

# RESELLER PARK

**HALL 25**

**STAND 150**

**PRESSESPIEGEL**

**PRESS REVIEW**

**IFA 2023**

**PART 2  
DURING THE SHOW  
& REVIEW**

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# IFA'S RESELLER PARK

mit 110 Ausstellern weiter auf Wachstumskurs



Jan Nintemann blickt mit seiner Osnaabrücker Messe-Agentur Global Fairs auf eine 25 Jahre andauernde erfolgreiche Organisation des RESELLER PARK zurück.

Der stets gut besuchte B2B(2C) Marktplatz gilt als einer der beliebtesten Fachhandelstreffpunkte der IFA; auf der IFA 2022, der ersten „richtigen“ IFA nach der Pandemie, war der RESELLER PARK an allen 5 Messetagen einer der bestbesuchten B2B-Marktplätze der ganzen IFA, wie Fachbesucher berichteten.

Bereits 2022, war der Reseller Park von 90 Ausstellern (2019) auf 100 herangewachsen. Nun konnte zur IFA 2023 die Ausstellerzahl nochmals getoppt werden: die business-effektive Special Area ist zur IFA 2023 auf über 110 Mit-Aussteller angewachsen.

## NACHHALTIGES MESSE-KONZEPT

Das gestiegene Interesse führt Nintemann nicht nur auf die Veränderungen des Marktes durch die Corona-Pandemie und der wirtschaftlichen Instabilität, durch den russischen Ukraine-Krieg, sowie den Veränderungen durch die Umstrukturierung der IFA zurück, sondern auch auf die Eigenschaften und das Konzept des Reseller Park selbst:

- Die über Jahrzehnte gewachsene B2B Netzwerkstruktur garantieren eine verlässlich hohe Fachbesucher-Frequenz
- Das Full-Service-Konzept erleichtert den Firmen erheblich den Messeauftritt (Zeit-Effizienz, Marketing)
- Der Reseller Park erweist sich als verlässliche Konstante in unruhigen Zeiten
- Das ganze Reseller Park-Konzept berücksichtigt alle heutzutage machbaren Nachhaltigkeits-Aspekte:
  1. der gesamte Messebau-Stand inkl. LED-Beleuchtung wird eingelagert und wiederverwendet
  2. Alle Wandgrafiken werden aus umweltfreundlichem Textil-Material hergestellt und sind wiederverwendbar; die Teppiche werden recycelt

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3. Alle Kaltgetränke werden in Kaltgetränkeautomaten ausgegeben – was laut Anbieter zu
4. einer CO<sub>2</sub>-Reduzierung von 40 % führt
5. die mittägliche „heiße Kleinigkeit“ ist vegan – was ebenfalls den CO<sub>2</sub>-Footprint mindert

## Refurbishing-Angebote als Themenschwerpunkt – Konferenz zum Thema in der Reseller Lounge

Natürlich hat der Reseller Park alle IFA-Produktbereiche im Portfolio: MOBILE DISTRIBUTION, IT-ZUBEHÖR, CONSUMER ELECTRONIC, HOME APPLIANCES, SMARTHOME, GREEN TECH PRODUKTE.

Mit den ca. 20 Refurbishing-Ausstellern dürfte der Reseller Park auf der IFA den größten Refurbishing-Marktplatz dort abbilden, was u.a. auch den Weltmarktführer für Gebrauchtes, eBay, in den Reseller Park gezogen hat. Denn während

der Umsatz mit neuen Smartphones schwächelt, wächst der Refurbished-Markt stetig an. Die langjährigen Global Fairs-Partner IPT und der Refurbishing-Dienstleister MobiHub sorgen für die geschäftliche Effizienz.

Entscheidungsträger namhafter Anbieter und Marktanalysten, u.a. auch EUREFAS (europäischer Refurbishing-Verband) durchleuchten den neuen Markt, der im Zeitalter der Klimakrise stark an Bedeutung gewinnt. Hierauf muss sich der Handel einstellen, der seine Beratungs- und Service-Kompetenz hier sehr gut zur Geltung bringen kann. Über eine eigens für den Reseller Park organisierte Online Directory-Plattform können Fachbesucher im Vorfeld der IFA bei den Reseller Park-Ausstellern Termine buchen.

[www.global-fairs.de](http://www.global-fairs.de)

## UNSERE AUSSTELLER

<b>VISIT US</b>							
<b>HALL 25</b>							
<b>STAND 150</b>							


ChannelPartner Newsletter [online](#) ansehen!

# ChannelPartner

eCommerce & Retail



## Bayerns Justizminister Georg Eisenreich

### Österreichische Hilfe gegen Fake Shops

Der Bayerische Justizminister Georg Eisenreich (CSU) will zusammen mit Wiener Security-Spezialisten gegen die „Internet-Plage“ der Fake Shops vorgehen. Ein KI-basierten Fake-Shop-Detector soll der Zentralstelle Cybercrime Bayern (ZCB) bei der Arbeit helfen. [Weiterlesen](#)



## Größere Ausstellungsfläche, neues Meeting-System

### IFA Reseller Park in Halle 25, Stand 150

Auch dieses Jahr gibt es auf der IFA einen speziellen Treffpunkt für Reseller. Interessenten können schon jetzt dort ein Meeting vereinbaren. [Weiterlesen](#)





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Hall 6.2 / Stand 203

## DAY 1 EDITION

READ



### MORNING BRIEFING

“Good morning IFA! Packed halls, cool tech, and comfy shoes ahead”

**Oliver Merlin**  
Managing Director, IFA Management

READ



### EXCLUSIVE INTERVIEW

HONOR commits to making foldables mainstream at IFA 2023

**George Zhao**  
CEO of HONOR

READ



### NEWS

A thriving **Reseller Park** highlights the growing importance of green commerce at IFA 2023

READ



### NEWS

**ECOVACS** launches innovations at IFA 2023

**Yannan Liu**  
ECOVACS GTM Director

READ

# DAY 1

FRIDAY 1<sup>ST</sup> SEPTEMBER 2023



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**GRUNDIG**  
Also biggest exhibitor  
HALL 3.1 / 105

**Haier**  
HALL 3.1 / 101

**Hisense**  
HALL 23 / 101

**Reseller Park**  
GLOBAL FAIRS  
TT MESSSE GIE  
HALL 25  
150 A-K

**VESTEL**  
HALL 8.2 / 101

## IFA 2023 PACKED WITH INNOVATIONS

### A NEW CHAPTER UNFOLDS AT IFA BERLIN



#### SUSTAINABILITY



#### NOMADIC LIFESTYLE



#22  
**EXCLUSIVE  
INTERVIEW**  
GEORGE ZHAO  
CEO of HONOR



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ADVERTORIAL

## A thriving Reseller Park highlights the growing importance of green commerce at IFA 2023



The Reseller Park is covering a significant portion of Hall 25 this year, hosting 110 exhibitors from all over the world including Germany, Europe, the Mediterranean, Asia, and the USA. This expansion is also a testament to the growing significance of sustainability, reflected in all aspects of the Reseller Park - from stand design, to the products on show, and the conference sessions.

Encompassing B2B distribution, reselling, and trading, the Reseller Park is showcasing a wide range of exhibitors and solutions. A new addition this year is IFA's first refurbishing marketplace, featuring around 20 international exhibitors including eBay. Trade visitors to the Reseller Park will also be met with an exciting and diverse range of equipment and accessories related to CE, smart home technology, IoT, and mobile devices, underlining strong European specialisation when it comes to trade.

Jan Nintemann and his agency Global Fairs have been organising the Reseller Park at IFA for 25 years, and they have long been convinced of the need to address the climate crisis. Nintemann asserts that 70% of carbon emissions stem from economic activities, and the message is clear: a climate-neutral economy is imperative. Within this

context, green practices are one of the foremost opportunities for economic growth.

The Reseller Park is fully integrating sustainable practices, including reusable stand constructions, predominantly environmentally-certified materials, eco-certified wall graphics, LED lighting, recycled carpets, and sustainable catering. And it doesn't stop there. Innovative beverage vending is contributing to a remarkable 40% in CO2 reduction. All of these strategies further exemplify the industry's shift towards reducing its ecological footprint.

While the Reseller Park has been a prominent IFA B2B platform in the past, this year it is anticipating even greater success, echoing the increasing prevalence of climate-conscious commerce in the industry ■

Hall 25 / Stand 150



Mr Fisher Yu,  
President of Hisense Group  
Holdings Co., Ltd

## The scenario-driven future of tech: Hisense opens this year's IFA Leaders Summit

Hisense is opening the IFA Leaders Summit today with the keynote address, "The Scenario-driven Future of Tech" from 11:00 to 11:25 a.m. on the Main Stage in Hall 21b. Mr Fisher Yu, President of Hisense Group Holdings Co., Ltd. and a visionary in the display industry, is giving this much-anticipated keynote.

