



Pressespiegel / Press review IFA 2022

Hall 25
Stand 101

02-06. September 2022



Neue Kaffeemühle von Rommelsbacher

Rommelsbacher stellt mit der EKM 400 eine neue Kaffeemühle mit eingebauter Antistatik-Funktion vor. Dank dem integrierten Ionengenerator wird die statische Aufladung bei jedem Mahlvorgang neutralisiert.

Michael Wafzig neuer Aufsichtsratsvorsitzender bei telering

Nach der Wahl des Aufsichtsrates im Mai ist Michael Wafzig, einer von drei Vertretern des Fachhandels, nun der neue Vorsitzende des Aufsichtsrats von telering. Die erfolgte auf der konstituierenden Sitzung des Gremiums am 28. September.



Center of SmartBuilding auf der Light + Building in Frankfurt

Vier Wochen nach der IFA begann am 2. Oktober die in den Herbst verlegte Light + Building Frankfurt als Weltleitmesse für Gebäudetechnik. Wie in Berlin organisierte die Osnabrücker Agentur Global Fairs TT-Messe unter der Leitung von Jan Nintemann auch in Frankfurt einen schwerpunktmäßig auf B2B ausgerichteten Themenpark.



**CENTER OF
SMARTBUILDING**

Center of SmartBuilding auf der Light + Building in Frankfurt

5. Oktober 2022



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Sowohl die Präsenz auf der IFA als auch die Beteiligung an der Light + Building erfolg(t)en mit ideeller Unterstützung der SmartHome Initiative Deutschland e.V. Energiekrise und der Klimawandel waren für die Konzeption beider Messeauftritte wesentliche Faktoren: „Das Bewusstsein für den Klimawandel und die Notwendigkeit in nachhaltiges Wirtschaften und Handeln ist auch in den Techbranchen angekommen“, erklärte Nintemann. „Die Klimaleugner aus den früheren Jahren gibt es praktisch nicht mehr.“

Sowohl die IFA, wo die Themen „Refurbishing“ und „Green Tech“ sowie SmartHome im Reseller Park präsent waren, als auch die Gebäudetechnik-Messe L+B Light + Building seien wichtige Veranstaltungen für die Transformation in eine umweltgerechtere und klimaschonendere Welt, denn smarte Haus- und Gebäudesysteme seien immer auch Green Tech-Lösungen, betonte Nintemann. Mit relativ wenig Aufwand könnten 5 bis 30 Prozent der Heizkosten und somit viel CO2 eingespart werden. „Die Klimakrise berührt alle Branchen – auch die Messewelt“, fügte Nintemann hinzu. „So mag der eine oder andere Aussteller sich auch deswegen für eine Beteiligung an den Global Fairs-Messe-Projekten entscheiden, weil die Standbeteiligung sich hier deutlich umweltschonender, aufwandsärmer und somit auch Risiko-mindernd organisieren lässt. Persönliche Kontakte sind ja in Zeiten großer Transformation unverzichtbar – weil auf diesen Business-Plattformen das in die Praxis umgesetzt wird, was zuvor Politik und Experten in Medien und Konferenzen diskutieren.“

Durch nachhaltigen Messebau und möglichst nachhaltiges Catering auf den Veranstaltungen sieht sich Nintemann auf dem richtigen Weg in eine klimafreundliche Zukunft. Das nächste Messeprojekt von Global Fairs ist ein weiteres „Center of SmartBuilding“ auf der Weltleitmesse für Wasser, Wärme und Luft, ISH, die vom 13. bis 17. März 2023 in Frankfurt stattfindet.

Center of SmartBuilding ist auf der Light + Building in Frankfurt

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Reseller Park IFA 2022/23 und Light + Building Frankfurt - DEALERS ONLY

Genau 4 Wochen nach der IFA Berlin startete vom 02. bis 06 Oktober diesen Jahres die in den Herbst verlegte Light + Building Frankfurt – der Weltleitmesse für Gebäudetechnik. Auf beiden Leitmessen – die IFA gilt als weltgrößte Messe der Consumer-Electronics – organisierte Jan Nintemann mit seiner Osnabrücker Agentur Global Fairs TT-Messe einen schwerpunktmäßig auf B2B ausgerichteten Themenpark – seit 25 Jahren den „Reseller Park“ auf der IFA mit einer diesjährigen Rekordbeteiligung von 100 Ausstellern – und auf der L+B zum zweiten Mal das „Center of SmartBuilding“ mit 8 Ausstellern (Halle 9.0, Stand E54+E52). Beide Events werden ideell unterstützt von der SmartHome Initiative Deutschland e.V..



GLOBAL FAIRS
TT-MESSE.DE

Jan Nintemann konnte für den IFA Reseller Park nicht nur bezüglich der regen Ausstellerteilnahme nach der 3jährigen Pandemiepause einen großen Messe-Erfolg vermelden (größter Reseller Park aller Zeiten) – auch die an allen 5 Messetagen äußerst hohe Fachbesucherfrequenz überzeugte die durchgehend vielbeschäftigten Aussteller. Nintemanns Konzept basiert auf einem langjährig aufgebauten Branchen- und Channel-Medien-Kontaktnetzwerk, welche seinen Full-Service-Projekten immer eine hohe Visibility verschaffen, welche den Mitausstellern des Reseller Park stets eine gute geschäftliche Messe-Ausbeute besorgen.

Die Energiekrise und der Klimawandel verändern derzeit rasant die Märkte



Jan Nintemann

„Das Bewusstsein für den Klimawandel und die Notwendigkeit in nachhaltiges Wirtschaften und Handeln ist auch in den Techbranchen angekommen“, so Nintemann. Die Klimaleugner aus den früheren Jahren gibt es praktisch nicht mehr. Sowohl im Reseller Park auf der IFA, wo die Themen „Refurbishing“ und „Green Tech“ sowie SmartHome präsent waren, als auch auf der Gebäudetechnik-Messe L+B sieht Nintemann wichtige Veranstaltungen für die Transformation in eine umweltgerechtere und klimaschonendere Welt – sind doch smarte Haus- und Gebäudelösungen immer auch Green Tech-Lösungen, da hierdurch mit relativ wenig Aufwand 15% bis 30% Heizkosten und somit CO₂ eingespart wird. Nintemann weiter: „Die Klimakrise berührt alle Branchen – auch die Messewelt. So mag der eine oder andere Aussteller sich auch deswegen für eine Beteiligung an den Global Fairs-Messe-Projekten entscheiden, weil die Standbeteiligung sich hier deutlich umweltschonender, aufwandsärmer und somit auch Risiko-mindernd organisieren lässt – bevor Firmen aus Nachhaltigkeitsgründen heraus sich komplett gegen eine Messebeteiligung entscheiden. Denn persönliche Kontakte sind ja in Zeiten großer Transformation unverzichtbar – weil auf diesen Business-Plattformen das in die Praxis umgesetzt wird, was zuvor Politik und Experten in Medien und Konferenzen diskutieren“.

Durch nachhaltigen Messebau und nachhaltiges Catering (so gut es geht!) auf den Messeveranstaltungen sieht sich Nintemann auf den richtigen Weg in eine klimafreundliche Zukunft. Das nächste Messeprojekt von Global Fairs nach der jetzigen Light & Building ist ein ebensolches „Center of SmartBuilding“ auf der Schwestermesse der L+B – der ISH im März 2023. Aussteller-Interessenten finden alle Informationen hier: www.tt-messe.de

REVIEW

TUESDAY 13TH SEPTEMBER 2022

Haier



TOSHIBA



IFA
INTERNATIONAL

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for Trade Visitors
& Business
Professionals

IFA 2022

A BIG ROUND OF APPLAUSE

THE INDUSTRY IS BACK
TOGETHER



IFA International - Review 13.09.2022

NEWS

VISIT THE KOREA PAVILION!

