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CE China 2017: 10 hours until the second edition of CE China starts



Top keynotes, Chinese retail giants, success promising Startups

Berlin/ Shenzhen, 3 May 2017 – From 4 to 6 May 2017 CE China welcomes more than 120 exhibitors and brands on a display area of 15000sqm at the Shenzhen Convention and Exhibition Center. Amongst them are exhibitors from China, Finland, Korea, Hong Kong, Russia, Israel, France, USA, Taiwan and UK.

Jens Heithecker, Chairman and General Manager of CE China: "We are very satisfied with the growth in quality, reflecting the current status of CE China: most successful on- & offline-retailers, must-attend keynotes and a super exciting startup area – are just a few highlights of this year's show."

CE China will be a premier opportunity for both Chinese and international brands to showcase their latest products – not just to consumers and retailers in China, but across Asia.

Bosch, Siemens, Huawei, Haier, Midea and Gree are just a few of the international brands that take the opportunity to present their products and innovations at CE China. China's largest retailers Suning, Tmall/Alibaba and JD.com are among the official partners for 2017.

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Visionary Keynote Line-Up

For the first time ever CE China is launching an exceptional keynote program where international decision makers from the fields of consumer electronics (CE), home appliances (HA) and related industries share their personal visions, missions and strategic objectives.

The CE China Keynotes demonstrate current and future developments of all relevant CE & HA segments: lifestyle, telecommunications & infrastructure, TV & entertainment and home appliances.

CE China Opening Keynote

BSH: Shaping Consumer Centric Brands in Times of Consumption Upgrade

Christof Jaeger, Senior Vice President for Marketing, BSH Region Greater China

10:30 – 11:15, 4 May 2017, CE China Convention Area, Hall 2, SZCEC

Christof Jaeger, Senior Vice President for Marketing, BSH Region Greater China will share his views regarding the undergoing trends of China's home appliances industry and BSH's response to these new trends and opportunities. Nowadays, China's home appliances industry entered a new stage of development - focus on increasing added value and meeting more diversified consumer needs. Digitalization is accordingly becoming the main driver for industry development and upgrading. To keep growth in this increasingly competitive market, BSH will continually enhance brands value to satisfy differentiated consumer demands.

HTC VIVE: VR's 2nd Year Ecosystem Expansion

Kevin Leung, General Manager of Vive Shenzhen, Director of Vive X, Shenzhen & Tel Aviv

13:30 – 14:00, 4 May 2017, CE China Convention Area, Hall 2, SZCEC

What are the challenge and opportunity of VR's 2nd year? And how Vive expands VR ecosystem through 3V X 3E strategy, which includes Vive, Viveport App Store, Vive Studios Publisher, Vive X Accelerator, IVRA (Industry of VR Alliance), IVRI (International VR Research Institute), VRVCA (VR Venture Capital Alliance), Entertainment, Enterprise and Education.

Tmall/ Alibaba: The Next Ten Billion Yuan Industry Defined By Tmall

Yin Jing, President of Tmall Home BG

14:30 – 15:00, 4 May 2017, CE China Convention Area, Hall 2, SZCEC

Consumption upgrade does not simply mean that consumers are spending more, but that consumers are placing higher demands on quality and personality of the products and services. Tmall foresees the future and knows about the consumers more than themselves, which helps it to create new consumer demands. By successfully promoting dishwasher as a must-have kitchen appliance, Tmall further develops the dishwasher industry in to a booming one. How will Tmall detect and define the next new industry in 2017? What will be the next ten billion yuan industry? What is the strategy of Tmall in 2017? Mr. Jing YIN, President of Tmall Home BG, will make a keynote speech to reveal the answers on 4 May at CE China in Shenzhen.

Huawei: Thoughts On Smart Home Value

Li Changzhu, Vice President of Headset Business of Huawei Consumer Business Group

15:30 – 16:00, 4 May 2017, CE China Convention Area, Hall 2, SZCEC

Li will analyze current status and problems of smart home and raise questions regarding consumers' needs and smart home's value. Mr. Li Changzhu is Vice President of Handset Business for Huawei Consumer Business Group (BG), and oversees the strategy and business development for handset. Prior to this position, Mr. Li was the Head of the Technology Planning Department for Huawei Consumer Business Group (BG), and oversees the corporation's global technology development for device products.

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Meet the retail giants for your success

As one of the largest commercial retailers, Suning is the premium partner of CE China. In 2017, by integrating each other's resources and advantages, Suning and CE China will carry out further in-depth strategic cooperation to meet consumers' demands for new electronic products. With an aim to establish a new benchmark for China's consumer electronics and home appliances brands, Suning and CE China will also work together to promote cooperation within the industry. During the show period Suning is looking for further international industry partners. In addition Suning will introduce its latest developments, such as the intelligent cloud that provides various services to home users, home appliances manufacturers, start-ups and service providers. It's Over the top (OTT) business allows consumers to experience the latest electronic devices and get access to contents provided by PPTV, one of the largest video media portal in China.

"CE China and IFA provide a vital link between brands and their retailers. Our strategic partners Suning, Tmall/Alibaba and JD.com will offer brands from China and around the world the platform they need to meet the needs of China's consumers", said Jens Heithecker, Chairman CE China.

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Connect@CE China - special startup area

As the premium partner of CE China's special startup area - Connect@CE China, Techcode presents 30 most innovative global startups to join CE China. Target startups should have a concrete plan to enter Chinese market, be working in the fields of IOT, Medtech, AI and smart home.

Three out of the 30 breathtaking CE China startups are:

DIRROR is a product "Made in Germany" the worlds first marketable digital mirror. With the help of a huge FULL HD multi-touch display, a special mirror coating and the latest voice control, DIRROR can be operated in a unique way, enabling the Internet and all digital applications to be experienced in a completely new way. See it first, at CE China!

Smartech is developing a tool that assists the visually impaired in their everyday life: AiServe. Combining smart glasses and remote guiding services AiServe helps handicapped people to move around more easily and participate in community life.

6Voices created "MIA", a virtual assistant for business meetings, powered by artificial intelligence. Mia is continuously learning and getting better every day in supporting its users in a non-obtrusive way to have better meetings.

The full list of CE China exhibitors, partners and startups is here to find: [CE CHINA Website](#)

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About CE China

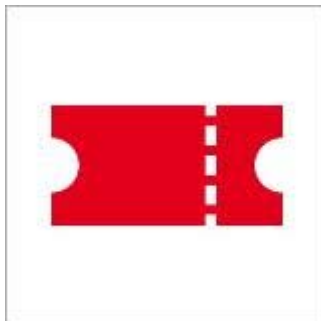


After its successful premiere in April last year, CE China 2017 is taking place in Shenzhen, China from 4 - 6 May. Following the IFA concept, CE China is also based on comprehensive partnerships with leading trade groups, strong global industrial partners, and the emotional presentation of innovative branded products. As an additional IFA event, CE China supplements and strengthens Berlin's international portfolio with the Chinese market. In 2016, 150 exhibitors presented their newest products, innovations, and services on 15,000 square meters to 11,500 visitors from 43 countries. 450 journalists from more than 50 countries were welcomed at the premiere.



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[CE China Website](#)

We look forward to welcoming you at CE China 2017!

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VISA-Handling for Journalists



Journalists traveling from outside of the Peoples Republic of China will require a [J-1 or J-2 visa](#).

Your contact person for Visa queries is: Ms. Tiffany Luo
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For Questions We Are At Your Disposal

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