Mr Yu will be outlining how the home appliance industry has responded to consumer demands for more intelligent and user-friendly products by creating intelligent, user-centric, scenario-driven solutions. Hisense has adopted this scenario-driven approach across its entire product lineup.

### THE SHIFT IN CONSUMER EXPECTATIONS

For Mr Yu, the priority is no longer just manufacturing standalone gadgets; it's creating intelligent, user-centric, scenario-driven solutions. Hisense, a leader in this transformative journey, has seamlessly integrated this approach across its offerings. At

the heart of this is their pioneering technical system termed "Screens, Operating System and Platform" which offers a bespoke blend of technology and experience.

### MR YU: A VISIONARY LEADER

Mr Yu's vision for the future remains clear and ambitious. His forward-thinking approach is anchored in user-centricity and scenario-based innovation, ensuring Hisense remains not only at the forefront of technology but also at the heart of user experience. His aspirations extend beyond mere corporate success. Mr Yu is deeply committed to harnessing technology as a vehicle for societal betterment, exemplifying the true essence of a visionary leader in a rapidly evolving digital age ■

### KEYNOTE

Date: 1<sup>st</sup> September 2023  
Location: Main Stage - HALL 21b

**HISENSE KEYNOTE**  
> 11:00 to 11:25 a.m.

"The Scenario-driven  
Future of Tech"



# RESELLER PARK

## THE ONE PLACE FOR B2B NETWORKING

Many business contacts and increased success at IFA 2023

### OUR EXHIBITORS

			eBay		ROIDMI	CTX	ELKO	ECOM	
			ACTION GLOBAL	MAJAR	dexxIT	KIOXIA	crucial	BGS IPC	3M
			Emolo	LogiLink	YUKA	imcopex	GO	Trust	elbmatic
UFP	item international	NSYS GROUP	MIFA	TW	Union Camera	CYKERO	amzchef	infinitypus	ERREGAME
GBS	RCS	USMP	walluniverse	ALMACOM	COMUS	etree	DESE	LONDS	Biurteksa
ACCESS RECYCLE	BATNA24	steite	GT TOUCH	IntumTrading	mobico	EUROMEDIA	CENTRO	BIONd	DYNA-MIX

### VISIT US

UNITED GROUP	Comtex	NEO   BUTION	UT UNITY	mobiparts	ELECTRO SILVA	ARX	ID PROCASTIC
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# HALL 25

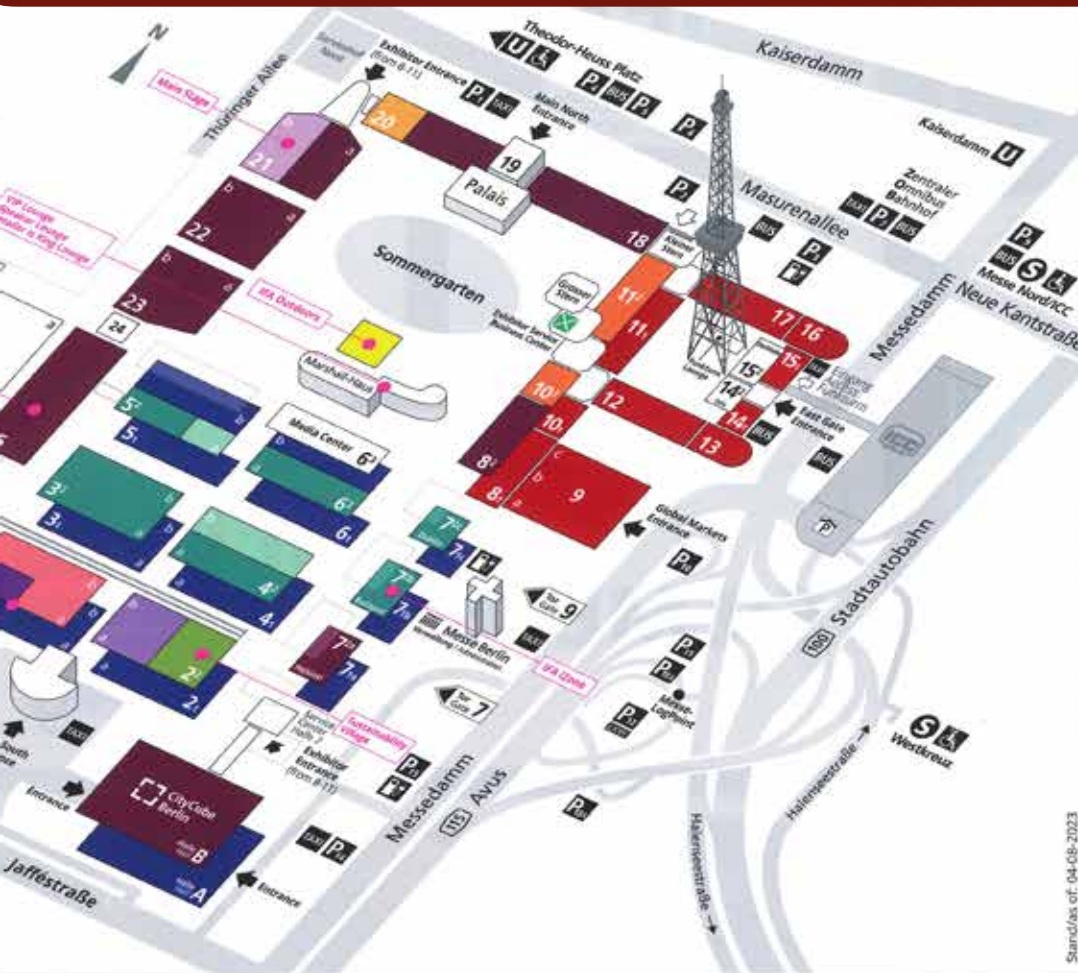
# STAND 150

BIURO ABC	MAK4IT	CSM PLUS	OTL	Imap	TEHNO MAG	BISA MUNDO
AT SEVEN	ASBIS	GPSG	GSMshop.at	ALBA-TRADE	NOVAPHONE	FBI FORTBEL
TWIST	Dr FONES	ARGO	blackbell360	FLYCAT	N nektova	CHUWI

FUVISION	Energizer Maxxon	NOW:GO	DigiView	BOOX	ALLPOWERS	CONCEPT	ZIKE	eTIGER	Blackview
ecobay	SASWELL	ST SZSSTH	LEN SUN	ALECTER	Bonola	MILLION CONCEPT	JUST MUST	heidi smart	OSCAL
ZOND	YESS	Hed Kartus	innostyle	Airwheel	Dongguan Xiaogu Electronic Technology Co., Ltd	VEGER	RTABLE	MAGIC ENERGY	Fast Track
Sunstrike	CUBOT	ARUN	BARBARA	PCS WIRELESS	Wingroup	electro	AV Electro Wirtschaft	BUS SYSTEME	
IPT	mobi hub	Typhur	UNISTELLAR	CEMarkt	ChannelPartner	plugilo DCI MEDIA	Telecom Handel	DEALERS ONLY	GLOBAL FAIRS

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High Performance Audio • Speakers
- Communication & Connectivity**  
Internet Technology • iZone • Mobile Devices • Mobile Equipment & Accessories  
Payment Systems • Streaming Studio • Technology • Telecommunication
- Computing & Gaming**  
Computer • Cyber Security • Data Storage • Games • Gaming & Esports Arena  
Immersive Entertainment • iZone • Technologies and Cloud Solutions
- Fitness & Digital Health**  
Healthcare Products • Sports Products & Accessories  
Wearables Hub • Gaming & Esports Arena
- Global Markets (3-5 September)**  
Components • Global Markets Stage • ODM • OEM  
Suppliers
- Home & Entertainment**  
Home Networks • Public Media (TV & Radio Stations)  
Reseller Park • Smart Home • Streaming Services • TV
- Household Appliances**  
Air Solutions • Built-in Kitchen Units • Care & Beauty • Connected Appliances  
Health & Wellbeing • Heating & Cooling Systems  
Major and Small Domestic Appliances
- IFA Next**  
Global Innovation Leaders • IFA Next Stage • Investor Lounge  
Research & Development • Startups
- Image & Video**  
Cameras • Equipment • Lenses  
Printing • Video Solutions
- Main Stage**  
Keynotes • IFA Leaders Summit Programme  
Diversity, Equity & Inclusion Programme
- Mobility**  
Autonomous Cars • Drones • Electric Aircraft • Electric Bicycles  
Electric Cars • Electric Charging Infrastructure • E-scooters  
Micro Electric Vehicles
- Robotics Hub**  
AI-powered Robot Assistants • Domestic Robots • Entertainment Robots  
Healthcare Robots • House of Robots • Humanoid Robots • Robotic Toys & Kits  
Tech Playground
- Sustainability Village**  
Eco Innovation • European Legislation • Global Supply Chains  
Leadership • Mend & Repair Workshop • Renewable energy  
Sustainability Village Stage

