

May 15, 2019

CE Week Conference Program to Focus on the Impact of 5G Rollout on Retailers & Smart Cities, Black Friday Trends and Autonomous Driving

Partner Conferences from Smart Cities Council, MEA, Gap Intelligence

Berlin/ New York – May 15, 2019 – The [CE Week](#) conference program will feature industry executives who will explore the latest business strategies and technology innovations in the consumer electronics marketplace. Conference partners at this year's CE Week include Centricity, Gap Intelligence, Mobile Electronics Association (MEA), and Smart Cities Council who will discuss opportunities for retailers and distributors, autonomous vehicles, smart city technologies and Black Friday trends. CE Week, a global [IFA](#) event, will take place June 12-13, Jacob Javits Convention Center in New York.

CE Week will kick off on June 12 with a keynote panel, **How 5G Will Alter the Retail Landscape**, addressing what to expect from this year's 5G rollouts and how retailers can prepare. Panelists include: Nick Cherukuri, founder and CEO, ThirdEye Gen, Inc.; Tim Bjarin, president, Creative Strategies; and Jeffrey Davis, Head of Smart Transportation Innovation and Development, BlackBerry. Moderator: Marguerite Reardon, senior reporter, CNET.

Also on June 12, The **Powerful Women in CT** panel moderated by Susan McPherson, founder and CEO of McPherson Strategies, will feature successful executives in consumer tech and retail who will examine how the industry can improve in the areas of inclusion and equality. Panelists include: Eden Goldberg, VP, marketing and business development, InMotion Entertainment; Alexandra Harding, director, vendor management, IngramMicro; and Aparna Behari, head of distribution, Google.

"CE Week has assembled a top tier group of partners and dynamic line-up of speakers who will explore the latest innovations in consumer technology and discuss best practices to help retailers drive revenue and remain competitive," said **Jens Heithecker**, executive director, **IFA**, producer of CE Week and EVP Messe Berlin. "The conference program will examine a wide range of technologies including 5G networks, autonomous vehicle innovations, smart city infrastructure – along with Black Friday trends and the customer service and support experience."

Partner Conferences

Smart Cities Council will also explore the ways cities and suppliers and can best facilitate and leverage 5G networks in their communities. The panel, **5G Networks: The Keys to Smart City Growth** will include: Bernard Borghei, co-founder, EVP, Operations, Vertical Bridge; Jim Lockwood, CEO and founder, Aero Wireless Group; and Rob Pegoraro, journalist, USA Today and Yahoo Finance. Moderator: Jason Nelson, executive director, Smart Cities Council.

Value Electronics will host *8K is Coming: What it Means and How to Sell It*. Panelists will include: Dave VanderWaal VP marketing, LG Electronics USA, Jim Sandusky, president, SHARP Home Electronics Company of America; Dave VanderWaal, SVP, marketing, LG Electronics; Robert Zohn, president, founder, Value Electronics. Moderator: Jeremy Kaplan, editor-in-chief, Digital Trends.

The Connect2Car Conference, produced by the MEA, will explore the future of automotive technology and examine how autonomous technology will change the driving experience. Panelists will include: Mark Karnes, VP, product marketing and business development, Cedar Electronics; Bryan Biniak, CEO, ConnectedTravel; Matt Jones, Windriver; Chris Cook, MEA; and John Waraniak, SEMA

Gap Intelligence will host **Black Friday Trends** and examine the biggest trends of the



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

season and what strategies are ready for prime time and which ones might not be living up to the hype. Panelists will include analysts from Gap Intelligence: Scott Peterson, smartphones & voice assistant; Dustin Downs, desktop & notebook computers; Jason Barry, tablets & wearables, Moderator: Rob Stott, editorial director, Dealerscope, CT Lab Global Media.

About CE Week

CE Week is produced in cooperation with IFA; the world's most significant technology trade show that will take place September 6-11 in Berlin. CE Week is the premier North American business venue for connecting key decision makers, retail buyers and sellers in consumer technology.

Press registration for CE Week, please click [here](#)

Media Contacts

Nicole von der Ropp
IFA Global Communications
Messe Berlin
nicole.vonderropp@messe-berlin.de
www.ifa-berlin.com

Emanuel Höger
Spokesman
Senior Vice President
Corporate Communication
Messe Berlin Group

Cheryl Delgreco
Media Strategies
617-723-4004
cdelgreco@msipr.com