

April 27, 2019

CEO Richard Yu delivers the IFA Opening Keynote 2019

Huawei to present the most powerful and intelligent user experience

Berlin/ Andalusia, 27 April 2019 - IFA announced today that Richard Yu, CEO, Consumer Business Group, Huawei will deliver the IFA opening keynote 2019. Yu's address will take place on Friday, 6 September 2019. Huawei CEO Yu is set to take the IFA keynote stage to share Huawei's exploration on future connectivity and strategy in AI, 5G, IoT and new smart devices.

"Huawei is committed to turning smart devices into intelligent devices by building end-to-end capabilities that support coordinated development of devices. The ultimate goal is to provide a full scenario intelligent solution and offer a better user experience to consumers in the future intelligent world." says Yu in anticipation of his opening keynote at IFA in Berlin in September. Jens Heithecker, IFA Executive Director complements: "AI is going to be the glue that holds our connected lives together. We look forward to welcoming Mr. Yu back at the IFA Keynote Stage to show us the ultimate power of mobile AI."

Richard Yu began his career at Huawei over two decades ago in 1993. He has since held several titles with Huawei, including CTO of Wireless R&D, and director of the GSM/UMTS technical sales department. In 2006, he was appointed president of Huawei's Wireless Network product line, and was nominated as president of the European region in 2008.

 Messe Berlin



Nicole von der Ropp
PR Manager IFA Global
Communications
Corporate Communications
Messe Berlin
vonderropp@messe-berlin.de
www.ifa-berlin.com
@IFA_Berlin