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CE China 2019 successfully arrived in Guangzhou

Number of exhibitors nearly doubled +++ Exhibitors and partners convinced of even further growth

Guangzhou/Berlin, 21 September 2019 – With CE China, a global IFA event, ending today, it has become clear that the show has successfully arrived in Guangzhou. Compared to last year, the number of exhibiting brands present at the show nearly doubled. 275 exhibitors showcased their latest products and innovative consumer electronics and home appliances solutions. In line with the trends of the industry, the show included segments on virtual and augmented reality as well as on new mobility, including new energy vehicles and autonomous driving. International brands and retailers from across Asia used the show for networking and collecting feedback from consumers.

Based on their experiences at CE China 2019, many exhibitors already foresee a successful and even greater edition in 2020. Heonjun Ju, Executive Director of Overseas Sales Division of the South Korean brand NUC, said: “CE China is a very well organized show. I am especially impressed by the media coverage. The show certainly has a great potential for future growth and we will be coming back next year for sure.” Likewise, German company Beurer already plans to expand its presence at CE China 2020. Kaikang Le, Managing Director, explained: “At CE China, we received a lot of feedback from professionals and consumers alike.” Yinglong Li, Sales Director Retail from Sennheiser in China added: “CE China is an amazing event. Many consumers and business partners came into our booth to touch and test our products. They gave us plenty of feedback. I am sure it will provide us with a lot of benefits for our business.”

In light of the positive feedback, Jens Heithecker, IFA Executive Director and CE China Chairman, concluded: “The successful first presentation of CE China here in Guangzhou lays a great foundation for next year and to grow CE China as part of the IFA family into a major event in the region. This is the result of our rewarding cooperation with the Guangzhou Municipal Government. We are grateful for their tremendous support.”

Dirk Koslowski, IFA Director, stressed the increased interest of retailers from across Asia in CE China and said: “Retailers, for example from India, Japan, South Korea and Taiwan, especially enjoyed the good atmosphere for business talks with exhibitors. There is a strong commitment to return next year.”

In line with this, Chinese retail giant Suning plans to extend the existing strategic partnership with CE China. Jiang Chang, Vice President Intelligent Terminal Company, Suning, said: “We are a very close partner of CE China for four years. Every year, our cooperation has been a great success. A lot of exhibitors and buyers can see Suning’s products at CE China. Through CE China, we can cooperate with other exhibitors and many good products are brought to Suning’s online and offline stores.”

CE China 2019 presented a number of premieres. For the first time, a German Pavilion sponsored by the German Federal Ministry for Economic Affairs and Energy was part of the show. Likewise, CE Summit, organized by IDG, a strategic CE China partner, debuted in Guangzhou. The event also witnessed the global launch of eight new products of Suning’s Biu-line. The newly introduced sections on augmented and virtual reality as well as on new mobility attracted many visitors. Additional highlights included the IFA Retail University and the E-Commerce Forum, where visitors had the opportunity to gain further business insights.

CE China 2020 is scheduled for 24-26 September 2020 in Guangzhou.

Further information



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All CE China press releases: <http://en.cechina-ifa.com/news>
TV footage: <https://www.ifa-gbc.com/ce-china/ce-china-2019/>
Official show daily "CE China daily": <https://cechinadaily.com/>