

RESELLER PARK

HALL 25

STAND 150

PRESSESPIEGEL

PRESS REVIEW

IFA 2023

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RESELLER PARK

THE ONE PLACE FOR B2B NETWORKING

Many business contacts and increased success at IFA 2023

OUR EXHIBITORS

										    	
		  		  		 					
 		 		 		 		 			
 		 		 		 		 			
 		 		 		 		 			
 		 		 		 		 			
VISIT US		 		 		 		 			
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Reseller Park
Communication - Computing - Smart Home

NEW MARKET TRENDS
SINCE 25 YEARS AT IFA

FOCUS B2B NETWORKING

FULL SERVICE
REFURBISHED MARKETS

EXHIBITION STAFF
CONSTRUCTION
CATERING
PR & PROMOTION

HOME APPLIANCES
OVER 1.000 EXHIBITORS

WWW.TT-MESSE.DE

RESELLER PARK

HIGHEST VISIBILITY
IN TECH CHANNELS
THROUGH CHANNEL-MEDIA PARTNER

IT
RESOURCE-SAVING
TRADE FAIR CONCEPT

SMARTHOME
TELECOM

BUSINESS EFFECTIVE MARKETPLACES

IFA 2023

GREEN TECH
MOBILE
CE ACCESSORIES

IFA 2023
BOOK HERE AND NOW:
early booking discount
preferred position

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JAN NINTEMANN
+49 175 541 3050

Date

26 Jul 2023

Categories

IFA Show News Market Trends



Reseller Park: Empowering Connections and Driving Success at IFA 2023

The Reseller Park will be back at IFA Berlin 2023 to offer attendees a vibrant atmosphere and an efficient networking platform, built over years of fostering high level channel connections. Visitors can be sure to efficiently build new business connections and bring back lots of inspiration in their back pockets.

This well-established marketplace, which has served as an annual meeting place for trade buyers and tech companies for decades, had already made a strong comeback at IFA 2022 – the first IFA event held after the pandemic. The comeback event attracted a remarkable number of trade visitors over five days, delighting the almost 100 exhibitors in attendance.

Expanding in Size and Influence: A B2B Platform that Commands Attention

One of the notable aspects of this year's Reseller Park is its impressive expansion compared to the previous year. In addition to the visitor campaigns initiated by Jan Nintemann's agency Global Fairs, the marketplace will boast around 110 exhibitors this year, including several leading channel media partners.



Jan Nintemann – Reseller Park

This diverse range of participants ensures that Reseller Park stands as a highly frequented B2B platform at IFA, occupying a significant portion of Hall 25. Its growth and popularity reflect its ability to adapt and meet the evolving needs of the industry, cementing its position as an essential destination for resellers and distributors.

Addressing Climate Change: Early Initiatives and Forward-Thinking Strategies

Nintemann, known for his visionary approach in the tech event industry, has long been proactive in addressing climate change and its impact on the consumer electronics (CE) sector.

In previous years, he organised the “Studio Climate Conference” alongside IFA, focusing on CO2-reducing SmartHome solutions and featuring climate and sustainability experts like Clara Meyer, the press spokeswoman for Fridays for Future. Nintemann’s dedication to tackling environmental challenges has positioned Reseller Park as a platform that not only facilitates business and innovation but also drives sustainability within the industry.

Europe’s Premier Refurbished Marketplace at IFA 2023

One significant focus for Reseller Park this year is the rapidly expanding refurbishing market. Alongside eBay, approximately 20 refurbished product exhibitors have set up shop within the marketplace, establishing it as a major hub for refurbished goods at IFA 2023.

This development not only highlights the industry’s recognition of the importance of sustainability but also provides resellers and distributors with an opportunity to tap into the growing demand for refurbished products, catering to environmentally conscious consumers.

Best-practice in Sustainable Stand Construction

As well as its commitment to sustainability, Reseller Park distinguishes itself through its environmentally friendly and resource-saving approach to the trade show construction. Building practices employed for stands within the zone adhere to the principles of the circular economy, with components and furniture being reused multiple times.