Come and see the up-to-date innovative technology Korea offers

Korea's inspirational technology startups in the fields of digital health, artificial intelligence, IoT, VR/AR/MR, future mobility, sustainability, smart living, and robotics will be demonstrating the country's most recent and proud inventions at IFA NEXT!



Visit us at IFA NEXT Korea Pavilion
Hall 20, Booth 346.



Sponsored by Ministry of SMEs and Startups

Co-organized by KBIZ Korea Federation of SMEs, KEA

Scan for more information



a project of



In idealistic partnership with:



DIVERSITY IN EXPANDED RESELLER PARK

THE BIG B2B NETWORKING AT IFA 2022

After 2 years of pandemic: Old & new product themes for a changed world

VISIT US
HALL 25
STAND 101

OUR EXHIBITORS:

	LogiLink	4smarts	ACCESS-TECHNET	AI ACTION	AIR'NB	ALAC-Trade	CASK
	COMUS	ELUSTROSMART	Applian Electronics (AEEB)	BIFEGAME	eurolstar	GPSPG	GSShop.at
	imcopex	ITV	KNX		Biurteksa	MAK4IT	NEWSGROUP
mobiparts	MUCHEN	SALON	NEO BUTION	EVAPHONE	KEYS GROUP	0000	BOOX
	RCS	SANIDA	ecobay	SASWELL	Schwarz	stelte	Suez
	Technjoy	UFP	UNITED GROUP	UPANY	YUKA	AYANAN	Rokid
	MAJAR	TEHNOAG	elii	BIONd	Galactica	FLYCAT	MOP II
FOXSKY	supin	ACMELL	LEADER	FOURA	AUKEY	GRORR	EPB
PHRENO	OTOUCH	dl	BOUYE	Dialectic	PROKS	Lian	ASBIS
respiRay	Lenzin	F&E	EUROPEAN	mediata	SMARTHOME	3W	BUS
IPT	Telecom Handel	heise online	Smart Home	plugio	DEALERS ONLY	CEMARA	

GLOBAL FAIRS TT-Messe
Jan Nintemann • www.tt-messe.de

DAY 5

TUESDAY 6TH SEPTEMBER 2022



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Haier

HALL 3.1
STAND 101



HALL 25
STAND 101

TOSHIBA

HALL 8.2
STAND 101

IFA 2022

TAKE A BOW

BUSINESS CONTINUES
TO FLOURISH

NEWS



IFA International - DAY 5 - 06.09.2022

Experts in sustainable family entertainment

More of an informal guided tour than a press conference, Expert SE demonstrated its family-oriented strategy and renewed sustainability mission, continuing the "we Kendo better" initiative established last year for the 40th anniversary of Kendo, its own-brand product portfolio, unique in the electronics retail trade.

Acknowledging IFA Berlin's status as the most important trade fair for the company, Frank Harder, board member for sales, marketing and e-commerce at Expert SE, presented a new brand strategy and new products too. "We have

built and established Kendo as a trusted brand over the past 40 years. With our new premium design and contemporary specifications, we are now presenting Kendo [as being] even younger and more modern. We are convinced that we can offer our customers attractive added value with our Kendo products," Harder said.

In terms of price, the Kendo products are in the entry-level to mid-price segment, without sacrificing high-quality materials and high standards in the area of sustainability. "The topic of sustainability is very important to Expert, and is constantly being expanded. The conscious handling of the topic is also reflected in the sustainable materials in our new products," explained Holger Pöppe, department manager for brown goods at Expert SE. As well as plastic-



Family entertainment at the forefront of expert's IFA hall

free outer packaging, all new Kendo products are produced in a plastic-neutral manner, in co-operation with the Plastic Free Planet organisation, using plastics removed from the ocean and recycled.

expert's IFA 2022 display sees new products from 20 different exhibitors,

including Lego, on show in Hall 7.2a. Own-brand launches include the Kendo Partybox, a large, powerful Bluetooth party speaker with LED light effects that change to the rhythm of the music ■

Hall 7.2a / Stand 101

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THE BIG B2B NETWORKING AT IFA 2022

After 2 years of pandemic: Old & new product themes for a changed world

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HALL 25
STAND 101**

GLOBAL FAIRS TT-Messe
Jan Nintemann · www.tt-messe.de

OUR EXHIBITORS:

	LogiLink	4smarts	ACCESS SYSTEM	ACTION	AIR'NE	ALBA-TRADER	CASK
	COMUS	ELUSTINA	ELUSTINA	EVGEGAME	EUROSTAR	GPSG	GS-MShop.at
	imcopex	TV	KNX	Bierteksa	MAK4IT	MOVIE GROUP	
mobiparts	MUCHEN	SALON	NEO BUTION	DVAPRONE	NEVE GROUP	BOOX	
	RCS	NEA WINDO	Sanlida	ecobay	SASWELL	Schweik Welt	stellte
WITE SHANGHAI	Zechengy	UFP	UNITED GROUP	UPANY	VUKA col	AYAN	Rokid
	MAJAR	TEHNO MAG	edit	BIONd	Galactica	FLY CAT	MOFII
FOXSKY	supin	ACMELL	LEADER	FOURA	AUKEY	GRUOP	EPB
Phatwo	OTOUCH	dl	BOYYE	Dialectic	PROKS	Lian	ASBIS
respi-ray	laner	F&E	EUROPEAN	mediata	SMARTHOME	AVT	BUS SYSTEM
IPT	Telecom Handel	hense online	Smart Home	plugio	DCI	DEALERS ONLY	CEMINT

DAY 4

MONDAY 5TH SEPTEMBER 2022



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Haier

HALL 3.1
STAND 101



HALL 25
STAND 101

TOSHIBA

HALL 8.2
STAND 101

IFA 2022

A HIGHER LEVEL OF THINKING

THE STAGE IS SET
FOR A MEETING OF MINDS



IFA International - DAY 4 - 05.09.2022

NEWS

GREEN SOLUTIONS SHOW

2, 3 & 5 SEPTEMBER



re!commerce



DATE & TIME

2 SEPT

14:00 - 14:20

14:20 - 14:40

14:40 - 15:00

15:00 - 15:10

15:10 - 15:20

15:20 - 15:40

3 SEPT

10:30 - 10:50

10:50 - 11:10

11:10 - 11:30

11:30 - 11:40

11:40 - 12:00

12:00 - 12:20

IFA DAY 1 & IFA DAY 2

HALL 25, RESELLER PARK, BOOTH 101-85



Smart Home Solutions to Reduce your Carbon Footprint

Mike Lange, Board Member, SmartHome Initiative Deutschland e.V.

The smart home industry has a pivotal role to play in helping households and businesses integrate new technologies and solutions to reduce their carbon footprints.



BIOnd - The New Eco Mobile Accessory Brand

Uri Tene, European Business Development Manager, BIOnd

It's all about our planet. BIOnd, a member of the Rainforest Group, is a new line of mobile accessories designed and manufactured with the environment in mind.



Go Green with GreenFever IT Refurbishment Services

Tiago Moreira, Buyer - Manager, GreenFever IT

GreenFever is a leading provider of refurbished laptops. Our motto is 'Bring Life Back' and this drives our team to recondition devices to the highest standard.



