, Hansa home appliances, GRAM and CDA. We were very satisfied this time around because we had lots of visitors and quality meetings that will give future business for Amica a boost.“

ARCHOS

Murat Ünlü, managing director, Central Europe ARCHOS

“IFA was an important fixture for us again this year for testing the reactions to our new products. We were able to present our products to consumers as well as retailers and the press, and are delighted with the positive feedback throughout. Naturally, with its high level of international participation, IFA is an important platform for networking and boosting sales.“

Bang & Olufsen

Martin Kofler, head of Sales, DACH Bang & Olufsen:

“We are very glad to have been part of IFA again this year. It gives us an opportunity to present our capabilities in terms of skills, sound and design to a wide audience. We value the fact that we can let visitors experience all our products. We were very satisfied with the number of visitors overall and were able to attract lots of international visitors to Bang & Olufsen.“

BEKO

Hakan Bulgurlu, CEO

“We are very glad to have exhibited at IFA again this year. The fair was a perfect opportunity for us to present our latest innovations for the home that will enable future generations to enjoy a healthier lifestyle. Both our brands were well represented at the press conferences and we had lots of visitors on the stands. IFA continues to be an important platform for engaging with the media and potential sales partners.“

Beurer

Georg Walkenbach, managing director, Beurer GmbH

"IFA was the perfect platform again for presenting over 50 of our latest products. This year's focus was on the mega trends of mind balancing, decelerating and attentiveness. The reactions to our Beurer Wellness Oasis were outstanding from trade visitors and consumers alike. We can look back on six successful days at the show and would like to thank our visitors for an interesting dialog."

beyerdynamic

Edgar van Velzen, managing director, beyerdynamic

"IFA is very important for beyerdynamic. This year, our main focus was on our new brand concept and the presentation of our new products. For beyerdynamic this year's IFA was a great success and an excellent start to end-of-year business."

Bosch Hausgeräte GmbH

Harald Friedrich, managing director, Robert Bosch Hausgeräte GmbH

"In 2018 we can look back on a successful IFA again. Visitor numbers were on a par with last year's figures and we are very satisfied with the way the fair went. Trading partners, consumers and the media showed great interest in our range of products which fully satisfy the current needs of the modern home."

Uwe Meergans, BSH Hausgeräte GmbH, Consumer Products, head of Sales, DACH

"We were very satisfied with the large number of visitors on both the stands of Bosch und Siemens Hausgeräte, and the high level of interest in the latest small domestic appliances at this year's IFA. We presented the latest appliances on the stands of Bosch und Siemens and were able to give visitors a glimpse of the households of the future. We were delighted with the keen interest shown, and after IFA 2018 are optimistic about end-of-year business."

Blaupunkt

Roberto Cataneo for Blaupunkt, managing director, Globaltronics GmbH & Co. KG

"We can look back on a successful show and fascinating talks. IFA was an ideal platform again for meeting existing and prospective customers and for gauging interest in our new products. 'Smart' was one of the buzzwords at the show, so we are delighted with the very positive reactions to our loudspeakers which use Google Voice Assistant and Chromecast."

CASO

Peter Braukmann, managing director, CASO Design.

"IFA 2018 was a big success for CASO. This year, as well as our ten new products, the focus was on smart technology which was augmented by new features and devices. Our transparent stand concept, the very positive reactions received from constructive meetings and the many visitors we had, make us optimistic about end-of-year business in 2018."

De'Longhi

Managing director Stephan P. Tahy

"IFA 2018 was a big success for De'Longhi. In 2018 we took the opportunity this special platform offered in order to market our new De'Longhi, Kenwood and Braun products to retailers and consumers. Once again, IFA was where orders are placed,

and the De'Longhi Group achieved fantastic results. As a family-run listed company from Italy, with many international colleagues in Europe, Asia and the USA, we are able to reach out to the entire world from here, something that gives us great pleasure at our German office. Berlin is a window on the world – we are delighted that our capital played host to so many visitors again."