Stand/oa of: 04.08.2023

# TCL

INSPIRE GREATNESS

HALL 21 - STAND 101

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# TOSHIBA

HALL 8.2 - STAND 101

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# VESTEL

HALL 8.2 - STAND 101

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HALL 22 - STAND 114

City Cube - STAND CCA-315

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HALL 18 - STAND 101

HALL 4.1 - STAND 204

HALL 9 - STAND 820

HALL 3.2 - STAND 311

HALL 23 - STAND 202  
HALL 5.2 - STAND A206

HALL 6.2 - STAND A114

HALL 4.2 - STAND 101

HALL 5.2 - STAND B302

HALL 4.2 - STAND 214

HALL 4.2 - STAND 306

HALL 23 - STAND 101

HALL 25 - STAND 150 A-K

HALL 10.2 - STAND 107

HALL 1.2 - STAND 206

City Cube - STAND CCA-309

HALL 1.2 - STAND 320

HALL 11.2 - STAND 200

Innovational Technology Leader

HALL 1.2 - STAND 121

# RESELLER PARK

## THE ONE PLACE FOR B2B NETWORKING

Many business contacts and increased success at IFA 2023

OUR EXHIBITORS		ARUN	ACTION GLOBAL	MAJAP	ebay	ROIDMI	CTX	ELKO	ECOM			
UFP	item international	Emolo	2000000	LogiLink	dexxIT	KIOXIA	crucial	ECS IPC	3M			
CIL INTERNATIONAL	ROSHI GmbH	MSYS GROUP	MiFa	TV Distribution	Union Camera	CYKERO	amzchef	infinityplus	ERREGAME			
GBS	RCS	USMP	walluniverse	ALMACOM	COMUS	etree	DESE	LONDS	Biurteksa			
ACCESS RECYCLE	BATNA24	selte	OTOUCH	IntamTrading	mobico	EUROMEDIA	SPHINX	BIOnD	DYNA-MIX			
VISIT US		UNITED eGROUP	Comtex	NEO BUTION	UT UNITY	imobiparts	ELECTRO SHINA	AXR	ID PHONETASTIC			
HALL 25		BIURO ABC	MAK4IT	GSM PLUS	OT.combozone.at	imap	TEHNOIAG	RISA MUNDO				
		AT SEVEN	ASBIS	GPSG	GSMshop.at	ALBA-TRADE	NOVAPHONE	FBI FORTBEL				
STAND 150		TWIST	Dr.FONES	ARGO	blackbell360	FLYCAT	nektova	CHUWI				
		FUVISION	Energizer Maxxon	NOW:GO	DigiView	BOOX	ALLPOWERS	CONCEPT	ZIKE	ETIGER	Blackview	
ecobay	SASWELL	SZSSTH	Lensun	ALECTER	Bonista	MILLION CONCEPT	JUST MUST	heldi sm 2 RT	SKYTECH	EGGER	CHUN LAM	COMFIER
zonn	YESS	HolzKartus	innostyle	Airwheel	Dongguan Xiaogu Electronic Technology Co., Ltd	VEGER	RTABLE	MAGIC ENERGY	Fast Track			
Sunstrike	CUBOT	V Distributors	PCS	pcs	Wongroup	electro	Wirtschaft	BUS SYSTEME				
IPT	mobi hub	Typhur	elnaAmobile	CEMarkt	ChannelPartner	plugilo	DCI MEDIA	Telecom Handel	DEALERS ONLY	GLOBAL FAIRS		

Sehr geehrte Damen und Herren,  
 willkommen zum heutigen Newsletter.

Newsletter für sich selbst gratis abonnieren, dann »  
[dieser Link](#).



## Ausgebuchte IFA 2023: It's Showtime!

Die äußeren Umstände könnten für die IFA im Jahr vor ihrem 100.sten Geburtstag widriger kaum sein: Aktuell ist die Unsicherheit der Konsumenten, bedingt durch Inflation, Krieg und hohe Energiekosten, förmlich greifbar. Bedeutet für den Handel sinkende Kundenfrequenzen und niedrigere Umsätze. Da kommt die IFA als Steilvorlage für die Branchen-Konjunktur wie das Weihnachtsgeschäft gerade recht. Künstliche Intelligenz, Roboter, Nachhaltigkeit und Connected Living sind die großen Themen dieses Jahr unter dem Funkturm. Mehr als 2.000 Markenunternehmen aus 48 Ländern haben sich angemeldet. Ausverkauftes Haus! Für infoboard.de begann die IFA bereits vorgestern mit den Pressekonferenzen von Bosch, Miele und Siemens. Gestern folgten u.a. AEG, Liebherr und Samsung. Alles, was Sie für Ihren IFA-Besuch in Berlin wissen müssen (oder möglicherweise verpassen), lesen Sie [hier](#).

## IFA 2023 Meldungen



**Wertigant im  
 Sustainability Village  
 der IFA**

[Beitrag lesen >](#)



**Laut, bunt,  
 abwechslungsreich:  
 expert auf der IFA**

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**IFA Keynotes:  
 Programm für inklusive  
 Zukunft**

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**IFA Reseller Park:  
 Verbindungen stärken  
 & Erfolg auf der IFA  
 fördern**

[Beitrag lesen >](#)



**Ein Sauger für alle  
 Fälle: AEG Ultimate  
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**IFA Leader Summit:  
 Best Practice mit  
 Coolblue**

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Startseite > Markt > DexasIT zeigt erstmals auf der IFA Flagge

Mit Micron, Crucial, 3M und ECS

## DexasIT zeigt erstmals auf der IFA Flagge

31. Juli 2023, 8:10 Uhr | [Michaela Wurm](#)



Die DexasIT-Doppelspitze im Vertrieb mit Stephanie Gundlach (links) und Judith Öchsner

**DexasIT ist dieses Jahr zum ersten Mal mit einem eigenen Stand auf der IFA vertreten. Der Würzburger Distributor zeigt zusammen mit seinen Herstellerpartnern Micron, Kioxia, 3 M und ECS im Reseller Park die neuesten Produkte und Lösungen**



#### Anzeige

Bisher waren die DexasIT-Manager nur als Besucher auf der IFA, um dort Partner und Reseller zu treffen. Dieses Jahr will sich der Würzburger Distributor erstmals mit einem eigenen Messeauftritt zusammen mit Herstellerpartnern präsentieren.

Vom 1. bis 5. September 2023 können sich Fachbesucher im Reseller Park (Halle 25, Stand 150e) am DexasIT-Stand über die neuesten Produkte und Lösungen von Micron, Kioxia, 3 M und ECS informieren.

Im Mittelpunkt stehen dabei Lösungen aus dem Speichersortiment von DexasIT, wie von Micron mit seinen Marken Crucial und Micron. DexasIT ist größter Micron-Distributor in Europa. Auf der IFA sollen leistungsstarke Solid-State-Laufwerke (SSDs) bis hin zu zuverlässigen Arbeitsspeichern, darunter auch echte IFA-Neuheiten präsentiert werden.

Auch von Kioxia, dessen Produkte DexasIT exklusiv in Deutschland vertreibt, werden wegweisende Speicherlösungen für die Zukunft der Datenspeicherung gezeigt.

Außerdem ist ECS (Elitegroup Computer Systems) auf dem Messestand vertreten und zeigt dort eine Palette leistungsstarker Mini-PCs und All-in-One-Geräten mit hochauflösenden Displays und Intel Core Prozessoren der 10. Generation.

Passend dazu präsentiert 3M seine neuesten Blickschutzfilter, die vertrauliche Informationen auf Bildschirmen vor unerwünschten Blicken schützen.