Briiv, The World's Most Sustainable Air Purifier

Liam McSherry, Founder, floccq

Plant powered and plastic free, briiv is an award winning air purification device that's as powerful as 3,043 medium sized houseplants.



Tellur - Into Your Green Future

Liam McSherry, Founder, floccq

Tellur Green is a new line of durable mobile and lifestyle products made with green materials such as recycled nylon and wheat fibre.



Reduce Energy Consumption and CO2 Footprint with KNX Smart Home Systems

Peter Sperlich, KNX Professionals

IFA DAY 4

HALL 25, RESELLER PARK, BOOTH 101-85

05/09

14:00 - 14:30

14:30 - 14:50

14:50 - 15:10

15:10 - 15:20

15:20 - 15:30

15:30 - 15:50



What Does The Future Hold For The Refurbished Movement?

Maarten Depypere, Repair Policy Engineer, iFixit

Priscillia Niay, Public Affairs Manager at ReCommerce, Founding Member of Euresfas

The refurbished device market has seen significant growth but what are the implications of a fast developing refurbished channel? How is the market changing and what is the impact of the right to repair movement on legislation and manufacturers?



BIOnd - The New Eco Mobile Accessory Brand

Izi Kalvo, Co-Owner, BIOnd

BIOnd, a member of the Rainforest Group, is a new line of mobile accessories designed & manufactured out of consideration of the environment of our beloved planet.



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Reduce Energy Consumption and CO2 Footprint with KNX Smart Home Systems

Peter Sperlich, KNX Professionals

Programme is subject to change

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IFA International - DAY 4 - 05.09.2022

ADVERTORIAL

Laifen: one of the fastest growing hair dryer brands

Over a million units sold globally in one year



The company's high-speed hair dryers, with an air speed of 22m/s, are able to dry hair in the blink of an eye, while avoiding any damage from overheating thanks to its active temperature control. Additionally, the hair dryers' 200 million/m3 negative ion generator keeps hair smooth and frizz free. All of these innovative features have been housed in a modern and stylish system, which makes very little noise - only 59dB, and is very easy to transport, weighing just 407 grams.

The high-speed hair dryer's sensor will automatically adjust its temperature 100 times per second, for an optimal drying experience without overheating. It uses the company's patented 110,000 rpm three phase high-speed brushless motor, as well as the smart digital air nozzle temperature control.

This innovative motor improves performance by around 20% compared to traditional motors. It was developed to enhance many easily-ignored technical details,

the company says. The dryer's motor blades have been made with aviation grade aluminum, 5-axe CNC carving craft, offering processing precision at 0.001 mm.

But it's not all about efficiency and speed. Laifen has also designed its high speed hair dryer to stand the test of time, with a lifespan of up to 1,000 hours. Counting 10 minutes use a day, the device could last for up to 16 years.

Visitors can see Laifen's latest high speed dryers in action at their stand 106, Hall 8.1

Hall 8.1 / Stand 106

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HALL 25
STAND 101**

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OUR EXHIBITORS:

ADVERTORIAL



The Reseller Park, where SmartHomes and Green Tech meet

Visitors can explore the latest green tech and smart home innovations at The Reseller Park in Hall 25

The bustling Reseller Park has brought together a wide range of companies showcasing their latest innovations and solutions.

Here the benefits of smarter living are on full display, with products ranging from solar powered balcony power generators to video surveillance cameras. In many cases, an intelligent SmartHome system is also a green tech solution, because it generally leads to a CO2 reduction of between 15 and 30%, explains Jan Nintemann, Head of Global Affairs TT-Messe.

One of the biggest smart home exhibitors in The Reseller Park is KNX (system integrators), the worldwide standard for home and building control, which combines the products of 520 companies. They are showing IFA visitors the KNX Energy Management System and the KNX Secure, which effectively protects against cyber attacks. The world's oldest (for 28 years) and largest SmartHome and SmartBuilding standard is marketed in 180 countries

by over 500 manufacturers - and has its official IFA presence in the Reseller Park. Visitors interested in experiencing the functionality of KNX first hand can also visit their E-House in Hall 20.


Another champion in the "SmartHome Connectivity Area" is the German network specialist Mediola, which is offering a homogenous solution for virtually any SmartHome configuration. Consumers can use the company's Neo App to build their own application and control centre. The company is aiming to help digitalise the home and accompany commercial technology providers through this transition.

Optimising how energy drives machines is a central issue for SmartHome technologies, explains Mr Nintemann. This is because combining networks into a smart home system helps optimise

all of the processes within the home, from automatically switching lights off to monitoring water consumption and temperature.

When you have the right SmartHome systems working to help reduce energy consumption, you can reduce CO2 emissions even further, adds Mr Nintemann. A wide range of other manufacturers have set up shop in the Reseller Park, from solar storage units and robots to modern kitchen appliances.

In this regard, The Reseller Park brings together all pieces of the smart home puzzle so visitors can get a 360 degree view of an energy efficient smart home ■

 Hall 25

EPB'S PORTABLE POWER STATIONS ARE ON DISPLAY AT THE RESELLER PARK

The PEP-S1000 portable power station can provide AC output 1000W and 1166Wh battery capacity. The portable power stations are usually used for camping, RV travelling and home emergency using. With a built-in inverter and different kinds of output ports, the portable stations are convenient to use anytime and anywhere. They have also been equipped with BMS system and are therefore very safe. The company has committed itself to being a total power solution partner by providing research and development as well as manufacturing services of portable power station, rechargeable battery packs and power banks adapters since 2012 ■



KEY SELLING POINTS

- AC output 1000W
- Battery capacity 1166.4Wh
- Lithium-NMC battery, built-in inverter



Date
September 4, 2022



The Reseller Park, where SmartHomes and Green Tech meet

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Key specifications

- AC output 1000W
- Battery capacity 1166.4Wh
- Lithium-NMC battery, built-in inverter

WEEK-END

SATURDAY 3RD & SUNDAY 4TH SEPTEMBER 2022



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HALL 31
STAND 101



HALL 25
STAND 101

TOSHIBA

HALL 8.2
STAND 101

IFA 2022

YOUR TRUSTED BUSINESS PARTNER

NOTHING BEATS MAKING
DEALS FACE-TO-FACE



NEWS

GREEN SOLUTIONS SHOW

2, 3 & 5 SEPTEMBER



re!commerce



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GreenFever is a leading provider of refurbished laptops. Our motto is 'Bring Life Back' and this drives our team to recondition devices to the highest standard.



Briiv, The World's Most Sustainable Air Purifier

Liam McSherry, Founder, floccq

Plant powered and plastic free, briiv is an award winning air purification device that's as powerful as 3,043 medium sized houseplants.



Tellur - Into Your Green Future

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Tellur Green is a new line of durable mobile and lifestyle products made with green materials such as recycled nylon and wheat fibre.



Reduce Energy Consumption and CO2 Footprint with KNX Smart Home Systems

Peter Sperlich, KNX Professionals

Programme is subject to change

IFA DAY 4

HALL 25, RESELLER PARK, BOOTH 101-85

05/09

14:00 - 14:30

14:30 - 14:50

14:50 - 15:10

15:10 - 15:20

15:20 - 15:30

15:30 - 15:50



What Does The Future Hold For The Refurbished Movement?

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Priscillia Niay, Public Affairs Manager at ReCommerce, Founding Member of Euresfas

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BIOnd - The New Eco Mobile Accessory Brand

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IFA International - Week-End - 03 & 04.09.2022



Jan Nintemann

Managing director of Global Fairs TT-Messe



FOR ME, THE MAIN FOCUS OF THIS YEAR'S IFA IS THE TOPIC OF SUSTAINABILITY.