Deutsche Telekom

Antje Hundhausen, vice president, Brand Experience Telekom

"This year, interest in Telekom products and solutions rose by ten percentage points (57 per cent) compared to last year. The same increase was noted in visitors who tested devices on the Telekom stand for themselves. We can be proud of the positive results we achieved here at IFA. With our modern, interactive and playful brand identity, we were able to inspire visitors with a passion for our magenta-colored products."

Devolò AG

Heiko Habers, CEO Devolo AG

"Once again, IFA demonstrated why it is one of the world's leading trade fairs and why it is a firm fixture on the calendar of events for devolo AG. The number of visitors increased and the volume of orders placed reflected a positive growth trend again. The interest of retailers and the press in our new devolo Magic product range considerably exceeded our high expectations. IFA has given us a boost for our end-of-year business. We are looking forward to IFA next year."

DJI EMEA

Martin Brandenburg, managing director, DJI EMEA:

"As we were able to see at IFA 2018, our drones and image stabilizer systems are becoming increasingly popular among hobbyists, professionals and companies. Thus, thanks to DJI, handling drones has become incredibly easy. DJI's declared aim is to provide customers with better information on drone technology, its uses, relevance, advantages and future possibilities. IFA was the ideal platform for that."

EK

Lutz Burneleit, head of Procurement, Comfort Division

"IFA highlights the innovativeness of the home appliance industry more than any other show. Even with the current focus on internet sales, maintaining direct contact with retailers, industry partners and customers remains instrumental to success. The positive reactions we received at IFA were confirmation that our concepts are on the right track. Another reason why this fair is one of the most important on the calendar of events."

ElectronicPartner

Karl Trautmann, chairman, ElectronicPartner

"IFA 2018 was in fine form again and was an outstanding host, to retailers in particular. In my view there can be no better motivation for end-of-year business than the concentration of innovative and smart products we were able to witness in Berlin. We are delighted that so many ElectronicPartner members came to the Palais for their tours of IFA, and that they also took the opportunity to engage in a dialog with our experts in the procurement, sales, marketing and eCommerce departments."

EURONICS

Benedict Kober, board spokesman, EURONICS Deutschland eG

“IFA 2018 was an all-round success: six days packed with technology, innovations and product debuts which provided us and our members with lots of inspiration and a look at what awaits us for end-of-year business. The meetings we had were of a very high standard and the large number of visitors was proof of the high standing that the Leading Trade Show for Consumer Electronics and Home Appliances continues to occupy. IFA remains a firm fixture for us as well, not least because it is the event for our members to place orders. That is why we were particularly pleased to welcome EURONICS retailers from Germany and Europe at this year’s IFA. On behalf of the board of EURONICS Deutschland eG I would like to wholeheartedly thank our members, industry partners, visitors and the organizers of IFA for six inspiring days in Berlin.“

Fakir

Holger Terstiege, managing director, Fakir Hausgeräte GmbH.

“IFA has established itself as the leading trade show for home appliances in Berlin. Fakir took the opportunity the show offered to present numerous new products with innovative features to retail partners, consumers and the press. Due to the many visitors and outstanding talks we had, our future business looks good. Our new range of floor cleaning devices which celebrated their debut in Berlin drew more than just passing attention. In the fast-growing market for rechargeable handheld and stick vacuum cleaners we displayed the top-of-the-range, 370 Watt high-performance Starky | HSA 800 XL Q in graphite/black chrome which attracted considerable attention. The Air Wave® EVOLUTION floor vacuum cleaner, an evolutionary design which now features even more power and improved air jet technology, also impressed our visitors in Berlin. As the world’s leading electronics event IFA will continue to be a firm fixture on our calendar of events.”