„Die IFA ist eine der führenden Messen der Elektronikbranche und bietet uns eine hervorragende Plattform, um unsere neuesten Produkte und Partnerschaften einem breiten Publikum zu präsentieren“, so Judith Öchsner, Vertriebsleiterin von DexxIT. „Besucher können sich auf innovative Technologien, spannende Produkte und interessante Gespräche freuen.“

**Matchmaker+** Anbieter zum Thema

[zu Matchmaker+](#)

# WEEK-END

SATURDAY 2<sup>ND</sup> & SUNDAY 3<sup>RD</sup> SEPTEMBER 2023



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## IFA 2023 EMBRACING NEW SCENARIOS

CRAFTING THE NEXT CHAPTER  
OF TECH AT IFA BERLIN



NEWS

SHOWSTOPPERS:  
INNOVATION  
ON DISPLAY



#08

HOME APPLIANCES

KÄRCHER:  
A REVOLUTION  
IN FLOOR  
CLEANING



#31

#18

EXCLUSIVE  
INTERVIEW

HANSON MAN  
President,  
Hisense Europe

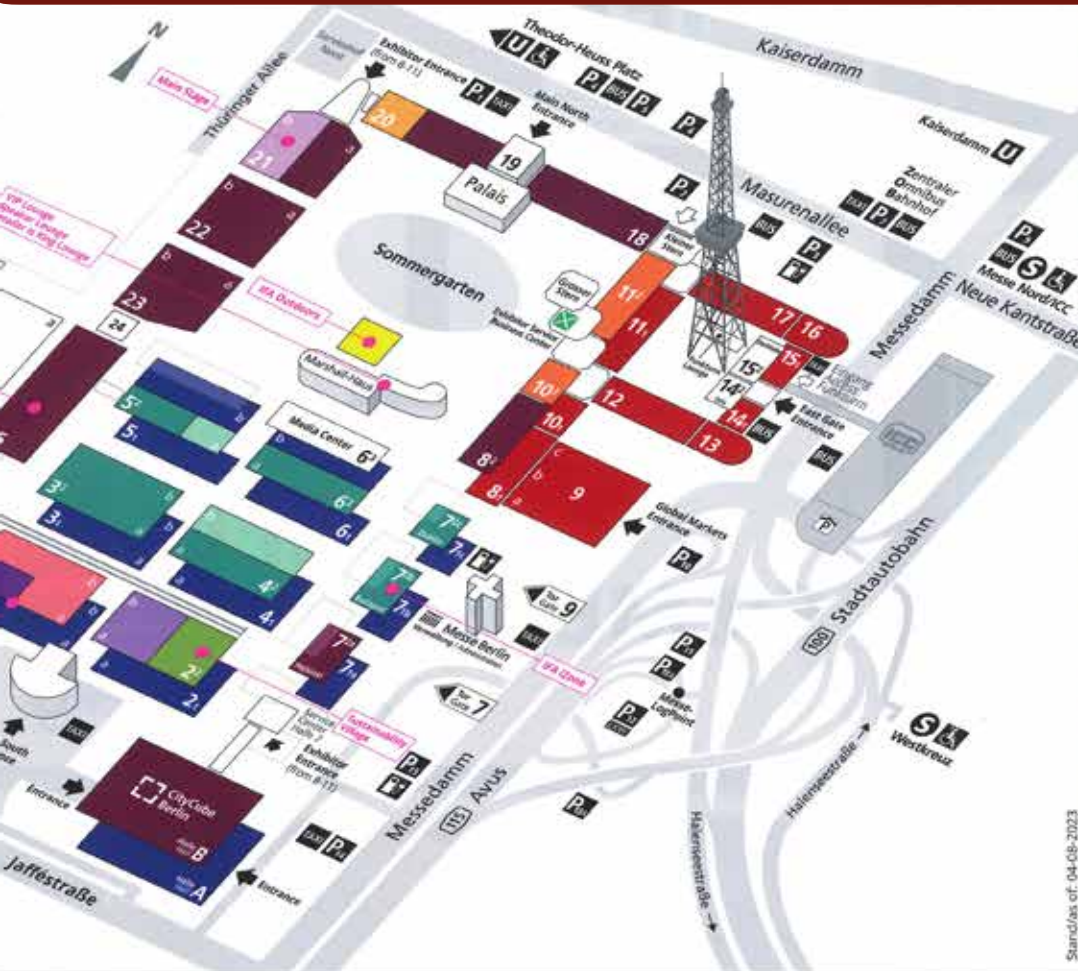


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Payment Systems • Streaming Studio • Technology • Telecommunication
- Computing & Gaming**  
Computer • Cyber Security • Data Storage • Games • Gaming & Esports Arena  
Immersive Entertainment • iZone • Technologies and Cloud Solutions
- Fitness & Digital Health**  
Healthcare Products • Sports Products & Accessories  
Wearables Hub • Gaming & Esports Arena
- Global Markets (3-5 September)**  
Components • Global Markets Stage • ODM • OEM  
Suppliers
- Home & Entertainment**  
Home Networks • Public Media (TV & Radio Stations)  
Reseller Park • Smart Home • Streaming Services • TV
- Household Appliances**  
Air Solutions • Built-in Kitchen Units • Care & Beauty • Connected Appliances  
Health & Wellbeing • Heating & Cooling Systems  
Major and Small Domestic Appliances
- IFA Next**  
Global Innovation Leaders • IFA Next Stage • Investor Lounge  
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Printing • Video Solutions
- Main Stage**  
Keynotes • IFA Leaders Summit Programme  
Diversity, Equity & Inclusion Programme
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Electric Cars • Electric Charging Infrastructure • E-scooters  
Micro Electric Vehicles
- Robotics Hub**  
AI-powered Robot Assistants • Domestic Robots • Entertainment Robots  
Healthcare Robots • House of Robots • Humanoid Robots • Robotic Toys & Kits  
Tech Playground
- Sustainability Village**  
Eco Innovation • European Legislation • Global Supply Chains  
Leadership • Mend & Repair Workshop • Renewable energy  
Sustainability Village Stage

# TCL

INSPIRE GREATNESS

HALL 21 - STAND 101

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# TOSHIBA

HALL 8.2 - STAND 101

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# VESTEL

HALL 8.2 - STAND 101

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HALL 22 - STAND 114

City Cube - STAND CCA-315

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HALL 18 - STAND 101

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HALL 1.2 - STAND 320

HALL 11.2 - STAND 200

HALL 1.2 - STAND 121

HALL 1.2 - STAND 121



# RESELLER PARK

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Many business contacts and increased success at IFA 2023

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UFP	item international	Emolo	2000000	LogiLink	dexxIT	KIOXIA	crucial	ECS IPC	3M			
CIL INTERNATIONAL	ROSHI GmbH	MSYS GROUP	MiFa	TV Distribution	Union Camera	CYKERO	amzchef	infinityplus	ERREGAME			
GBS	RCS	USMP	wall universe	ALMACOM	COMUS	etree	DESE	LONDS	Biurteksa			
ACCESS RECYCLE	BATNA24	selte	OTOUCH	IntamTrading	mobico	EUROMEDIA	SPHINX	BIOnD	DYNA-MIX			
VISIT US		UNITED eGROUP	Comtex	NEO BUTION	UT UNITY	imobiparts	ELECTRO SHINA	AXR	ID PHONETASTIC			
HALL 25		BIURO ABC	MAK4IT	GSM PLUS	OT.combozone.at	imap	TEHNOIAG	RIKA MUNDO				
		AT SEVEN	ASBIS	GPSP	GSMshop.at	ALBA-TRADE	NOVAPHONE	FBI FORTBEL				
STAND 150		TWIST	Dr.FONES	ARGO	blackbell 360	FLYCAT	nektova	CHUWI				
		FUVISION	Energizer Maxxon	NOW:GO	DigiView	BOOX	ALLPOWERS	CONCEPT	ZIKE	ETIGER	Blackview	
ecobay	SASWELL	SH SZSSTH	Lensun	ALECTER	Bonista	MILLION CONCEPT	JUST MUST	heldi sm 2 RT	SKYTECH	EGGER	CHUN LAM	COMFIER
zonn	YESS	HolzKartus	innostyle	Airwheel	Dongguan Xiaogu Electronic Technology Co., Ltd	VEGER	RTABLE	MAGIC ENERGY	Fast Track			
Sunstrike	CUBOT	V Distributors	PCS	pcs	Wongroup	electro	W. Elektro in Wirtschaft	BUS SYSTEME				
IPT	mobi hub	Typhur	elnaAmobile	CEMarkt	ChannelPartner	plugilo	DCI MEDIA	Telecom Handel	DEALERS ONLY	GLOBAL FAIRS		

# DAY 4

MONDAY 4<sup>TH</sup> SEPTEMBER 2023



The Official Show Daily for Trade Visitors & Business Professionals

**CANDY**

HALL 3.1 / 101

**GRUNDIG**

HALL 3.1 / 105

**Hisense**

HALL 2.3 / 101

**Reseller Park**

GLOBAL FAIRS

HALL 2.5

150 A-K

**VESTEL**

HALL 8.2 / 101

## IFA 2023 GREEN INNOVATION

### PIONEERING SUSTAINABLE TECH AT IFA BERLIN



#### TRADE TALK

"IT'S ALWAYS  
FUELED BY  
INNOVATION"



Dr. Karsten Wildberger  
CEO, MediaMarktSaturn  
Retail Group

#17

#### EXCLUSIVE INTERVIEW

"ALL SAMSUNG  
PRODUCTS WILL BE  
WI-FI ENABLED  
BY 2024"



Benjamin  
Braun  
Chief Marketing  
Officer for Europe,  
Samsung

#19

#20

**EXCLUSIVE  
INTERVIEW**

MONIQUE LEMPERS  
Chief Impact Officer,  
Fairphone



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Be a company that continues to grow alongside our customers.

