

February 04, 2019

## **CE China 2019: More Business - More Efficiency - More Gains**

*Guangzhou/Berlin, 1 February 2019* – For the first time, IFA's CE China is held from 19 to 21 September 2019 in Guangzhou, the heart of China's trade and manufacturing business.

CE China, a global IFA event, is designed to be China's leading trade show, linking premium brands, important market players and retailers. The show is a vibrant platform that unites international exhibitors with Asian retailers keen to bring new products to their customers.

### **CE China 2019 in Guangzhou**

In 2019, CE China will take place in Guangzhou, a lively mega-city where East meets West, and is therefore the perfect location for an innovative event like CE China.

"With CE China's move to the Guangzhou Poly World Trade Center Expo and switching the date to September, we are following the numerous demands of the industry and trade partners to benefit even more from the economically important Single's Day", said Jens Heithecker, Chairman of CE China, IFA Executive Director and Executive Vice President Messe Berlin.

CE China is taking advantage of the city's long history as a trading hub and gateway to China. Guangzhou not only provides super-modern exhibition grounds, it's also home to thousands of Consumer and Home Electronics manufacturers and can be reached conveniently by direct flight from Europe and the US.

### **Premium Partner - Retail Giant Suning**

The IFA Retail University is creating added value for international brands and 500+ Asian retail representatives, among them the Chinese retail giant Suning. International brands exhibiting at IFA and CE China have the opportunity to present their products and strategies in 20-minute-Power-Briefings to retail partners, thereby increasing brand awareness and sales in East Asia. Chinese retail giant Suning, a strategic partner of CE China, co-initiated this format. Besides Suning, China's largest online retailer Tmall/Alibaba and is among CE China's official partners in 2019.

### *About CE China*

CE China is the consumer and home electronics show for the Chinese and pan-Asian market. It's scheduled 19 to 21 September 2019 in Guangzhou, Poly World Trade Center Expo China. Please note: Journalists traveling from outside of China are required to have a J1 or J2 Visa.

### *About IFA Berlin*

IFA is the world's most significant trade show for consumer and home electronics for the digital world. IFA 2019 will take place 6 to 11 September at the Berlin Exhibition Grounds (Expo Center City).

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