The Reseller Park, where high business efficiency meets a treasure trove of contacts and ideas

The Reseller Park is back at IFA 2022 with all the ingredients for visitors to meet the right people at the right time

Jan Nintemann, managing director of Global Fairs TT-Messe, organisers of the Reseller Park, explains why bringing all industry players together face-to-face is vital for the future.

Could you provide us with a summary of what the Reseller Park is all about?

The Reseller Park is a B2B community which has grown over decades and has today become accustomed to meeting at IFA. Originally focused on the telecoms sector, the Reseller Park now covers almost the entire IFA shopping basket via its 90 exhibitors including manufacturers, distributors and traders, within mobile and consumer electronics, IT devices, accessories and SmartHome technology, as well as more recently sustainable business opportunities such as refurbishing and green tech solutions.

The Reseller Park brings all these suppliers together with buyers, which is how new contacts and business models are continuously being created. One of the important aspects of visiting a trade show is that you go home with

ideas and contacts that you didn't even think of on the way there, to accelerate market adaptation and produce good trade show results. This is what the Reseller Park is all about.

What are the tangible benefits of the Reseller Park?

For exhibitors, participation at the Reseller Park always leads to a high business efficiency. In other words, even a very low trade fair preparation effort is matched by a relatively certain trade fair success - due to an above-average visitor contact rate of product-savvy trade visitors.

What - according to you - are the core topics at this year's show?

For me, the main focus of this year's IFA is the topic of sustainability. The organisers, gfu, have taken up this topic

with great commitment. Instead of ever faster, more powerful, more brilliant and more convenient products, consumers are increasingly focusing on other priorities, namely products and solutions which are the most environmentally friendly and cause the least damage to the environment.

How important are events like IFA 2022 for the future of industries such as consumer electronics?

Well, even the world of consumer electronics is not perfect. To overcome the challenges of the future, a huge and accelerated transformation to a climate-neutral world of business and commerce is needed. Faced with such big transformations, trade shows have an important role to play because this is where new products, solutions and business practices are conceived.

Why is it important for key industry players to meet face-to-face?

Not only should key industry players be meeting, but also as many B2B market

participants as possible. I would not exclude the end consumers and media because we need to involve the public more strongly in these transformative processes, especially when it comes to green technologies ■

Hall 25/Stand 101

Prelaunch.com - the proven platform to test the market before launching your product

An innovative new platform named Prelaunch.com uses groundbreaking methods to help developers launch their products.

Prelaunch is a new company on the scene which is already making an impression thanks to its trailblazing solutions. It claims to be the first market-validation platform which, before launching a product, evaluates market demand and defines a pricing strategy by analysing conversion metrics and comparing them with industry averages.

The tool is ideal for developers and creators who are looking to test their

innovative products and services. It helps users discover the potential of their product and predict whether its launch will be successful, while at the same time offering advice to maximise time and resources.

"Based on my decade-long experience with thousands of startups, I've noticed one clear pattern to accompany the majority of those that failed - no data-driven decisions during the prelaunch

stage", says Narek Vardanyan, CEO of Prelaunch.com.

"Our team at Prelaunch.com decided to address this issue by developing an all-in-one platform to help founders identify the real potential of their product before making investments!"

It is the first market validation tool which can measure buying intents through a seamless landing page, offering critical data and accurate predictions based on analysis and measurements of price and market demand.

Despite being a new service, the platform uses a proven methodology and tools to help turn innovative ideas into successful businesses ■

Hall 20 / Stand 342



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DIVERSITY IN EXPANDED RESELLER PARK

THE BIG B2B NETWORKING AT IFA 2022

After 2 years of pandemic: Old & new product themes for a changed world

**VISIT US
HALL 25
STAND 101**

OUR EXHIBITORS:

GLOBAL FAIRS TT-Messe
Jan Nintemann · www.tt-messe.de


 Date
 September 2, 2022


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Hall 25, Stand 101

DAY 1

FRIDAY 2ND SEPTEMBER 2022



IFA

INTERNATIONAL

The Official
Show Daily
for Trade Visitors
& Business
Professionals

Haier

HALL 3.1
STAND 101

Reseller Park



HALL 2.5
STAND 101

TOSHIBA

HALL 8.2
STAND 101

IFA 2022

OPENING THE GATES ON INNOVATION

THE INDUSTRY IS BACK IN BERLIN
AND READY TO TAKE OFF



NEWS

#07

GREEN SOLUTIONS SHOW

2, 3 & 5 SEPTEMBER



DATE & TIME

2 SEPT

14:00 - 14:20

14:20 - 14:40

14:40 - 15:00

15:00 - 15:10

15:10 - 15:20

15:20 - 15:40

3 SEPT

10:30 - 10:50

10:50 - 11:10

11:10 - 11:30

11:30 - 11:40

11:40 - 12:00

12:00 - 12:20

IFA DAY 1 & IFA DAY 2

HALL 25, RESELLER PARK, BOOTH 101-85



Smart Home Solutions to Reduce your Carbon Footprint

Mike Lange, Board Member, SmartHome Initiative Deutschland e.V.

The smart home industry has a pivotal role to play in helping households and businesses integrate new technologies and solutions to reduce their carbon footprints.



BIOnd - The New Eco Mobile Accessory Brand

Uri Tene, European Business Development Manager, BIOnd

It's all about our planet. BIOnd, a member of the Rainforest Group, is a new line of mobile accessories designed and manufactured with the environment in mind.



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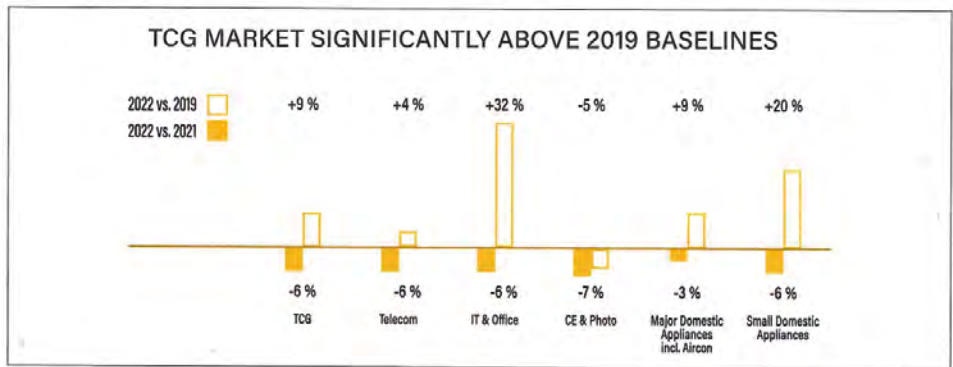
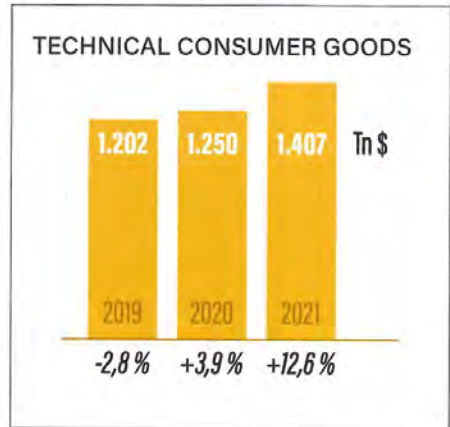
IFA: Industry strength in numbers

Speaking at the IFA opening press conference on Wednesday, Dr Sara Warneke, MD, gfu, gave a clear picture of the current state of the industry.