Garmin

Kai Tutschke, managing director, Garmin DACH

“As always, IFA 2018 provided an excellent opportunity to demonstrate our pioneering role in smart wearable technology and to drive marketing of our products forward. We had numerous meetings at which we were able to interest partners, the media and customers in this mini-revolution in people’s everyday lives. We are optimistic about end-of-year business, not least due to our success at the show.“

Gebr. Graef GmbH & Co. KG

Hermann Graef, management

“Exactly 50 years after their introduction, our multi-purpose cutters are experiencing an incredible renaissance, backed by impressive sales figures. We are delighted that more and more retailers are placing large orders, thereby showing that they want to be part of a continuing joint success story. IFA was outstanding for getting reactions to new ideas.“

GfK

Michael Müller, regional general manager, GfK in Central Europe

“Once again, IFA impressively underlined its role as the world’s leading trade show for technical consumer goods. The innovations on display were proof of the industry’s capabilities. In GfK’s view, connectivity, premium products and high performance are the trends currently driving the market, and which will ensure further growth.“

Gorenje Group

Davorin Lempl, managing director, Gorenje Group

“This year, the positive reactions from retailers and consumers showed that our products are much in demand and are able to impress, in terms of styling and

technical performance. IFA continues to be the platform where we can strike up a dialog with partners and consumers, present products and demonstrate features, and get direct reactions to our new designs. From a personal standpoint, it was the ideal moment to introduce myself to our partners. We were particularly pleased that our products for specific channels were extremely well received by retailers. As regards the marketing of our domestic appliances we are on the right track.”

Grundig

Hakan Bulgurlu, CEO

“We are very glad to have exhibited at IFA again this year. The fair was a perfect opportunity for us to present our latest innovations for the home that will enable future generations to enjoy a healthier lifestyle. Both our brands were well represented at the press conferences and we had lots of visitors on the stands. IFA continues to be an important platform for engaging with the media and potential sales partners.“

Hama

Christoph Thomas, managing director, Hama

“This year, which was by no means all good for the industry, IFA in Berlin was an important and extremely successful trade fair. Over the first few days we felt there were slightly fewer visitors. However, we had some excellent talks with trade visitors who were very committed. In that respect the mood was very positive and our partners were open-minded as regards the challenges ahead. Our new stand concept, which was also more consumer-oriented than in previous years, was very well received.“

Hisense

Hans Wienands, senior vice president, Hisense Germany GmbH

“Overall, IFA 2018 was an outstanding success for Hisense again. We had significantly more trade visitors, on days one and two in particular from Germany, but also from our South African and Australian colleagues. On Monday and Tuesday we had visits mainly from French, Spanish and UK retailers. International interest continues to grow. For retailers and the industry in Germany, Austria and Switzerland, IFA is the number one show for placing orders. At Hisense we were very satisfied with the number of orders received. This year on the Berlin Exhibition Grounds we witnessed a communication platform for the industry, press, retailers and consumers that was compact and well organized in a way that no other trade fair can achieve. For Hisense the trip to Berlin was worthwhile, and we are looking forward to IFA 2019.“

JURA

Horst Nikolaus, managing director, JURA Elektrogeräte Vertriebs-GmbH at IFA 2018

“JURA’s participation in IFA in Berlin is now into its second decade, and following our eleventh appearance we are very satisfied. Visitors showed a keen interest in our new products and innovations. In short, IFA 2018 went very well for us. We received lots of orders and people were eager for innovations and to experience things here and now. It was an all-round success.”

Frank Göring, managing director, JURA Gastro Vertriebs-GmbH on IFA 2018

“In 2017 JURA Gastro Vertriebs-GmbH posted record figures, with IFA giving us a decisive boost. This year, history seems to be repeating itself. Everything points to our sales to professionals breaking records again in 2018. Once again, IFA has given us reason to be very optimistic. We can look back on a very successful show in Berlin, with very promising talks and contacts that will translate into strong sales figures in the second half of the year.”

LG

Daniel Schiffbauer, director, Home Entertainment at LG.

“At IFA 2018 LG gave a glimpse of tomorrow’s technology, while impressing with products that fascinate consumers today. This combination was positively received by the public, trade visitors and especially by our retail partners.”