Hall 6.1, Stand No. 201



www.kuvings.de

# RESELLER PARK

## THE ONE PLACE FOR B2B NETWORKING

Many business contacts and increased success at IFA 2023

**OUR EXHIBITORS**

				ebay		ROIDMI		CTX		ELKO		ECOM					
		ACTION GLOBAL		MAJAR		dexxIT		KIOXIA		crucial		ECS IPC		3M			
		Emolo		2		LogiLink		YUKA tel		imcopex		GO		Trust.		elbmatic	
UFP		item international		NEWS GROUP		MIFA		TIV		Union Camera		CYKERÓ		amzchef		ERREGAME	
GBS		RCS		USMP		wall universe		ALMACOM		COMUS		etree		LONDS		Biurteksa	
ACCESS RECYCLE		BATNA24		seilte		OTOUCH		InternTrading		mobico		EUROMEDIA		BIOnd		DYNA-MIX	

**VISIT US**

**HALL 25**

**STAND 150**

		UNITED GROUP		Comtex		NEO BUTION		UNITY		mobiparts		ELECTRO SIMA		AKO		ID PROMETASTIC							
		BIURO ABC		MAK4IT		GSM plus		OZ combinations all		imap		TEHNOFLAG		SIRA MUNDO									
		AT SEVEN		ASBIS		GPSG		GSMshop.at		ALBA-TRADE		NOVAPHONE		FBI FORTBEL									
		TWIST		Dr FONES		ARGO		blockbell 300		FLYCAT		nektova		CHUWI									
FUVISION		Energizer Maxxon		NOW:GO		DigiView		BOOX		ALL POWERS		CONCEPT		ZIKE		eTIGER		Blackview					
ecobay		SASWELL		S2SSTH		Lensun		ALECTER		Nonale		JUST MUST		heidi smart		SKYTECH		egg8er		CHUN LAM		COMFIGER	
ZOND		YESSO		HidKartus		innostyle		Airwheel		Dongguan Xiaogu Electronic Technology Co., Ltd		VEGER		RTABLE		MAGIC ENERGY		Fast Track					
Sunstrike		CUBOT		ARUN		SUNRISER		PCS		Monygouls		electro		AV Castro		Wirtschaft		BUS SYSTEME					
IPT		mobi hub		Typhur		UNISTELLAR		CEMarket		Channelpartner		plugilo		DCI MEDIA		Telecom Handel		DEALERS ONLY		GLOBAL FAIRS			

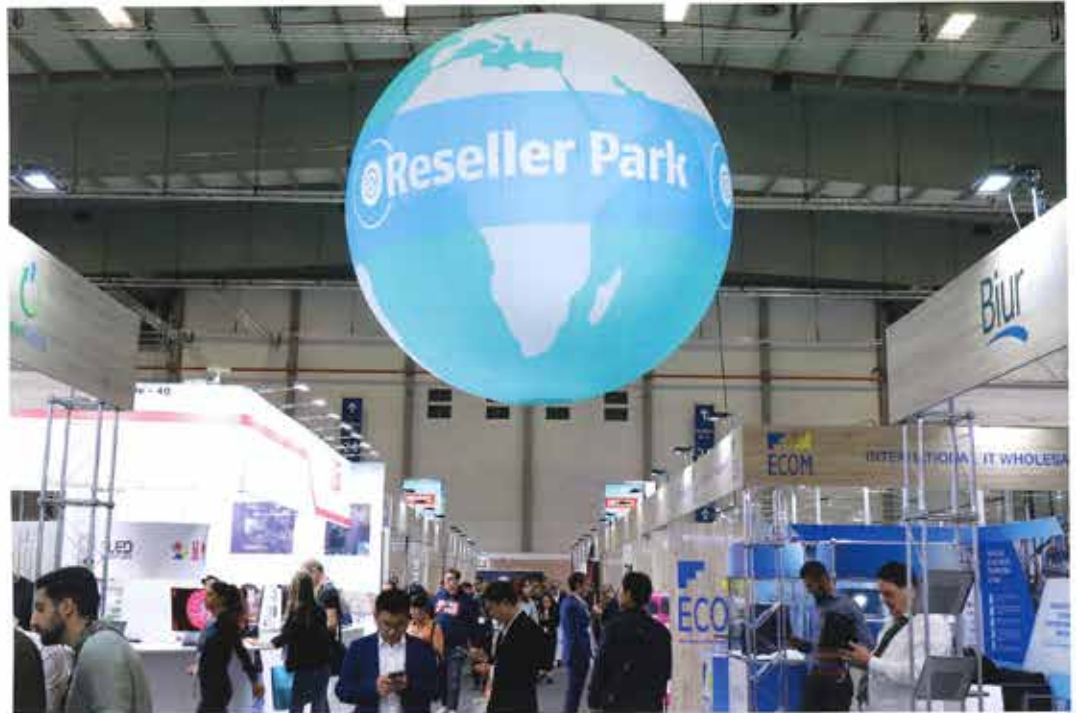
# Reseller Park at IFA: Companies from across the globe make valuable business connections

Reseller Park is a well-established B2B marketplace and networking platform for building new business and making connections at IFA, and is firmly established as an essential destination for resellers and distributors. This year's edition is especially noteworthy for its expansion to 110 stands, and its ability to embrace sustainability. According to Jan Nintemann, Managing Director of Reseller Park organiser Global Fairs, the focus of the entire industry has shifted towards reducing environmental impact. This is made clear at Reseller Park 2023 with its array of refurbished product exhibitors as well as the reusable and recyclable materials and energy-efficient LED lighting used in building it. Here is a selection of just a few of the exhibitors at this year's Reseller Park.



## EBAY: PARTNERING TO SELL REFURBISHED ITEMS

Within the framework of this year's emphasis on sustainability, eBay is debuting at this year's IFA Reseller Park. Reusing is part of eBay's DNA, and at its stand at Reseller Park the company is looking to make connections with partners and offer them a platform from which they can sell their refurbished



items. Through direct partnerships with manufacturers or with service partners as well as through its authorised seller program, eBay gives sellers access to 17 million active buyers in Germany alone.



## ACTION: WORLDWIDE DISTRIBUTION

Back at the Reseller Park again this year after a successful debut last year, Action is a multi-range global distributor, e-commerce supplier, and manufacturer of consumer electronics and home appliances. Strong with over thirty years of experience and a customer base that spans the globe, Action is showcasing its wide portfolio. Its gaming hardware brand Actina for both business customers and home

users, offers gaming PCs, workstation PCs, and office solutions.

## MAJAR: HELPING BRICK AND MORTAR GO DIGITAL

Founded in 1978 in Greece, Major returns to Reseller Park for its second consecutive year. Specialising in audiovisual products and digital signage solutions, Major is a trusted distributor with significant export activity in over 32 countries with established strategic partnership and distribution agreements with leading brands. This year, Major is highlighting its professional monitors incorporating content management systems for retailers designed to help brick and mortar retailers digitalise their business.