Furthermore, the materials used are predominantly environmentally certified, the carpeting consists of recycled materials, and the graphic walls are made from environmentally certified textile material framed in Aluminum, ensuring their reusability. The utilisation of energy-efficient LED lighting further exemplifies the industry's shift towards reducing its ecological footprint.

A Diverse Array of Cutting-Edge Products and Accessories Await

Trade visitors to Reseller Park can expect an exciting and diverse range of equipment and accessories related to CE, SmartHome technology, IT, and mobile devices. Renowned exhibitors from the market will showcase their latest products, providing resellers and distributors with a valuable opportunity to stay at the forefront of industry trends and developments, ultimately fostering growth and driving innovation within the CE ecosystem.

By offering a crucial platform for networking, driving innovation, and promoting sustainable practices, the Reseller Park reflects the resilience and evolution of the CE community.

Visit the Reseller Park @ IFA Berlin 2023: Hall 25 / Stand 150

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IFA'S RESELLER PARK

mit 110 Ausstellern weiter auf Wachstumskurs



Jan Nintemann blickt mit seiner Osnabrücker 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 Aussteller und Fachbesucher berichteten.

Bereits 2022, als der RESELLER PARK von 90 Ausstellern (2019) auf 100 herangewachsen war, zeichnete sich das gestiegene Interesse an dem internationalen Marktplatz ab. Nun konnte zur IFA 2023 die Ausstellerzahl nochmals getoppt werden: entgegen dem Trend ist die business-effektive Special Area zur IFA 2023 auf über 110 Mit-Aussteller angewachsen.

Nachhaltiges Messe-Konzept

Das gestiegene Interesse an der Reseller-Plattform führt Nintemann nicht nur auf die Veränderungen des Marktes durch die Covid 19-Pandemie und der leichten wirtschaftlichen Instabilität, die der russische Ukraine-Krieg nach sich zieht, sowie den Veränderungen, denen die IFA selbst durch die Umstrukturierung ausgesetzt war, zurück, sondern

auch auf die Eigenschaften und das Konzept des RESELLER PARK selbst:

- Die über Jahrzehnte gewachsene B2B Netzwerkstruktur + B2B-Marketing garantieren eine verlässlich hohe Fachbesucher-Frequenz
- Das Full-Service-Konzept erleichtert den Firmen erheblich den Messeauftritt (Zeit-Effizienz, Risikominderung)
- Der RESELLER PARK erweist sich als verlässliche Konstante in unruhigen Zeiten
- Das ganze RESELLER PARK-Konzept berücksichtigt alle heutzutage machbaren Nachhaltigkeitsaspekte:
 1. der gesamte Messebau-Stand inkl. LED-Beleuchtung wird eingelagert und wiederverwendet
 2. Alle Wandgrafiken werden aus umweltfreundlichem Textil-Material hergestellt und in wiederverwendeten Alurahmen angebracht
 3. Alle Teppiche werden recycelt
 4. Alle Kaltgetränke werden nicht in Flaschen, sondern aus Kaltgetränkeautomaten ausgegeben – was laut Anbieter zu einer CO₂-Reduzierung von 40 % führt
 5. die mittägliche „heiße Kleinigkeit“ ist vegan – was ebenfalls den CO₂-Fußabdruck reduziert

Refurbishing-Angebote als Themenschwerpunkt – inklusive 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/REFURBISHED.

Mit den ca. 20 Refurbishing-Ausstellern aber dürfte der RESELLER PARK auf der IFA Berlin den größten Refurbishing-Marktplatz dort abbilden. Dies hat u.a. auch den Weltmarktführer des traditionellen Gebrauchthandels, die eBay, in den RESELLER PARK gebracht. Denn während beispielsweise der Umsatz mit neuen Smartphones schwächelt, wächst der Refurbished-Markt seit ein- zwei Jahren deutlich an. Die langjährigen Global Fairs-Partner IPT und der hinzugekommene Refurbishing-Dienstleister MobiHub tragen zur geschäftlichen Effizienz dieses Bereiches bei.