"In 2020 and 2021, there was a pandemic-related boom accompanied by exceptional growth. This phase is now over. However, sales are still well above pre-pandemic 2019 levels," she said.

"The global market for technical consumer goods (TCGs) amounted to \$1.2tn in 2019, a decline of 2.8% in comparison to 2018. In 2020, the effects of the pandemic were already being felt, as consumers were more oriented towards their homes. Growth amounted to 3.9%. 2021 was particularly positive for our industries, as growth amounted to 12.6%, increasing overall to more than \$1.4tn."

Dr Warneke advised that while this exceptional positive development has ended, there were still many "sweet spots" offering growth opportunities, such as IT and home office devices, small domestic appliances as well as large appliances. And current sales are still above 2019 levels. TCGs grew altogether at a rate of 9% in the first half of each year between 2019 and 2022, however they declined 6% from 2021 to 2022." Despite obvious global challenges, Dr Warneke highlighted opportunities for positive developments. For example: "Energy-efficient appliances help consumers save not only energy, but also money. Purchasing a new, more economical unit pays for itself within a few years due to the achieved savings," she said ■



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flocq

Nach 2 Jahren Pandemie:

VIelfalt im VERGRÖSSERTEN RESELLER PARK

DAS GROSSE B2B NETWORKING AUF DER IFA 2022



ALTE & NEUE PRODUKTTHEMEN FÜR EINE VERÄNDERTE WELT:

- MOBILE DISTRIBUTION
- IT-ZUBEHÖR
- CONSUMER ELECTRONICS
- HOME APPLIANCES
- SMARTHOME CONNECTIVITY AREA
- GREEN TECH PRODUKTE/REFURBISHED
- WORKSHOP NACHHALTIGKEIT

WIE HAT SICH DIE WELT SEIT DER LETZTEN IFA (2019) VERÄNDERT!

Die Corona-Pandemie, die erfahrbar gewordene Klimakrise (vor 2 Jahren häufig noch als Schreckgespenst von Ideologen und als geschäftliche Bremse unter den Teppich gekehrt) und die durch den Ukraine-Krieg verursachte Energiekrise haben auch in der Tech-Branche Spuren hinterlassen – wobei auch diese Branche auf dieser Erde ja keine Insel ist ...

Dabei könnten die Herausforderungen dieser „Zeit nach der Zeitenwende“ gerade innovativen Unternehmen aus der TechBranche durchaus ein großes Wachstum bescheren, indem sie in Produkte und Geschäftsmodelle investieren, die unsere Welt jetzt dringend braucht – in Green Tech; hier ist die Nachfrage nämlich jetzt schon deutlich größer als das noch recht überschaubare Angebot.

SmartHome-Lösungen sind in der Regel von Hause aus schon dem Green Tech-Sektor zuzuordnen, denn intelligente Haussysteme führen immer auch zu weniger Stromverbrauch und damit weniger CO₂-Ausstoß (zwischen 15-30%). Daher haben wir auf unserer Plattform neben den immer sehr gut frequentierten Handelsbereichen für Mobile und CE & Home Appliances neue Produkte und Lösungen für den Bereich SmartHome (KNX Professionals!), wobei der führende Vernetzungsanbieter MEDIOLA auf Initiative der SmartHome Initiative Deutschland auf unserer „SmartHome Connectivity Area“ live vorführt, wie SmartHome-Geräte unterschiedlichster Anbieter vernetzt werden können und funktionieren. Dazu kommen neue Solar-Energie-Lösungen (diverse Energie-Speicher-Anbieter) als auch Roboter sowie modernste Haushalts-Kleingeräte – der Fundgrubencharakter bleibt somit erhalten.

Ein Besuch im RESELLER PARK lohnt sich daher aus vielerlei Hinsicht – auch, um einfach wieder viele Bekannte aus der Branche zu treffen: „Wir müssen reden ...“

Herzlichst

Ihr Jan Nintemann

www.tt-messe.de

DEALERS ONLY - Ausgabe 18/2022, KW 35

**NEUE HALLE
NEUE THEMEN**

**90 AUSSTELLER
+ CE-TRENDS ZU
AKTUELLEN THEMEN
Z.B. ENERGIESPEICHER
& GREEN TECH**

UNSERE AUSSTELLER:



IFA Reseller Park

Messeauftritt im Zeichen von Nachhaltigkeit und Innovation

Der **Reseller Park** auf der IFA wird möglichst klima- und umweltschonend organisiert und vereint gut 90 Unternehmen mit vielfältigen Geschäftsfeldern in einem eigenen Bereich in Halle 25.

Zwei Jahre Pandemie ohne Messen, die allgegenwärtig erfahrbar gewordene Klimakrise und die durch den Russland-Ukraine-Krieg bewirkte Energiekrise stellen auch die Tech-Branchen vor große Herausforderungen. Dabei geht es nicht nur um die Umbrüche im Handel, es geht auch um ein neues Konsumentenverhalten in dieser »Zeit nach der Zeitenwende«. Vieles wird auf den Prüfstand gestellt, was zuvor selbstverständlich war. Insbesondere viele junge Menschen (eine Haupt-Zielgruppe auch der Consumer Electronics) machen sich Gedanken über ihre Zukunft und fragen nicht nur nach den Ursachen der Klimaerwärmung und den plastikvermüllten Weltmeeren, sondern überlegen auch, wie sie ihr Verhalten auf eine ressourcen- und klimaschonende Weise umstellen können.

Dieser unumkehrbare Trend hat Auswirkungen auf das Konsumverhalten, das mehr und mehr auf Umweltverträglichkeit und Klimaschädlichkeit abgeklopft wird. Die katastrophalen Folgen der inzwischen deutlich spürbaren Klimaveränderung

Jan Nintemann von Global Fairs versucht, seinen Reseller Park, den er seit 25 Jahren organisiert, möglichst klima- und umweltschonend zu gestalten: mit einem öko-zertifizierten Messebauer, der auf größtmögliche Wiederverwendung der umweltverträglichen Materialien und auf Müllvermeidung achtet. Selbst das Catering soll möglichst nachhaltig sein – eine echte Herausforderung, die derzeit hundertprozentig nachhaltigen Ansprüchen leider noch nicht gerecht wird. »Aber wir tun, was wir schaffen können«, sagt Jan Nintemann und startet auf dieser IFA erstmals sogenannte »Sustainability-Zonen«, in denen Refurbishing und Green-Tech-Themen eine Rolle spielen.



Jan Nintemann

Vielfalt im Reseller Park in Halle 25

Das ISO-9001-zertifizierte Unternehmen Greenfever aus Portugal beispielsweise hat sich seit 14 Jahren auf das internationale Refurbishing-Geschäft mit IT-Komponenten spezialisiert (der wöchentliche Eingangsbestand beträgt bis zu 10.000 Stück). Der belgische Green-Tech-Anbieter Biond wiederum fokussiert sich auf Non-Plastik-Materialien. Das umfasst ein zumeist aus verarbeitetem Weizen hergestelltes, vollständig biologisch abbaubares Plastik-Ersatzmaterial, aus dem nicht nur Verpackungen hergestellt werden, sondern auch für die Fertigung technischer Pro-

dukte wie etwa Kabel Verwendung findet (»Weizenplastik«) – ein hochinteressantes Produkt speziell für die Tech-Branche.