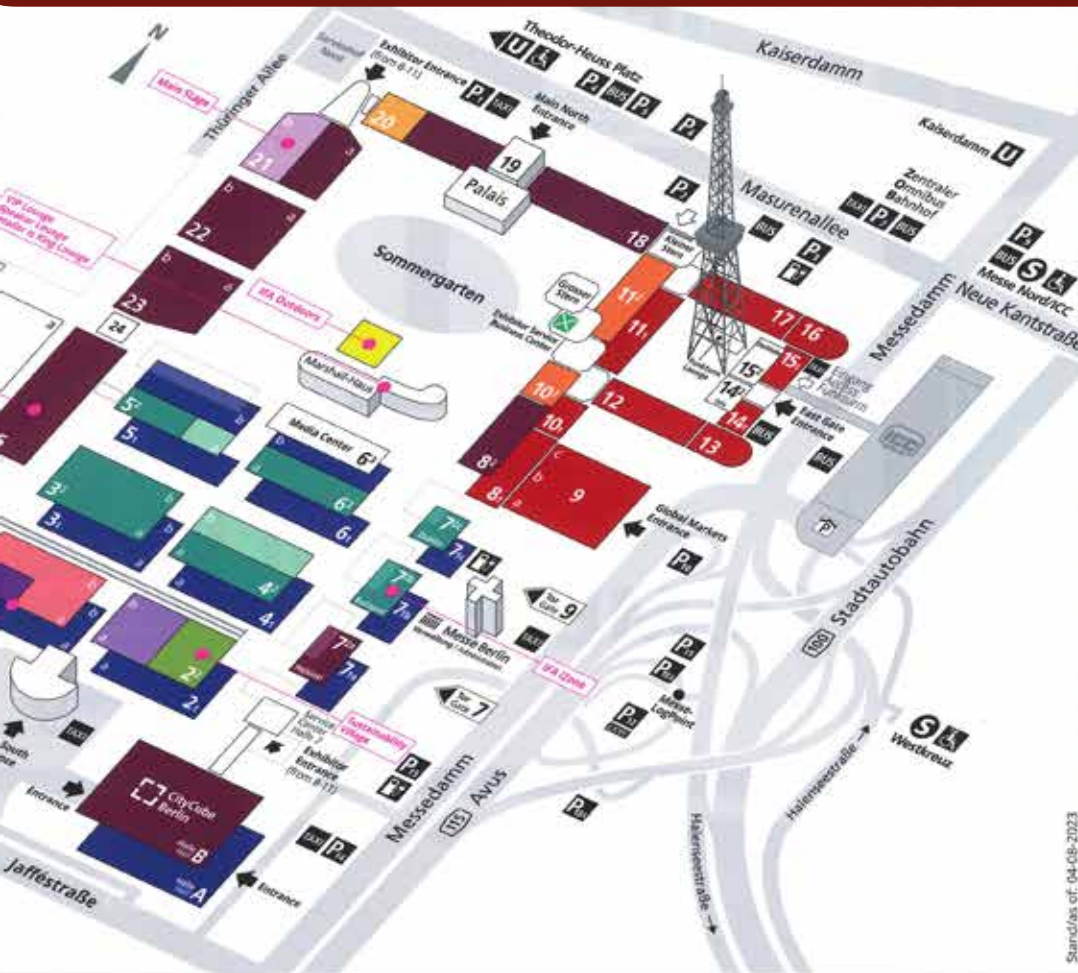
## DEXXIT: PERIPHERALS AND ACCESSORIES

dexIT is a distribution partner for manufacturers of computer peripherals, printers and high-margin accessories for photo as well as video and audio, among other consumer electronics categories. Encompassing over 45,000 products from more than 500 different



brands including 3M, Canon, ASUS and HP, and with over 15,000 customers, dexIT is a leading distributor in Germany. dexIT has been exhibiting at Reseller Park for a number of years, and considers it an ideal platform for meeting with customers and suppliers. In the spirit of this year's sustainability spotlight, dexIT is showcasing storage extensions from the manufacturers Micron and Kioxia, privacy filters from 3M, and energy-efficient mini PC systems from ECS ■

Hall 25 / Stand 150



- Audio**  
Audio Streaming • Headphones • HIFI  
High Performance Audio • Speakers
- Communication & Connectivity**  
Internet Technology • iZone • Mobile Devices • Mobile Equipment & Accessories  
Payment Systems • Streaming Studio • Technology • Telecommunication
- Computing & Gaming**  
Computer • Cyber Security • Data Storage • Games • Gaming & Esports Arena  
Immersive Entertainment • iZone • Technologies and Cloud Solutions
- Fitness & Digital Health**  
Healthcare Products • Sports Products & Accessories  
Wearables Hub • Gaming & Esports Arena
- Global Markets (3-5 September)**  
Components • Global Markets Stage • ODM • OEM  
Suppliers
- Home & Entertainment**  
Home Networks • Public Media (TV & Radio Stations)  
Reseller Park • Smart Home • Streaming Services • TV
- Household Appliances**  
Air Solutions • Built-in Kitchen Units • Care & Beauty • Connected Appliances  
Health & Wellbeing • Heating & Cooling Systems  
Major and Small Domestic Appliances
- IFA Next**  
Global Innovation Leaders • IFA Next Stage • Investor Lounge  
Research & Development • Startups
- Image & Video**  
Cameras • Equipment • Lenses  
Printing • Video Solutions
- Main Stage**  
Keynotes • IFA Leaders Summit Programme  
Diversity, Equity & Inclusion Programme
- Mobility**  
Autonomous Cars • Drones • Electric Aircraft • Electric Bicycles  
Electric Cars • Electric Charging Infrastructure • E-scooters  
Micro Electric Vehicles
- Robotics Hub**  
AI-powered Robot Assistants • Domestic Robots • Entertainment Robots  
Healthcare Robots • House of Robots • Humanoid Robots • Robotic Toys & Kits  
Tech Playground
- Sustainability Village**  
Eco Innovation • European Legislation • Global Supply Chains  
Leadership • Mend & Repair Workshop • Renewable energy  
Sustainability Village Stage

Stand/oa of: 04.08.2023

# TCL

INSPIRE GREATNESS

HALL 21 - STAND 101

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# TOSHIBA

HALL 8.2 - STAND 101

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# VESTEL

HALL 8.2 - STAND 101

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HALL 22 - STAND 114

City Cube - STAND CCA-315

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HALL 18 - STAND 101

HALL 4.1 - STAND 204

HALL 9 - STAND 820

HALL 3.2 - STAND 311

HALL 23 - STAND 202  
HALL 5.2 - STAND A206

HALL 6.2 - STAND A114

HALL 4.2 - STAND 101

HALL 5.2 - STAND B302

HALL 4.2 - STAND 214

HALL 4.2 - STAND 306

HALL 23 - STAND 101

HALL 25 - STAND 150 A-K

HALL 10.2 - STAND 107

HALL 1.2 - STAND 206

City Cube - STAND CCA-309

HALL 1.2 - STAND 320

HALL 11.2 - STAND 200

IFA International Technology Leader

HALL 1.2 - STAND 121



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OUR EXHIBITORS		ARUN	ACTION GLOBAL	MAJAR	ebay	ROIDMI	CTX	ELKO	ECOM			
UFP	item international	Emolo	2000000	LogiLink	dexxIT	KIOXIA	crucial	ECS IPC	3M			
CIL INTERNATIONAL	ROSHI GmbH	MSYS GROUP	MiFa	TV Distribution	Union Camera	CYKERO	amzchef	infinityplus	ERREGAME			
GBS	RCS	USMP	walluniverse	ALMACOM	COMUS	etree	DESE	LONDS	Biurteksa			
ACCESS RECYCLE	BATNA24	selte	OTOUCH	IntamTrading	mobico	EUROMEDIA	SPHINX	BIOnD	DYNA-MIX			
VISIT US		UNITED eGROUP	Comtex	NEO BUTION	UT UNITY	imobiparts	ELECTRO SHINA	AXR	ID PHONETASTIC			
HALL 25		BIURO ABC	MAK4IT	GSM PLUS	OT.combozone.at	imap	TEHNOIAG	RISA MUNDO				
		AT SEVEN	ASBIS	GPSG	GSMshop.at	ALBA-TRADE	NOVAPHONE	FBI FORTBEL				
STAND 150		TWIST	Dr.FONES	ARGO	blackbell360	FLYCAT	nektova	CHUWI				
		FUVISION	Energizer Maxxon	NOW:GO	DigiView	BOOX	ALLPOWERS	CONCEPT	ZIKE	ETIGER	Blackview	
ecobay	SASWELL	SH SZSSTH	Lensun	ALECTER	Bonista	MILLION CONCEPT	JUST MUST	heldi sm 2 RT	SKYTECH	EGGER	CHUN LAM	COMFIER
zonn	YESS	HolzKartus	innostyle	Airwheel	Dongguan Xiaogu Electronic Technology Co., Ltd	VEGER	RTABLE	MAGIC ENERGY	Fast Track			
Sunstrike	CUBOT	V Distributors	PCS	pcs	Wongroup	electro	Wirtschaft	BUS SYSTEME				
IPT	mobi hub	Typhur	elnaAmobile	CEMarkt	ChannelPartner	plugilo	DCI MEDIA	Telecom Handel	DEALERS ONLY	GLOBAL FAIRS		

# JOIN THE REFURBISHED & CIRCULAR TECH CONFERENCE

at Reseller Park



**MONDAY, 4<sup>TH</sup> SEPTEMBER**

**Hall 25 · Reseller Park · Business Lounge E**

## DEAR EXHIBITOR!

We are pleased to announce that the Reseller Park will host a series of sessions on **Monday, 4th September** to explore the latest trends and opportunities in the refurbished smartphone market and wider circular economy. Presentations will take place in **Business Lounge E**.