Entscheidungsträger namhafter Anbieter und Marktanalysten, u.a. auch EUREFAS (europäischer Refurbishing-Verband) durchleuchten den neuen Refurbishing Markt, der im Zeitalter der Klimakrise nachhaltig immer mehr an Bedeutung gewinnen wird. 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

**VISIT US
AT RESELLER
PARK**

**IFA
HALL 25
STAND 150**

IFA 2023 RESELLER PARK IN BESTFORM

B2B2C Plattform expandiert und steigert Business-Effizienz

UNSERE AUSSTELLER

				ELKO GROW SMARTER	2 DIRECT	LogiLink.
			YUKA tel	MAJAR YOUR TECHNOLOGY PARTNER	imcopex	elbmatic fair play trade
UFP	GBS	RCS	ACCESS RECYCLE	BATNA24 CONNECTING THE NEW TECHNOLOGY	Zonn	YESS
item international	HiziKartus Kartus is Your Gateway	TWIST endless devices	CUBOT	DigiView ECO-FRIENDLY - RETURN TO NATURE	ALECTER POWER YOUR LIFE	innostyle
VISIT US			GPSG GLOBAL PERIPHERALS & SOLUTIONS GROUP	GSMshop.at mobile phones and more	ALBA-TRADE	NOVAPHONE novaphone.pl
HALL 25			ARGO trading	blackbell 360 DEVICE LIFECYCLE SOLUTIONS	FLYCAT	nektova
STAND 150			ALLPOWERS Power Your Better Life	CONCEPT BUILDING PROGRESS TECHNOLOGY	ZIKE	ETIGER
	UNISTELLAR	Bonlata MILLION CONCEPT	JUST MUST	heidi smart SKYTECH Skytech Creations Limited	eggder	CHUN LAM
	Typhur	Airwheel	Innisfox	VEGER — MORE THAN FASTER —	RTABLE Electronic Technology	MAGIC ENERGY
	ARUN	山鵬數碼有限公司 HILL POND DIGITAL PRODUCTS LIMITED Since 1989 www.hillpond.com.hk	pcs wireless	iMongroups	electro	EW Elektro Wirtschaft The High-Tech Electronics Retailer and Distributor since 1952
						BUS SYSTEME Mobile Geräte & Zubehör

ACTION GLOBAL	dexxIT DISTRIBUTION OHNE UMWEGE	KIOXIA	ROIDMI	ebay	CTX	ECOM www.ecom-trading.com
Emolo	ASBIS SUCCESS THROUGH FOCUS	ecobay	SASWELL Climate Technologies	SZSSTH	crucial by Micron	ECS IPC
UNITED EGROUP	seelte communicate right	BOOX	Lensun Mobile Lifestyle	GO Europe GmbH	Trust.	Sunstrike
AT 7 SEVEN www.at7seven-group.de	NOW:GO	IntumTrading	Nano Electronic Co (Hong Kong) Get Connected For Better Deals	OTOUCH	ERREGAME Your Trusted Global Distributor	USMP US MOBILE PHONES INC.
Mifa	Dr.FONES Certified by DR Fones	Union Camera BRANDSTAR	CYKERO	amzchef	infinityplus	BIURO ABC
walluniverse More than Distribution	ALMACOM	CUMUS	etree Green IT Distribution	DEEE DEEE-TRADING	LONDS	Biurteksa
Energizer Maxxon	FUVISION Stay Connected Protect Simplified	mobico	EUROMEDIA INVESTMENT GROUP S.L.	LIMIFIELD	BIONd	DYNA-MIX
NSYS GROUP	NEO BUTION	UNITY TRADING	mobi parts	ELECTRO SHIVA S.L. www.electroshiva.com	AXR	ID PHONETASTIC A PHONE PARTS DISTRIBUTION COMPANY
mobi hub	MAK4IT	GSM PLUS	OT distribuzione srl	tmap	TEHNO MAG	RIBA MUNDO TECNOLOGIA
IPT	CEMarkt The Specialist in Home and Mobile Consumer	ChannelPartner	plugilo DCI MEDIA	Telecom Handel	DEALERS ONLY	GLOBAL FAIRS TT-MESSE.DE

