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## IFA 2019: Sennheiser becomes the official „IFA Global Audio Partner“

*Andalusia/ Berlin, 27 April 2019* – IFA and Sennheiser jointly announced today that the audio specialist will become the official **IFA Global Audio Partner** to IFA 2019. Billed as the place where “consumer tech meets innovation”, IFA with its international activities provides a perfect platform for Sennheiser to demonstrate its ambition to shape the future of audio.

“After many years as part of the IFA community, we are delighted to become the global Audio Partner of IFA,” said **Dr. Andreas Sennheiser**, Co-CEO, Sennheiser Electronic GmbH & Co. KG. “This partnership is particularly exciting as we will not only participate in IFA Berlin but will also be proud to support the international activities of IFA. 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.”

**Jens Heithecker**, IFA Executive Director: “We are pleased to bring our longstanding partnership with Sennheiser to a new global level. For both partners, measurable positive effects are created.”

 Messe Berlin



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