## LIEBE AUSSTELLER!

Wir freuen uns, ankündigen zu können, dass der Reseller Park am Montag, den **4. September**, eine Reihe von Sitzungen veranstalten wird, um die neuesten Trends und Möglichkeiten auf dem Markt für wiederaufbereitete Smartphones und der Kreislaufwirtschaft im Allgemeinen zu erkunden. Die Präsentationen finden in der **Business Lounge E** statt.

**For more information about the sessions, speakers and to register your place:**

Weitere Informationen zu den Sitzungen und Referenten sowie die Möglichkeit, sich anzumelden:



**15:30–15:55 The Role of AI in a Sustainable Future & The Circular Economy**

Die Rolle der KI in einer nachhaltigen Zukunft und der Kreislaufwirtschaft

*Michael Ramich · CEO · greenWAI*

**16:00–16:30 Re-Store by eBay – Germany’s Essential Hub for the Refurbished Tech Market**

Re-Store von eBay – Deutschlands Drehscheibe für den Markt für wiederaufbereitete Technik

*Martin Vogel · Senior Director · eBay Deutschland*

**16:35–17:05 Smartphone Circularity: State of the Market, and What More is Needed**

Die Kreislaufwirtschaft bei Smartphones: Stand des Marktes und was noch benötigt wird

*Jan Stryjak · Associate Director · Counterpoint Research*

**17:10–17:25 The Road to Resale – Repairable Phones**

Der Weg zum Wiederverkauf –

Reparierbare Handys  
*Eric Matthes · General Manager Central, East & South Europe · HMD Global*

**17:30–18:10 Panel Discussion: Solutions for a Profitable Circular Smartphone Economy**

Podiumsdiskussion: Lösungen für ein profitables zirkuläres Smartphone

*Joost de Kluijver · CEO · Closing the Loop*  
*Martin Vogel · Senior Director · eBay Deutschland*  
*Philipp Böhm · Geschäftsführer · Minimise*  
*Eric Matthes · General Manager Central, East & South Europe · HMD Global*

# REFURBISHED & CIRCULAR TECH CONFERENCE

4TH SEPTEMBER, 15:30  
RESELLER PARK, HALL 25



15:30 - 15:55



## The Role of AI in a Sustainable Future & The Circular Economy

Michael Ramich, CEO, greenWAI

From minimising waste to design optimisation, generative AI has a growing number of applications that help companies achieve their ESG goals. This introductory session explores how generative AI can support circular models and play a wider role in achieving a sustainable future.

16:00 - 16:30



## Re-Store by eBay - Germany's Essential Hub for the Refurbished Tech Market

Martin Vogel, Senior Director Home & Garden, Hardlines and Refurb, eBay Deutschland

Re-Store by eBay is one of Germany's most popular marketplaces for buying and selling refurbished technology products. With more consumers and businesses choosing refurbished over 'new', this session explores how resellers and retailers can tap into this growing market by partnering with eBay Germany.

16:35 - 17:05



## Smartphone Circularity: State of the Market, And What More is Needed

Jan Stryjak, Associate Director, Counterpoint Research

The secondary market is a rare bright point in the global smartphone industry: while new smartphone sales are plummeting, refurbished sales are growing strongly. However, is this enough to ensure a sustainable future? This session will cover the key drivers behind the growth of the secondary smartphone market, and discuss what more needs to be done for circularity to become the standard model in the smartphone industry.

17:10 - 17:25



## The Road to Resale - Repairable Phones

Eric Matthes, General Manager Central, East and South Europe, HMD Global

HMD's Eric Matthes looks at the ongoing challenges in developing repairable yet durable smartphones, with a focus on the affordable segment and what this could mean for the future of resale.

17:30 - 18:10



## Panel Discussion: Solutions for a Profitable Circular Smartphone Economy

Joost de Kluijver, CEO, Closing The Loop

Martin Vogel, Senior Director Home & Garden, Hardlines and Refurb, eBay Deutschland

Eric Matthes, General Manager Central, East and South Europe, HMD Global

Philipp Böhm, Geschäftsführer, Minimise

From selling refurbished products to innovative 'one for one' options at checkout, brands and channel partners have access to a growing number of solutions that are good for the bottom line and great for the planet. This session will discuss and explore some of the options available to channel partners selling into consumer and B2B channels. Hear from innovators in the circular space helping brands and channel partners bridge the gap between better practices and profitability.



# DAY 5

TUESDAY 5<sup>TH</sup> SEPTEMBER 2023



The Official Show Daily for Trade Visitors & Business Professionals

**beko**  
HALL 3.1 / 105

**Haier**  
HALL 3.1 / 101

**Hisense**  
HALL 23 / 101

**Reseller Park**  
GLOBAL FAIRS  
HALL 25  
150 A-K  
TRADE SHOW

**VESTEL**  
HALL 8.2 / 101

## IFA 2023

# BUSINESS IS BOOMING

### NAVIGATING TOMORROW'S OPPORTUNITIES AT IFA BERLIN



#### NEWS



#### HOME APPLIANCES



#08

**EXCLUSIVE INTERVIEW**

**JOCHEN POHLE**  
Chief Retail Officer,  
EK Retail



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		Emolo		LogiLink		YUKA tel		imcopex		GO		Trust		elbmatic			
UFP		item international		NSYS GROUP		MiFa		Union Camera		CYKERO		amzchef		ERREGAME			
GBS		RCS		USMP		walluniverse		ALMACOM		COMUS		etree		LONDS		Biurteksa	
ACCESS RECYCLE		BATNA24		seilte		STOUCH		InternTrading		mobico		EUROMEDIA		BIOnd		DYNA-MIX	