PREVIEW

FRIDAY 25TH AUGUST 2023

 **IFA**
INTERNATIONAL

The Official
Show Daily
for Trade Visitors
& Business
Professionals

beko
HALL 3.1 / 105

Hisense
HALL 23 / 101

 HALL 3.1
101

 **Reseller Park**
HALL 25
150 A-K
GLOBAL FAIRS
TT-MESSE.DE

VESTEL
HALL 8.2 / 101

IFA 2023 EVOLUTION NOT REVOLUTION

IFA BERLIN IS GEARING UP
FOR ITS 99TH YEAR

IFA LEADERS SUMMIT



SNEAK PEEK



#14

**EXCLUSIVE
INTERVIEW**

DR SARA WARNEKE
Managing Director,
gfu Consumer & Home
Electronics

45th
anniversary
Kuvings' past 45 years
and the next 100 years

The Best Juicer & Blender

If you want the best-tasting juice,
Experience Kuvings products recognized around the world.
Be a company that continues to grow alongside our customers.

Hall 6.1, Stand No. 201



RESELLER PARK

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OUR EXHIBITORS

				ebay	ROIDMI	CTX	ELKO COPPER PRODUCTS	ECOM		
				dexxIT RESELLER DINE UNPACK	KIOXIA	crucial by micron	ECS IPC	3M		
				LogiLink	imcopex	GO. Europe GmbH	Trust.	elbmatic by pax data		
				Union Camera X	CYKERO	amzchef	infinityplus™	ERREGAME		
				ALMACOM	CUMUS	etree	LONDS	Biurteksa		
				IntumTrading	mobico	EUROMEDIA GROUP	BIOnd	DYNA-MIX		
				NEO BUTION	UNITY	mobi parts	ELECTRO SHIVA S.L.	AXRO	IC PHENASTIC	
				BIURO ABC	MAK4IT	GSM PLUS	OT.distribuzione s.r.l.	imap	TEHNO MAG	KIBA MUNDO
				AT SEVEN BY GIGASYS	ASBIS® ACCREDITED MEMBER COMPANY	GPSG	GSMshop.at Mobile phones and more	ALBA-TRADE	NOVAPHONE	FBI FORTBEL BY GIGASYS
				TWIST Mobile Services	Dr.FONES	ARGO LIVING	blackbelf 360	FLY CAT	nektova	CHUWI
				BOOX	ALLPOWERS Power Your Better Life	CONCEPT Distribution Center	ZIKE	eTIGER®	Blackview Support mobile smartphones	OSCAL Only The Best
				Bonfala MILLION CONCEPT	JUST MUST	heidi smart SKYTECH	eggo der	CHUN LAM	CONFIGER	
				Airwheel	Dongguan Xiaogu Electronic Technology Co., Ltd	VEGER	RTABLE	MAGIC ENERGY	Fast Track	
				V Distributors	pcs	Wormgroup	electro	AVT Electro Wirtschaft	BUS SYSTEME	
				einsAmobile	CEMarkt	ChannelPartner	plugilo	Telecom Handel	DEALERS ONLY	GLOBAL FAIRS TT-MESSE.DE
				IPT	mobi hub	Typhur				