Zumeist ist auch ein intelligentes Smart-Home-System eine Green-Tech-Lösung, denn (fast) immer führt dies zu einer CO₂-Reduzierung von 15 bis 30 Prozent. Hier zeigen im Reseller Park einige KNX-Professionals (Systemintegratoren) den IFA-Besuchern das KNX-Energie-Management-System sowie KNX-Secure, das wirksam vor Cyber-Angriffen schützt. KNX ist weltweit der (seit 28 Jahren) älteste und größte, in 180 Ländern von über 500 Herstellern vermarktete Standard für Smart Home und Smart Building – und hat im Reseller Park seine offizielle IFA-Präsenz. Auf der »SmartHome Connectivity Area« zeigt der deutsche Netzwerkspezialist Mediola, wie sich Smart-Home-Produkte miteinander vernetzen lassen. Last but not least haben sich einige Hersteller von (Solar-) Speichern und Robotern sowie Aussteller von modernen Küchengeräten im Reseller Park angesiedelt.

Ein täglicher Workshop mit einer kleinen Bühnen- und Gerätepräsentation, koordiniert vom Global-Fairs-Partner floq aus UK, reichert die »Green Tech Zone« an. Hier präsentiert zum Beispiel die Firma Briif den eigenen Angaben zufolge »nachhaltigsten Luftreiner der Welt« (gefertigt aus 90 Prozent nachhaltigen Materialien). Die US-Company iFixit zeigt, wie sie mit Reparaturwerkzeugen (speziell für Unterhaltungselektronik) behilflich ist.

Des Weiteren präsentieren sich mit UFP (ehemals Despec) und Imcopex zwei führende Spezialdistributoren, die für den IT- und CE-Bereich mit zigtausenden Lagerartikeln nahezu die komplette Produktpalette im Marken-Zubehörbereich abdecken. Weitere Distributoren aus ganz Europa wie Yukatel, Action, Erregame und Riba Mundo stellen im Reseller Park aus, ebenso zahlreiche kleinere Trader, die mit dem Global-Fairs-Partner IPT/IGT/ICB auf der IFA ihr großes B2B-Networking-Event zelebrieren.

Den größten Stand im Reseller Park belegt der deutsche Hersteller 2direct mit seiner Marke LogiLink, der zuletzt mit einem CO₂-Messgerät auf sich aufmerksam machte. Das nachhaltig, sozial und fair agierende Unternehmen wurde 2001 gegründet und führt über 3.500 Artikel (von Computer- und Netzwerk-Zubehör bis zu Multimedia-Living-Produkten).

An die 90 Aussteller stellen im Reseller Park aus, darunter auch chinesische Firmen mit Geräten und Zubehör der neuesten Generation für CE und Mobile (Baseus, Aukey) sowie Home Appliances. Die deutsche Meters Music zeigt mit Linx einen In-Ear-Kopfhörer mit Smart-Lautsprechern.



GLOBAL FAIRS
TT-MESSE.DE



»heilenden Effekt?« Digitalisierung und KI sind die effektivsten Beschleuniger auf den Weg in eine klimaneutrale Welt, wenn denn die Branche die Bedeutung des Klimawandels richtig erkennt und mit innovativen Produkten und Lösungen dagegenhält. Diese Krise aller Krisen bietet große Chancen denjenigen Unternehmen, die in Green Tech und nicht in Green Washing investieren.



www.tt-messe.de



VIelfalt im vergrösserten RESELLER PARK

DAS GROSSE B2B NETWORKING AUF DER IFA 2022

Nach 2 Jahren Pandemie:
Alte & neue Produktthemen für eine veränderte Welt

BESUCHEN SIE UNS

HALLE 25
STAND 101

UNSERE AUSSTELLER:

	LogiLink	4smarts	ACCESS RECYCLE	ACTION	AIR'NB	ALBA-TRADE	CASK
CLASPER ASSOCIATES FRANCE	COMUS	ELECTRO SHIVA S.L.	Elephant Robotics 大象机器人	ERREGAME	eurostar	GPSG	GSMshop.at
山崎有限公司 HILL SOUND LIMITED	imcopex	ITechnology World	KNX	scansinnov	Biurteksa	MAK4IT	MIDAS GROUP
mobiparts	MUCHEN	SALON	NEO BUTION	NOVAPHONE	NSYS GROUP	OESE	BOOX
GT Distribution	RCS	RIBA MUNDO	Santida	ecobay	Schwarz Wald	scelte	SIMER
WHITE SHARK	Techerjoy	UFP	UNITED GROUP	UPANY	VUKA tel	AYAN TRADING	Rokid
METERS	MAJAR	TEHNO MAG	BlOND	Galactica	FLYCAT	MDFII	LONDS
FOXSKY	supn	ACMELL	LEADER	FOURA	AUKEY	GYROOR	EPB
PHAWE	OTOUCH	DL	BOYYE	Dialectic	PROKS	Lian	ASBIS
respiray	LenSun	Telecom Handel	DEALERS ONLY	mediola	SMARTHOME	Elektro Wirtschaft	BUS SYSTEME
IPT	CEMarkt	heise online	Smart Home	plugilo	DCI MEDIA	GLOBAL FAIRS	



IFA+ Summit
NEXT LEVEL OF THINKING

**IN THE FACE OF
DISRUPTION**

**De/Globalization –
The Universal Remedy?**

5 Sep 2022 | Hall 23

Confirmed Speakers

**Prof. Dr. Yanis Varoufakis,
Dr. Reinhard Zinkann,
Prof. Marcel Fratzscher,
Prof. Dr. Lisandra Flach, ...**

#deglobalization #IFASummit #IFA2022

TechniSat: Erstes Digitalradio mit BestTune-Technologie



Das neue Digitradio 307 BT ist mit der BestTune-Technologie ausgestattet. Dabei werden alle verfügbaren DAB+ und UKW/FM-Sender in einer einzigen Programmliste kombiniert – das Umschalten zwischen DAB+ und UKW-Modus entfällt.

[mehr...](#)



RESELLER PARK

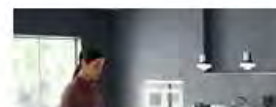
**ÜBER 90 AUSSTELLER +
CE-TRENDS ZU AKTUELLEN THEMEN**

BESUCHEN SIE UNS

**HALLE 25
STAND 101**

Neuer Akku-Staubsauger von AEG

Mit dem neuen Ultimate 8000 Öko bringt AEG nach eigenen Angaben



VIelfalt im vergrösserten RESELLER PARK

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- SMARTHOME CONNECTIVITY AREA
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- WORKSHOP NACHHALTIGKEIT

BESUCHEN SIE UNS

HALLE 25
STAND 101

UNSERE AUSSTELLER:



08 August 30, 2022



Sustainability under the spotlight at IFA's biggest ever Reseller Park 2022

Reseller Park is returning to IFA Berlin 2022 with its biggest-ever lineup and brand new Sustainability Zones.

Reseller Park is recognised on the world stage as a smart, tailored B2B marketplace bringing manufacturers, resellers, distributors, retail purchasers and traders together. This year, the innovative tech hub is presenting 90 exhibitors and introducing new hall topics in the field of Sustainability: The new "Sustainability Zones" feature a Green Tech Zone, a Sustainability section, the Smarthome Connectivity Area, as well as an all new Refurbishing zone.

"We are doing what we can," says Jan Nintemann, Managing Director of Global Fairs TT-Messe, about his motivation for bringing these new Sustainability Zones to life.