Loewe

Mark Hüsches, managing partner, Loewe Technologies GmbH:

“At IFA, Loewe attracted great attention with a world debut. We have improved the sound of our premium Home Entertainment systems to such a degree that it perfectly adapts to the listener’s hearing ability, and with impressive results. This is among our many innovations that give customers a genuine advantage. IFA is the perfect platform for presenting these products to an international audience. That is why we are more than satisfied with the orders that we received at the fair.”

Miele

Dr. Reinhard Zinkann, managing partner, Miele

“In 2018, as at previous IFA events, the mood at Miele was excellent. The number of trade visitors and orders exceeded the previous year’s figures again. Product innovations met with very positive reactions from retailers and consumers. There was keen interest in connectivity, and here especially in voice-controlled devices.”

Mimi Hearing Technology GmbH

Dr. Henrik Matthies, managing director, Mimi Hearing Technologies GmbH

“IFA is the place where one can experience world debuts close up. Together with Loewe, we are proud to be able to present the world’s first TV with sound that adapts to the viewer’s hearing ability. From the numerous conversations we had with retailers, the media and visitors and the very positive reactions we received, we can say that this innovation satisfies a key consumer need.”

Motorola Lifestyle Division

Thorsten Schröder, country manager, Germany AEG & Motorola at Binatone Communications Europe.

“IFA is an important platform for us in order to meet customers and partners and exchange views on the latest products and trends. We received especially positive reactions from our colleagues and the press to our audio products being voice controlled via Alexa, Siri and Google Now. Overall, IFA went very well for us again this year.”

Nivona

Peter Wildner, managing director, Nivona

“IFA 2018 was an all-round success for us. The reactions this year were incredible. In Berlin we are able to make quick, direct and easy contact with our retailers, unlike at any other trade show. And that is exactly why NIVONA has had a stand at IFA for many years. Our new concept was a great success, and we had many more visitors on our stand than last year.”

Panasonic

Kai Hillebrandt, managing director, Panasonic DACH & NL

“As far as we are concerned, IFA 2018 is still Europe’s leading industry event. For us as a company, and for me personally as the new managing director of Panasonic

DACH & NL, it provides an opportunity to maintain a direct dialog with customers, retailers and the press. It offers a major platform for showcasing the products that we will confidently be marketing at the end of the year. Yet again, IFA is the trade show for placing orders, and we are very satisfied with our sales figures.”

Philips

Bernd Laudahn, managing director, Philips GmbH Market DACH

“There is always a way to make life better.’ This is the slogan with which on Monday Philips kicked off the biggest brand offensive in the company’s history. IFA 2018 was the backdrop to our campaign which places the spotlight on six Philips innovations that stand for the entire portfolio. At IFA we presented our new brand image to the media, our retailers and consumers, and we were overwhelmed by the extremely positive reactions. ‘Doing things better’ applies elsewhere too. This year, the number of consumers and retailers who visited our stand increased by 30 per cent compared to 2017. Over 600 journalists and influencers alone attended our press conference. For us, IFA 2018 represented a successful start to end-of-year business.“

Philips TV

Henrik Köhler, managing director, Philips TV at TP Vision D/A/CH

“For Philips TV, IFA 2018 generated outstanding figures and genuinely overwhelming visitor interest, as well as enthusiastic reactions to our new products on display. We have clearly sparked consumer interest by further improving the basic viewing experience, rather than exhibiting non market-relevant technology and features. Our order books show that this is a good approach.”

Remington & Russell Hobbs

Jon Arvidsson, general manager, Remington & Russell Hobbs D-A-CH

This year, IFA was an all-round success again for the Remington and Russell Hobbs brands. It was the ideal platform for presenting our end-of-year collection of products and new brand worlds. IFA also provides the perfect backdrop for a close and constructive exchange of view with our trading partners and consumers and is the ideal springboard for end-of-year business. We are confident that we have our finger on the pulse with our new products and are already looking forward to IFA 2019.”