VISIT US

HALL 25

STAND 150

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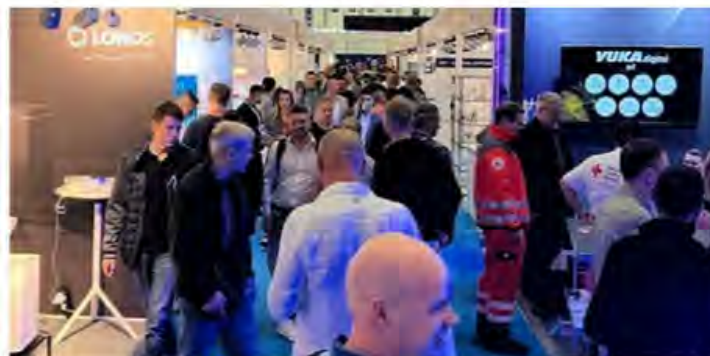
Jan Nintemann

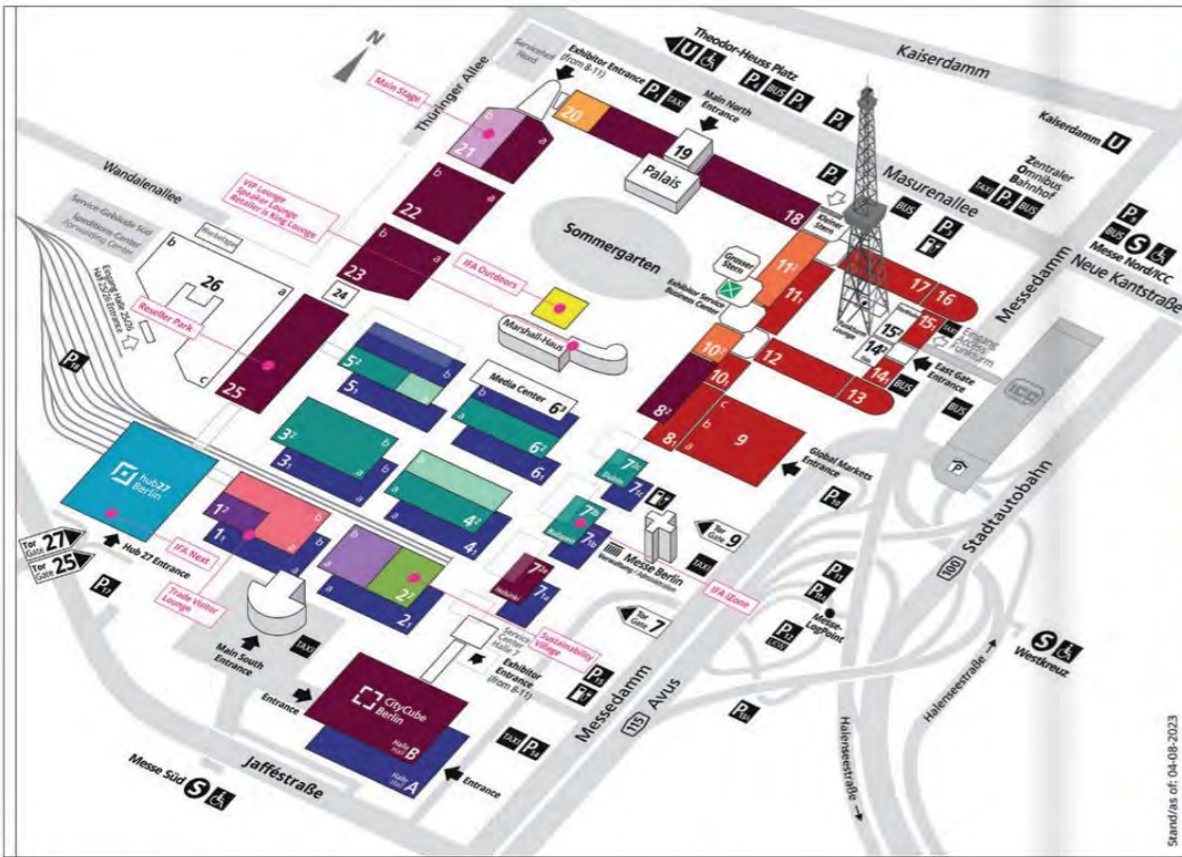
Global Fairs

Reseller Park reflects the resilience and evolution of the CE community.