### VISIT US

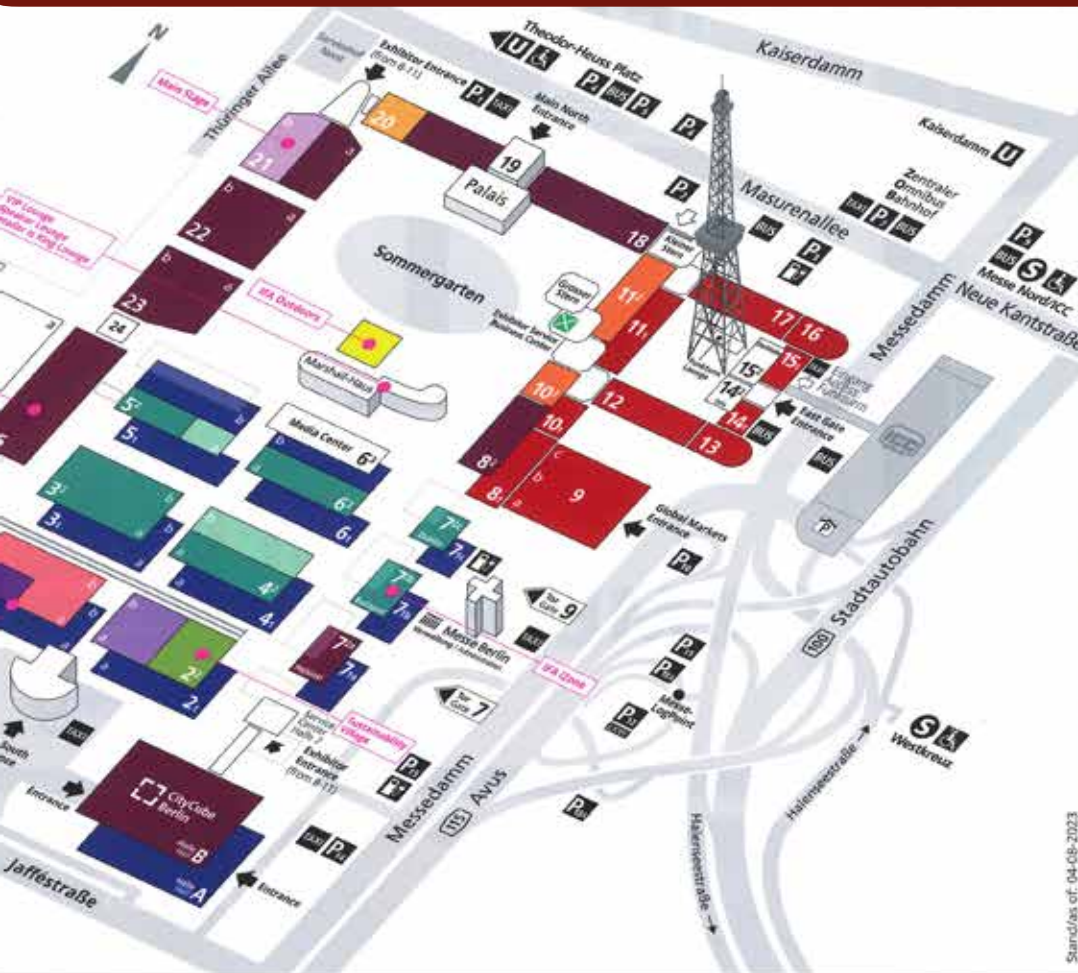
# HALL 25

# STAND 150

UNITED eGROUP		Comtex		NEO   BUTION		UNITY		mobi parts		ELECTRO SHIVA		ARX		id PHONESTASTIC									
BIURO ABC		MAK 4 IT		GSM PLUS		OT		imap		TEHNO MAG		KIRA MUNDO											
AT SEVEN		ASBIS		GPSG		GSMshop.at		ALBA-TRADE		OVAPHONE		FORTBEL											
TWIST		Dr.FONES		ARGO		blackbelf 300		FLY CAT		Nektova		CHUWI											
FUVISION		Energizer Maxxon		NOW:GO		EgigView		BOOX		ALLPOWERS		CONCEPT		ZIKE		eTIGER		Blackview					
ecobay		SASWELL		Lensun		ALECTER		Toniata		HILLION CONCEPT		JUST MUST		heidi smart		SKYTECH		e888er		CHUN LAM		COMFIER	
onn		TESS		HiziKartus		innostyle		Airwheel		Dongguan Xiaogu Electronic Technology Co., Ltd		VEGER		RTABLE		MAGIC ENERGY		Fast Track					
Sunstrike		CUBOT		ARUN		PCS		PCS		electro		Wirtschaft		BUS SYSTEME									
IPT		mobi hub		Typhur		UNISTELLAR		CEMarkt		ChannelPartner		plugilo		DCI MEDIA		Telecom Handel		DEALERS ONLY		GLOBAL FAIRS			

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Audio Streaming • Headphones • HIFI  
High Performance Audio • Speakers
- Communication & Connectivity**  
Internet Technology • iZone • Mobile Devices • Mobile Equipment & Accessories  
Payment Systems • Streaming Studio • Technology • Telecommunication
- Computing & Gaming**  
Computer • Cyber Security • Data Storage • Games • Gaming & Esports Arena  
Immersive Entertainment • iZone • Technologies and Cloud Solutions
- Fitness & Digital Health**  
Healthcare Products • Sports Products & Accessories  
Wearables Hub • Gaming & Esports Arena
- Global Markets** (3-5 September)  
Components • Global Markets Stage • ODM • OEM  
Suppliers
- Home & Entertainment**  
Home Networks • Public Media (TV & Radio Stations)  
Reseller Park • Smart Home • Streaming Services • TV
- Household Appliances**  
Air Solutions • Built-in Kitchen Units • Care & Beauty • Connected Appliances  
Health & Wellbeing • Heating & Cooling Systems  
Major and Small Domestic Appliances
- IFA Next**  
Global Innovation Leaders • IFA Next Stage • Investor Lounge  
Research & Development • Startups
- Image & Video**  
Cameras • Equipment • Lenses  
Printing • Video Solutions
- Main Stage**  
Keynotes • IFA Leaders Summit Programme  
Diversity, Equity & Inclusion Programme
- Mobility**  
Autonomous Cars • Drones • Electric Aircraft • Electric Bicycles  
Electric Cars • Electric Charging Infrastructure • E-scooters  
Micro Electric Vehicles
- Robotics Hub**  
AI-powered Robot Assistants • Domestic Robots • Entertainment Robots  
Healthcare Robots • House of Robots • Humanoid Robots • Robotic Toys & Kits  
Tech Playground
- Sustainability Village**  
Eco Innovation • European Legislation • Global Supply Chains  
Leadership • Mend & Repair Workshop • Renewable energy  
Sustainability Village Stage

# TCL

INSPIRE GREATNESS

HALL 21 - STAND 101

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# TOSHIBA

HALL 8.2 - STAND 101

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# VESTEL

HALL 8.2 - STAND 101

HALL 22 - STAND 114

City Cube - STAND CCA-315

HALL 18 - STAND 101

HALL 4.1 - STAND 204

HALL 9 - STAND 820

HALL 3.2 - STAND 311

HALL 23 - STAND 202  
HALL 5.2 - STAND A206

HALL 6.2 - STAND A114

HALL 4.2 - STAND 101

HALL 5.2 - STAND B302

HALL 4.2 - STAND 214

HALL 4.2 - STAND 306

HALL 23 - STAND 101

HALL 25 - STAND 150 A-K

HALL 10.2 - STAND 107

HALL 1.2 - STAND 206

City Cube - STAND CCA-309

HALL 1.2 - STAND 320

HALL 11.2 - STAND 200

HALL 1.2 - STAND 121

HALL 1.2 - STAND 121



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CIL INTERNATIONAL	ROSHI GmbH	MSYS GROUP	MiFa	Union Camera	imcopex	GO	Trust	elbmatic	ERREGAME	
GBS	RCS	USMP	walluniverse	ALMACOM	COMUS	etree	0050	LONDS	Biurteksa	
ACCESS RECYCLE	BATNA24	selte	OTOUCH	IntamTrading	mobico	EUROMEDIA	BiOnd	DYNA-MIX		
VISIT US		UNITED eGROUP	Comtex	NEO BUTION	UT UNITY	imobiparts	AXR	ID		
HALL 25		BIURO ABC	MAK4IT	GSM PLUS	OT.combination of	imap	TEHNOIAG	RIBA MUNDO		
		AT SEVEN	ASBIS	GPSG	GSMshop.at	ALBA-TRADE	NOVAPHONE	FBI FORTBEL		
STAND 150		TWIST	Dr.FONES	ARGO	blackbell 300	FLYCAT	nektova	CHUWI		
		FUVISION	Energizer Maxxon	NOW:GO	DigiView	BOOX	ALLPOWERS	CONCEPT	ZIKE	ETIGER
ecobay	SASWELL	Lensun	ALECTER	Bonista	JUST MUST	heldi sm 2 FT	EGGER	CHUN LAM	COMFIER	OSCAL
zonn	YESS	HolzKartus	innostyle	Airwheel	Dongguan Xiaogu Electronic Technology Co., Ltd	VEGER	RTABLE	MAGIC ENERGY	Fast Track	
Sunstrike	CUBOT	V Distributors	PCS	pcs	Wongroup	electro	W. Elektro in Wirtschaft	BUS SYSTEME		
IPT	mobi hub	Typhur	elnaAmobile	CEMarkt	ChannelPartner	plugilo	DCI MEDIA	Telecom Handel	DEALERS ONLY	GLOBAL FAIRS

# REVIEW

WEDNESDAY 13<sup>TH</sup> SEPTEMBER 2023



The Official Show Daily for Trade Visitors & Business Professionals



## IFA 2023 REFLECTING ON INNOVATION

LOOKING BACK ON THIS YEAR'S HIGHLIGHTS AHEAD OF IFA'S 100<sup>TH</sup> ANNIVERSARY



NEWS

**SENSIBO TRANSFORMS ANY AC SYSTEM INTO A SMART DEVICE**



#04

SEEN @ IFA

#08

**MSI: A LUXURY GAMING EXPERIENCE WITH STEALTH 16 MERCEDES-AMG MOTORSPORT**



#06

**EXCLUSIVE INTERVIEW**

**LEIF LINDNER**  
CEO,  
IFA Management GmbH



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Hall 6.1, Stand No. 201