ReSound

Joachim Gast, head of Strategic Business Models & Partnerships, GN Hearing / ReSound

“Once again, we were very satisfied with the way IFA went for us this year. We were represented at IFA for the fifth time, in 2018 with our smart hearing devices, and as the only maker of hearing aids. Nevertheless, we are in no doubt that, as pioneers of connected smart hearing aids, we are in the right place here. This is where we can reach an audience whom we can inspire with the considerable advantages of our smart solutions. At the same time we are able to advertise good hearing devices and advise on making an early visit to obtain professional advice from our retail partners selling hearing aids. Not least, IFA provides us with an outstanding opportunity to meet lots of journalists, bloggers and YouTubers.“

Sage Appliances

Gerd Holl, managing director, Germany/Austria Sage Appliances GmbH

“IFA 2018 went very well for us. As a very recently founded company this is the first time we were at the show, where we presented a large part of our range of small domestic appliances with a focus on espresso machines. Trade visitors and consumers were both impressed by the quality and functionality of Sage products. There were crowds on our stand and visitors came to find out in detail about our

products. IFA lived up to its role as the World's Leading Trade Show for Consumer Electronics and Home Appliances, where Sage Appliances was able to lay the groundwork for successful end-of-year business."

Samsung

Martin Börner, deputy president, Samsung Electronics GmbH

"This was the fifth time in a row that Samsung, the largest exhibitor at IFA, was able to showcase its latest products on a 6,000 square-meter display area at the CityCube Berlin. The huge number of visitors showed that, more than ever before, people are open to new technology that makes everyday life easier and also saves time and energy. As a driving force of the consumer and home electronics industry, Samsung is making giant strides forward in IoT and AI, two trends at IFA, with its intelligent user experience which puts people first, and which is fun and also safe. The fascination with our innovations was reflected in our sales at IFA. In particular home appliances and TVs achieved growth rates that fill us with optimism for our end-of-year business, which is so important in this industry."

SEB

Astrid Duhamel, head of Communication and Digital, Groupe SEB D-A-C-H

"We are more than satisfied with the way this year's IFA went for us. With the Krups, Rowenta, Tefal and Moulinex highlights that we exhibited at IFA we targeted the latest mega trends: personalized products, connectivity, health and conserving resources. These trends reflect consumer desires which our products completely satisfy. The extremely positive reactions from retailers and the media to our new products were proof once again that we are on the right track."

SEVERIN

Christian Strebl, managing director, SEVERIN Elektrogeräte GmbH

"This year's IFA was a landmark for SEVERIN. Under the slogan of 'Friends for Life', we presented our new marketing campaign for the first time to the wider public. As a result, we were able to reach over 25% more retail partners and influencers at the fair. The keen level of interest displayed and the very positive reactions from retailers showed us that our new approach in terms of touch and feel, brand recognition, and a focus on core expertise promises long-term success. This also applies to our six subsidiaries in Europe. IFA more than lived up to its reputation as the world's leading trade show."

Siemens

Roland Hagenbucher, managing director, Siemens Hausgeräte Deutschland

"Looking back, IFA 2018 went very well for us, yet again. The crowds we experienced at Siemens Connected City were confirmation of our role as a major innovator in connectivity, design and technology. No other show gives retailers and consumers the chance to directly experience the products that are in the home now, and those that will feature tomorrow. Demand for premium home appliances has rocketed in recent years. The large amount of orders placed will carry over the impetus from IFA and have a positive effect on business over the next few months. Once again, IFA was the ideal platform for presenting the Siemens brand and new products in impressive style. It represents an annual summit for manufacturers, retailers and the press."

Sony

Thomas Nedder, Sony country head, Germany

"Every year IFA is a home fixture for us, and in 2018 we were very satisfied again with the way the fair went for us. We had a lot of visitors to the business and public areas of our stand. Our innovative stand concept was very well received and we took the

opportunity to exchange views directly with fans and users of our products, cultivate relations with retailers, and take an important step towards successful end-of-year business. We are already looking forward to next year.“

Steba

Markus Müller, managing director

Summing up, we can say that IFA 2018 went very well for us yet again. We were extremely satisfied with the quality and number of customer contacts we made and were able to establish new leads both in Germany and abroad. Our customers were fascinated by our new products, of which there were over 20.”