Visit the Reseller Park @ IFA Berlin ■

Hall 25 / Stand 150 A-K





- 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/iss of: 04-08-2023

TCL

INSPIRE GREATNESS

HALL 21 - STAND 101

TOSHIBA

HALL 8.2 - STAND 101

VESTEL

HALL 8.2 - STAND 101



HALL 22 - STAND 114

Ferre

City Cube - STAND CCA-315



HALL 18 - STAND 101



WIGGO
HALL 7.1 - STAND C610

wilfa
HALL 4.1 - STAND 204

muRata
INNOVATOR IN ELECTRONICS
HALL 9 - STAND 620

C+A GLOBAL
HALL 3.2 - STAND 311

CHANGHONG
HALL 23 - STAND 202
HALL 5.2 - STAND A206

Hisense gorenje ASKO
HALL 23 - STAND 101

Reseller Park
HALL 25 - STAND 150 A-K

ARZUM
OKKA
HALL 6.2 - STAND B307

doro
HALL 6.2 - STAND A114

Jabra GN
HALL 4.2 - STAND 101

laifen
HALL 5.2 - STAND B302

AVM
HALL 10.2 - STAND 107

ALTEC LANSING
HALL 1.2 - STAND 206

KUMTEL
City Cube - STAND CCA-309

SANGEAN
HALL 1.2 - STAND 320

SHOKZ
HALL 4.2 - STAND 214

TRI ENVIG
HALL 4.2 - STAND 306

MP
HALL 11.2 - STAND 200

KOREA PAVILION
Inspirational Technology Leader
hub 27 - STAND 1150

XGIMI
HALL 1.2 - STAND 121

BERGNER
HALL 5.2 - STAND B324

AIPER
bring vacation home
HALL 20 - STAND 201

HORIZON
enjoy evolve entertain
HALL 20 - STAND 210

euronics
HALL 27 - STAND 101

Omniindex
hub 27 - STAND 563

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				eBay		CTX		ECOM											
				ROIDMI		dexxIT		KIOXIA		crucial		ECS IPC		3M					
				LogiLink		VUKA <i>for tel</i>		imcopex		GO <i>Europe GmbH</i>		Trust		elbmatic					
UFP		item international		Emolo		MiFA		MAJAR		Union Camera		CYKERO		amzchef		infinityplus		ACTION GLOBAL	
GBS		RCS		USMP		walluniverse		ALMACOM		COMUS		etree		OESG		LONDS		Biurteksa	
ACCESS RECYCLE		BATNA24		sejte		OTOUCH		IntumTrading		mobico		EUROMEDIA		BIOnd		DYNA-MIX			
VISIT US				UNITED eGROUP		NSYS GROUP		NEO BUTION		UNITY		mobiparts		ELECTRO SHIVA		ARX		ID PHONETASTIC	
HALL 25				ELKO		MAK4IT		GSM PLUS		OT		imap		TEHNOIAG		SIBA MUNDO			
STAND 150				ERREGAME		ASBIS		GPSG		GSMshop.at		ALBA-TRADE		NOVAPHONE		FORTBEL			
TWIST		Dr.FONES		ARGO		blackbell360		FLYCAT		N nektova		CHUWI							
FUVISION		Energizer Maxxon		NOW:GO		DigiView		BOOX		ALLPOWERS		CONCEPT		ZIKE		eTIGER		Blackview	
ecobay		SASWELL		Lensun		ALECTER		Bontala		JUST MUST		heidi smart		egg8er		CHUN LAM		COMFIER	
zonn		YESS		HalKartus		innostyle		Airwheel		Innisfox		VEGER		RTABLE		MAGIC ENERGY		Fast Track	
Sunstrike		CUBOT		ARUN		pcs wireless		electro		Ektele - Wirtschaft		BUS SYSTEME							
IPT		mobi hub		Typhur		UNISTELLAR		CEMarket		ChannelPartner		plugilo		DCI MEDIA		Telecom Handel		DEALERS ONLY	
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