The Green Tech Zone is set to captivate and inspire visitors with daily workshops featuring a small stage and product presentations, coordinated by Global Fairs partner flocc. Speakers include the company Briif presenting what it claims to be the "world's most sustainable air purifier" made from 90% sustainable materials.

Two years of the coronavirus pandemic without trade fairs, the climate emergency, and the energy crisis pose major challenges for the tech industry. This is not only about the evolution of retail businesses amid e-commerce, but also new consumer behaviour facing these challenges.

Many things that were previously taken for granted are being put to the test. In particular, increasingly more young people – a main target group of consumer electronics – are thinking about their future. Not only are they questioning the causes of global warming and the plastic-littered oceans but also how they can change their behaviour in a way that conserves resources and protects the climate. The credo of new products is less so about 'even faster' or 'even more comfortable' and more about 'how damaging is it to the climate?'

This irreversible trend is therefore affecting consumer behaviour, with products increasingly being scrutinised for environmental compatibility and climate damage. The catastrophic consequences of the now clearly noticeable climate change also call for a technological and economic revolution: Which products and solutions not only do not pollute the climate and the environment, but at best have a "healing effect"?

Digitalisation and AI can be highly effective accelerators in the journey towards a climate-neutral world, with great opportunities for companies that invest in green tech and not in green washing. Reseller Park believes the path is the goal – you can't just flip a switch and suddenly everything is green. Instead, you simply start with as much and as well as you can and communicate it as it is.

Digitalisation and AI can be highly effective accelerators in the journey towards a climate-neutral world

This is how Jan Nintemann aims to organise this year's Reseller Park, in the most climate and environmentally friendly way possible – with an eco-certified stand builder who pays attention to the greatest possible reuse of environmentally friendly materials and to waste avoidance. Even the catering is to be organised as sustainably as possible.

Greenfever

Among this year's 90 exhibitors is the ISO-9001-certified Greenfever from Portugal, that has been specialising in the international refurbishing business with IT components for 14 years. The company operates with a weekly incoming stock of up to 10,000 units including drums and SSDs, notebooks and desktops.

BIOND

Belgian green tech company BIOND are experts in non-plastic materials, with a 100% biodegradable plastic substitute made mostly from processed wheat. Known as "wheat plastic", the pioneering product is not only used for packaging but also for the production of technical products such as cables.

KNX Professionals

In the "Smarthome Connectivity Area" KNX, as the world's largest smart home and smart building standard, will showcase energy-saving solutions. In most cases, an intelligent Smarthome system is also a green tech solution, because it (almost) always leads to a CO₂ reduction of 15 – 30%.



Hall 25

- Ecovacs
- Kuvings
- IFA International
 - DAY 1
 - PREVIEW
 - E-Magazine
- Newsroom
- Podcasts
- Press Boxes
- IFA Social
- Archives

PREVIEW

MONDAY 29TH AUGUST 2022



IFA
INTERNATIONAL

The Official
Show Daily
for Trade Visitors
& Business
Professionals



HALL 3.1
STAND 101



HALL 25
STAND 101

TOSHIBA

HALL 8.2
STAND 101

IFA 2022
**WHERE THE
TECHNOLOGY OF
TOMORROW MEETS
THE CHALLENGES
OF TODAY**



ADVERTORIAL



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In the "SmartHome Connectivity Area" KNX, as the world's largest smart home and smart building standard, will showcase energy-saving solutions. In most cases, an intelligent SmartHome system is also a green tech solution, because it (almost) always leads to a CO₂ reduction of 15 - 30%.

Sustainability under the spotlight at IFA's biggest ever Reseller Park 2022

Reseller Park is returning to IFA Berlin 2022 with its biggest-ever lineup and brand new Sustainability Zones.

Reseller Park is recognised on the world stage as a smart, tailored B2B marketplace bringing manufacturers, resellers, distributors, retail purchasers and traders together. This year, the innovative tech hub is presenting 90 exhibitors and introducing new hall topics in the field of Sustainability: The new "Sustainability Zones" feature a Green Tech Zone, a Sustainability section, the Smarhome Connectivity Area, as well as an all new Refurbishing zone.

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Hall 25

All the tools IFA 2022 trade visitors need to make business happen



IFA2022 is the perfect place for buyers to carry out their end-of-year business with leading consumer and home electronics brands.

The event, one of the most efficient global meetings for industry and trade, offers a wide range of services to its trade visitors to help foster productive business.

For starters, the **IFA Trade Visitor Centre**, located in Hall 1.2., allows trade visitors to meet in a quiet and relaxing atmosphere, away from the buzz of the trade fair. This way they can carry out their business affairs without being perturbed or interrupted. Here you will also find the **International Trade Press Stand**, where all of the leading national and international publications are available free of charge.

The **International Trade Visitor Reception**, which opens two hours before the trade fair's official opening time,

and from 8 to 10 a.m., invites visitors to connect over a tasty free business breakfast. While those with a busy schedule can take advantage of the shuttle service, which is there to ensure trade visitor ticket holders arrive at their next appointment on time.

Trade visitor tickets also grant visitors free access to this year's **IFA+ Summit Conference**, the thinktank of IFA 2022 (see opposite page), taking place on Monday, 5 September. Here, under the banner "the next level of thinking", national and international experts will explore the risks and opportunities of deglobalisation.

In keeping with tradition, tickets also grant visitors admission to exclusive **trade visitor tours** on the latest hot industry topics.

These two-hour tours will be held simultaneously in English and German and focus on the following topics:

- TVs
- Smart Household Appliances
- Fitness & Digital Health
- Mobile Devices
- Smart Home
- Digital Audio, Wireless Speakers, Headphones
- Global Markets International Sourcing Tour

For more information about the trade show and events visit the official information sources, IFA International, IFA Newsroom and IFA TechTalk. Please note there will be no ticket offices on the grounds and no registration counters at the entrances. People are therefore advised to purchase their tickets online in advance.

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DIVERSITY IN EXPANDED RESELLER PARK

THE BIG B2B NETWORKING AT IFA 2022

After 2 years of pandemic: Old & new product themes for a changed world

VISIT US

HALL 25

STAND 101

GLOBAL FAIRS TT-Messe

Jan Nintemann · www.tt-messe.de

OUR EXHIBITORS:								



Wirtschaft

Stromkrise zwingt Bitcoiner zum Abschalten

Wegen der weltweit gestiegenen Strompreise ist es nicht mehr rentabel, Bitcoins zu produzieren. Die Mining-Firmen finden trotzdem einen Weg, Geld zu verdienen. Die Kryptowährung werden unter gewaltigem Stromeinsatz in Hochleistungs-Rechenzentren [...]

[» Weiterlesen](#)

Anzeige

An advertisement for the IFA Berlin 2022 trade fair. The left side has a dark teal background with white and orange text: "90 AUSSTELLER + CE-TRENDS ZU AKTUELLEN THEMEN IM RESELLER PARK!" and "ENERGIESPEICHER GREEN TECH" in a stylized font. A white button with "MEHR ..." and a hand cursor icon is at the bottom right. The right side has an orange background with a white box containing "HALLE 25 STAND 101" and the "GLOBAL FAIRS TT-MEDIE.DE" logo. Below this is the "IFA CONSUMER ELECTRONICS UNLIMITED BERLIN, 2-6 SEP 2022" logo.