TechniSat Digital

Stefan Kön, managing director, TechniSat Digital GmbH.

“As a company marketing connectivity solutions, IFA was the perfect platform for us to present our products for the smart home. We have expanded our innovative Smart Home System to include numerous new functions such as Alexa voice control as well as new smart living products. Thus, we are now able to offer customers even more security, ease of use and entertainment.“

telering

Franz Schnur, managing director, telering Marketing GmbH & Co. KG

“For retailers, a visit to the World’s Largest Trade Show for Consumer Electronics is the most important event of the year. Many of our retailers come each year, not just to find out about innovative devices and the latest trends, but to obtain advice directly on our stand and exchange views with other members of the cooperative. Indeed, over the six days of the fair there were ample opportunities to do so. It was no wonder that during these six days, with all the many products on display there were crowds on the telering stand.“

Teufel

Sascha Mallah, managing director, Lautsprecher Teufel GmbH

“This was the fourth time in a row we were at IFA, and it is always overwhelming to meet so many fans, experience visitors’ reactions to products and also to talk to customers. We had lots of visitors and our relaunch of Ultima, a traditional loudspeaker, was very well received. It is a good feeling to have made the right decision with an important product update.”

THOMAS

Manfred Donath, head of Marketing

“Despite experiencing what we believed to be less visitors overall at IFA 2018, we held a lot of quality meetings with our domestic customers as well as with export customers, and were able to present our unique and innovative products (made in Germany), and here especially the THOMAS CYCLOON HYBRID which made its first international appearance and was the German Innovation Award Winner 2018. As a result, IFA 2018 was a success for THOMAS.“

TREKSTOR

Daniel Szmigiel, management, TREKSTOR

“We were very satisfied with the fair. Over many years, IFA has been an important platform for us for cultivating existing contacts, establishing new partnerships, and getting exciting projects under way. This event is especially ideal for positioning products for end-of-year business as well as gauging interest in new product

categories.”

Ultron

Ralf Geppert, COO, ultron AG

“We take the opportunity offered by IFA to intensely market our products. The timing is perfect for end-of-year business. For us, the many quality contacts, innovations and international visitors make IFA an extremely important event which we will be visiting again in 2019.”

Vestel

Özcan Karadogan, managing director, Vestel Germany GmbH

“As in every year, IFA was a genuine highlight. We were able to give our partners an impressive demonstration of the innovativeness and capabilities of Vestel Gruppe, whether it was 8K TVs or environmentally friendly white goods. One of the main topics was the smart home, ranging from voice control and intelligent connectivity to smart eChargers, all of which sparked great interest. We were very satisfied with the number of visitors, in terms of both quality and numbers. We are looking forward to IFA 2019.“

WMF

Martin Ludwig, senior vice president, Consumer Goods, International Strategy & Product Creation at WMF Group

“IFA 2018 went very well for WMF. The reactions from our retail partners and consumers to our new approach in innovations, with a focus on light, color and innovative design, were very positive. Overall, the quality of our meetings with retailers was high. The large number of orders reflected this. Our retail partners were also very satisfied with the marketing activities we have planned for end-of-year business. We were particularly pleased with the attention our new products attracted from the media, which was already apparent at the IFA Innovations Media Briefing.“

XLayer

Ralf Schnur, managing director, XLayer

“For many years, IFA has been an international trade show attracting exhibitors and trade visitors from around the world. This year, XLayer presented its wide-ranging new portfolio of wireless powerbanks and charging stations which received very positive reactions from visitors. It is no exaggeration to say that our stand was virtually overrun from day one of the fair. The show was also a big B2B success for us. Retailers have discovered that bread-and-butter products such as powerbanks and wireless chargers generate large margins.“