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CE China 2019: Winners of the 15th HA Innovation Award by CHEARI to be revealed additionally at CE China 2019

Long-standing IFA partner CHEARI will also hold its Home Appliance Innovation Award ceremony at CE China for the first time.

Guangzhou/Berlin, 9. September 2019 – On September 19, the 15th China Household Appliances Innovation Award organized by China Household Electric Appliance Research Institute (CHEARI), a long-standing IFA partner, will be presented at CE China 2019 in Guangzhou for the first time. Started in 2005, the event moved to IFA Berlin in 2009. Through the global reach of IFA, it aims at promoting cutting-edge innovations of Chinese home appliances to a worldwide audience. Now, CE China, a global IFA event, joins in and additionally provides the stage for the award to put innovative home appliances under the spotlight.

The number and quality of participating projects and brands reached a new high this year. Up to now, it has attracted a wide range of leading home appliances brands like A.O. Smith, Bosch, Changhong, Dyson, Gree, Hisence, Joyoung, Midea, Robam, Sony, Siemens, Skyworth, TCL, Vatti covering refrigerators, washing and drying machines, air conditioners, water heaters, range hoods, gas stoves, air purifiers, vacuum cleaners, microwaves and other home appliances.

Founded in 1964, CHEARI is a national-level authoritative scientific research institution specializing in household appliances research, engineering, standards, measurement, testing, certification and other services. The award was initiated to encourage more HA innovation and to achieve the industry transformation from “big” to “strong”. In the last ten years of CHEARI award at IFA Berlin, the audiences already witnessed the growing innovation drive in China's HA industry.

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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. To expand the successful concept of IFA 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. CE China already succeeded in attracting leading Chinese retailers, including Suning and Alibaba's Tmall. This year, the show has attracted more interest by leading retailers and trading platforms from pan-Asian markets.



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