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German Pavilion is debuting at CE China 2019

Guangzhou/Berlin, 22 July 2019 - CE China will feature a German Pavilion supported by the German Federal Ministry of Economic Affairs and Energy (BMWi) for the first time.

“Made in Germany” meets Asian Retail Market

To expand the successful concept of IFA in Berlin, and to enhance the benefits for both exhibitors and visitors at the show, CE China is going to welcome its first German Pavilion powered by the German Ministry for Economic Affairs in this year's edition. Beurer, Faytech, GfK, gfu, Maybaum, Miji, Sennheiser, Severin, VDE and other German brands are bringing their latest innovations and services to Guangzhou, the heart of China's trade and manufacturing business. The chance to approach the world-leading “Made in Germany” quality also encourages key buyers and retailers from China and Southeast Asia to attend the show.

CE China is a vibrant platform that unites international exhibitors with Asian retailers who are keen to bring new products to their customers. A number of domestic and overseas brands have already confirmed their participation in this year's CE China. Among them are Chinese home appliance giants Haier and Midea, the Korean juicer expert Kuvings, the Danish audio brand Vifa, just to name a few.

Sennheiser will also make use of IFA Retail University

In effective 20-minute-Power-Briefings, the IFA Retail University provides international brands with high attention from major retailers in China. “With a fast-growing market in China, we are especially looking forward to participating in CE China and its Retail University, as these provide outstanding opportunities to get closer to our customers in this vibrant marketplace build ever stronger relationships and leverage exciting new opportunities.” said Dr. Andreas Sennheiser, CEO, Sennheiser Electronic GmbH & Co. KG.

During the last CE China, more than 400 retail partner, buyer and store manager attended these presentations by the industry.

Find out more - [The German Pavilion](#) at CE China

Register Now - [Get your ticket!](#)

About CE China

[CE China](#), a global IFA event, is designed to link premium brands, important market players and retailers. The show is a vibrant platform that unites global brands with Asian retailers keen to bring new products to their customers.

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