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VIelfalt im vergrösserten RESELLER PARK

DAS GROSSE B2B NETWORKING AUF DER IFA 2022

Nach 2 Jahren Pandemie:
Alte & neue Produktthemen für eine veränderte Welt

BESUCHEN SIE UNS

HALLE 25
STAND 101

UNSERE AUSSTELLER:



Date: August 18, 2022
 Categories: News



The eagerly awaited Reseller Park organised by TT-Messe is back at IFA Berlin 2022 and is expected to attract more exhibitors than ever before

With the return of IFA as an on-site event in Berlin this year, the B2B meeting point "Reseller Park" is back with a new location in Hall 25, around 90 highly dynamic exhibitors with a wide range of products and topics – and a small but highly interesting range of lectures on sustainability and climate neutrality.

"The world after the pandemic will be a different one than it was before the pandemic", said Jan Nintemann, Managing Director of Global Fairs TT-Messe, which organises the Reseller Park, 2 years ago – and the changes are now much bigger than thought back then!

Around 90 exhibitors are expected, which is a record turnout.

The Reseller Park will also revolve around sustainability and climate neutrality, with a sustainably certified stand builder and sustainable catering. "The fear of greenwashing should & must not lead to doing nothing – the path to climate neutrality is a journey and not a switch that you simply have to flip. Every company has to start somewhere with its possibilities to do something against the climate crisis – step by step," Nintemann explains.



GLOBAL FAIRS
TT-MESSE.DE

Reseller Park 2022 will therefore introduce two new themed areas, the "Refurbished Zone" and the "Green Tech Zone", where relevant exhibitors will present their environmentally and climate-friendly products and solutions.

The "SmartHome Connectivity Area" will feature, among others, KNX professionals who will present intelligent solutions, Mediola, who will demonstrate Smart Home interconnections and offer innovative climate- (solar-) storage and energy solutions.

Nintemann also expects great B2B networking in the Reseller Park, especially in the mobile and CE/IT/accessories segments. "Everyone wants to meet in person again and discuss the business future," says the managing director.

Visit the Reseller Park @ IFA Berlin 2022: Hall 25 / 101

INDUSTRY NEWS

Recent Posts

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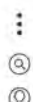
Kuvings unveils "world's first" Commercial Blender with automatic opening and closing function ahead of IFA 2022
 August 24, 2022

Tags

- 5G (13) AI (16) audio (29)
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- sony (13) sustainability (21)
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- Ecovacs
- Kuvings

- IFA International
- DAY 1
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Nach 2 Jahren Pandemie:

VIelfalt im VERGRÖSSERTEN RESELLER PARK

DAS GROSSE
B2B NETWORKING
AUF DER IFA 2022



ALTE & NEUE PRODUKTTHEMEN FÜR EINE VERÄNDERTE WELT:

- MOBILE DISTRIBUTION
- IT-ZUBEHÖR
- CONSUMER ELECTRONICS
- HOME APPLIANCES
- SMARTHOME CONNECTIVITY AREA
- GREEN TECH PRODUKTE/REFURBISHED
- WORKSHOP NACHHALTIGKEIT

WIE HAT SICH DIE WELT SEIT DER LETZTEN IFA (2019) VERÄNDERT?

Die Corona-Pandemie, die erfahrbar gewordene Klimakrise (vor 2 Jahren häufig noch als Schreckgespenst von Ideologen und als geschäftliche Bremse unter den Teppich gekehrt) und die durch den Ukraine-Krieg verursachte Energiekrise haben auch in der Tech-Branche Spuren hinterlassen – wobei auch diese Branche auf dieser Erde ja keine Insel ist ...

Dabei könnten die Herausforderungen dieser „Zeit nach der Zeitenwende“ gerade innovativen Unternehmen aus der Tech-Branche durchaus ein großes Wachstum beschern, indem sie in Produkte und Geschäftsmodelle investieren, die unsere Welt jetzt dringend braucht – in Green Tech; hier ist die Nachfrage nämlich jetzt schon deutlich größer als das noch recht überschaubare Angebot.

SmartHome-Lösungen sind in der Regel von Hause aus schon dem Green Tech-Sektor zuzuordnen, denn intelligente Haussysteme führen immer auch zu weniger Stromverbrauch und damit weniger CO₂-Ausstoß (zwischen 15-30%). Daher haben wir auf unserer Plattform neben den immer sehr gut frequentierten Handelsbereichen für Mobile und CE & Home Appliances neue Produkte und Lösungen für den Bereich SmartHome (KNX Professionals!), wobei der führende Vernetzungsanbieter MEDIOLA auf Initiative der SmartHome Initiative Deutschland auf unserer „SmartHome Connectivity Area“ live vorführt, wie SmartHome-Geräte unterschiedlichster Anbieter vernetzt werden können und funktionieren. Dazu kommen neue Solar-Energie-Lösungen (diverse Energie-Speicher-Anbieter) als auch Roboter sowie modernste Haushalts-Kleingeräte – der Fundgrubencharakter bleibt somit erhalten.

Ein Besuch im RESELLER PARK lohnt sich daher aus vielerlei Hinsicht – auch, um einfach wieder viele Bekannte aus der Branche zu treffen: „Wir müssen reden ...“

Herzlichst

Ihr Jan Nintemann
www.tt-messe.de

BESUCHEN SIE UNS

**HALLE 25
STAND 101**

**NEUE HALLE
NEUE THEMEN**

NOCH GANZ
WENIGE STÄNDE FREI
FÜR LAST MINUTE
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HALL 25 BOOTH 101



After 2 years pandemic:

LARGEST RESELLER PARK OF ALL TIME

90 exhibitors invite to the international Industry Networking

NEW HALL NEW TOPICS:

REFURBISHING
SUSTAINABILITY
GREEN TECH ZONE
SMARTHOME CONNECTIVITY AREA
MOBILE DISTRIBUTION
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FOCUS ON B2B:

Your last chance to be represented at a highly frequented B2B marketplace with a sustainable booth at IFA 2022 in Berlin without much effort!

We will be fully occupied in a few weeks – do not hesitate!

do not hesitate!

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There is no more cost- and time-saving way to meet such a maximum number of business contacts in the shortest possible time at one place than at the important leading and specialized trade fairs of the industries.

This is especially true in times of great technological transformation, which has already begun to change all our actions and the economy:

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Contact us via phone or email. If you can present particularly environmentally and climate-friendly solutions at the trade fair, we look forward to seeing you even more – become an exhibitor at our new marketplaces **REFURBISHED ZONE** and **GREEN TECH ZONE!**

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HALL 25

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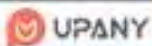


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IFA Berlin 2-6 SEP, 2022



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Reseller Park
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CONSUMER ELECTRONICS UNLIMITED

2 - 6 September 2022, Berlin

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HALL 9.0 E54-13





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ANZEIGE



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BERLIN, 2-6 SEP 2022

HALL 25

project of
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TT-MESSAGE



Personalie

Medienbericht: Wolfgang Metzke wechselt zur Deutschen Telekom

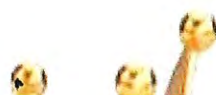
Das Handelsblatt will erfahren haben, dass Wolfgang Metzke, früher Chief Consumer Officer bei O2 Telefónica, im Sommer 2023 zurück zur Deutschen Telekom wechselt. Dort soll er für höhere Aufgaben vorgesehen sein.

[> weiterlesen](#)

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Telefongesellschaft: Die Könige der



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VIelfalt im vergrösserten RESELLER PARK

DAS GROSSE B2B NETWORKING AUF DER IFA 2022

Nach 2 Jahren Pandemie:
Alte & neue Produktthemen für eine veränderte Welt

BESUCHEN SIE UNS

HALLE 25
STAND 101

UNSERE AUSSTELLER:
