

August 29, 2017

## IFA 2017: B2B-Sourcing-Platform IFA Global Markets with Expert Talks & Business Days

### IFA GLOBAL MARKETS EXPERT TALKS

*Berlin, 29 August 2017* - IFA GLOBAL MARKETS EXPERT TALKS is part of IFA Global Markets, Europe's biggest sourcing market. These talks, in the form of twice-daily industry panels will provide insight to buyers and manufacturers, who need to understand the latest in buying requirements, new opportunities and challenges.

Learn more about global purchasing trends!

The industry panels and experts at a glance:

#### Sunday, 3 September

10:00 - 10:30 h

#### VDE

Energy efficiency - Legislation and requirements for household appliances in the EU

[VDE @ IFA Global Markets Expert Talks \(PDF, 487,9 kB\)](#)

10:30 - 12:00 h

*More than Reality – VR on Every Street*

Cyril Tuschi, CEO Pascal Morgan, Head of Innovations **Vonderland Berlin**

12:00-13:30 h

*Panel Discussion: Challenges in Distribution*

Bob Snyder, Editor Channel Media Europe

Morten Frederiksen Head of OEM/ODM **EET Group**

Adam Zwierzynski, CEO **Alstor**

14:00 -15:00 h

#### Amazon Business

Reach new business customers on Amazon ([Must Pre-register](#))

[Amazon Business @ IFA Global](#)

15:30-17:00 h

*Panel Discussion: Challenges & Trends in Distribution*

Bob Snyder, Editor Channel Media Europe

Tobias Redlin, Managing Director **iGo3D**

Manjit Gidwani, Business Development, **MBX International Ltd.**

Rebecca Fuchs, Head of Retail Sales **Nimans**

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## Monday, 4 September

10:00 - 10:30 h

### VDE

The Chemical Product Safety of Electronic Products

10:30 - 12:00 h

*IFA Business Days - Enterprise Europe Network*

How to Enter New Markets: Indonesia, Philippines

[IFA Business Days - Enterprise Europe Network](#)

Kumala Chandra, **EU-Indonesia Business Network**

Antonio Alcazar, **EU-Philippines Business Network**

12:00-12:30 h

Product Design Trends for Global Markets

Anouk Groen, Research Manager / Designer, **GK Design Europe**

12:30-13:30 h

*Panel Discussion: Where is the New Opportunity in Mobile Communications?*

Bob Snyder, Editor Channel Media Europe

Magnus Michael, Prokurist & COO, Michael Telecom AG

14:00 -15:00 h

Amazon Business

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[Amazon Business @ IFA Global Markets Expert Talks](#)

15:30-17:00 h

*Panel Discussion: Challenges & Trends in Distribution*

Bob Snyder, Editor Channel Media Europe

Mike Lange, Managing Director, **Z-Wave Europe GmbH**

Joerg Reimann, Director 3D/Storage, **UFP Deutschland GmbH**

Fergal Dempsey, Head of Business Development, **Exertis Supply**

## Tuesday, 5 September

10:00 - 11:00 h

*IFA Business Days - Enterprise Europe Network*

**How to Enter New Markets: China**

Sabine Yang-Schmidt, Senior Consultant for International Affairs, **IHK Potsdam**

[IFA Business Days - Enterprise Europe Network](#)

11:00 - 12:30 h

*IFA Business Days - Enterprise Europe Network*

**Protecting Your IP Rights** (Special Insight into China)

[IFA Business Days - Enterprise Europe Network](#)

Dr. Bertram Huber, **China IPR SME Helpdesk**

12:30-13:30 h

*Panel Discussion: Three Futures: Displays, VR, & LED Lighting*

Bob Snyder, Editor Channel Media Europe

Dr. Bill Liu, Founder and CEO, **Royole Corporation**

Gary S. Weissberg, Director of Product Management, **Light Engine LTD**

14:00 -15:00 h

Amazon Business

Reach new business customers on Amazon ([Must Pre-register](#))

[Amazon Business @ IFA Global Markets Expert Talks](#)

15:30-17:00 h

Panel Discussion: Challenges & Trends in Distribution

Bob Snyder, Editor Channel Media Europe

Magnus Michael, Prokurist & COO, **Michael Telecom AG**

Nick Graves, CEO, **Aquila Europe**

Nicolai von Tsurikov, Managing Director, **Corwell**

Arthur Baanders, Business Development Smart Homes, **Digital Home Lifestyle (DHL)**

**Wednesday, 6 September**

10:00 - 11:30 h

*Panel Discussion: New Routes to Europe's Markets*

Bob Snyder, Editor Channel Media Europe

Mick Grom, CEO, **C-NEO**

Samy Moustafa, Global Sales Manager, **Deal Of Sweden**

12:00-13:00 h

**Amazon Business**

Reach new business customers on Amazon ([Must Pre-register](#))

[Amazon Business @ IFA Global Markets Expert Talks](#)

**Business Sessions @ IFA Global Markets Expert Talks**

## IFA Business Days

The IFA Business Days at IFA Global Markets will host two-hour lectures and workshops on a variety of topics dealing with international business.

04.09.2017, 10.30 a.m. – 12.00 a.m.

How to Enter New Markets: Indonesia, Philippines

Kumala Chandra from the EU-Indonesia Business Network and Antonio Alcazar from the EU-Philippines Business Network show promising strategies on how to enter these two lucrative markets.

05.09.2017, 10.00 a.m. – 11.00 a.m.

How to Enter New Markets: China

Sabine Yang-Schmidt, Senior Consultant for International Affairs at the IHK Potsdam, uses her many years of experience to report on the possibilities of gaining access to the world's most important market – China.

05.09.2017, 11.00 a.m. – 12.30 a.m.

Protecting Your IP Rights – Special Insight into China

Dr. Bertram Huber of the China IPR SME Helpdesk reports on how companies can effectively protect their intellectual property rights, especially in cooperation with Chinese partners.

## IFA Matchmaking Meetings

Matchmaking Meetings give exhibitors and visitors a chance to meet exactly the right potential business partners. These meetings are organized in advance. Shortly before IFA begins you will receive a confirmed appointment schedule.

Register here until 28 August 2017.

IFA Global Markets at a glance

Opening hours:

3 - 5 September from 10 am - 6 pm,

6 September daily from 10 am - 4 pm

- 4-day exhibition (3 to 6 September 2017)

- Exclusive event for trade visitors

- Runs parallel with IFA, only 20 to 30 minutes from the exhibition grounds

- A permanent [shuttle service](#) (free of charge) will operate during opening times between IFA & STATION Berlin

- One trade visitor ticket grants admission to IFA and IFA Global Markets

- A combined [app for IFA and IFA Global Markets](#)

- A single catalog for IFA and IFA Global Markets

- [Free guided tours](#) for trade visitors

- Retailers and buyers from Europe and around the world

[IFA Global Markets TICKETSHOP](#)

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Several exhibitors are giving insights into what they will present at IFA Global Markets. [Have a look!](#)

IFA Global Markets at STATION BERLIN is only 20 to 30 minutes away from the IFA grounds by bus or subway (U-Bahn).

### **Already more than 600 exhibitors at IFA Global Markets**

The International Halls provide a new platform for the expanding B2B market and the IFA Global Markets a new forum for innovative OEMs and ODMs. With this service, which in particular targets trade visitors, the focus at the exhibition will be on OEMs and ODMs and specifically non-branded manufacturers. This will provide even more space for new players on the exhibition grounds.

### **IFA 2017 Press Accreditation**

Easy & convenient: use IFA's online accreditation in advance. Only a limited amount of accreditation will be possible at the show.

Register here as a:

[Journalist](#)

[Blogger](#)

[YouTuber](#)

Please note the following accreditation guidelines.

### **IFA Berlin**

IFA is the world's leading trade show for consumer electronics and home appliances. It will take place at the Berlin Exhibition Grounds (ExpoCenter City) from 1 to 6 September 2017. In addition, IFA Global Markets, taking place from 3 to 6 September at Station Berlin, will enhance the information and exhibitions on offer for professionals and experts. [www.ifa-berlin.com](http://www.ifa-berlin.com)