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Campaign for



CONSUMER ELECTRONICS UNLIMITED
BERLIN, 6-11 SEP 2019

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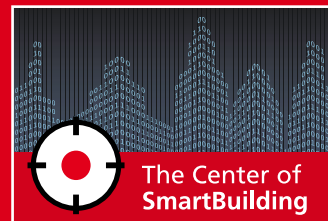
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IPT



THE SMART BIOPHILIA REVOLUTION



Visit The Speech on 9 September
from 10:30am
STATION-Berlin Showroom

to the ticketshop of the sustainability Forum

»Das Biophilia Konzept –
The next big thing
in Smart Buildings«

Mike Lange
Smart Home and
IoT Expert/Entrepreneur



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Come and see us at
ISP @ IFA Global Markets
12:30 9th September
at STATION-Berlin



75 international manufacturers and distributors invite:

DEAR IFA BERLIN TRADE VISITORS!

Even in the economically challenging year of 2019, the indications are that IFA - as the world's largest consumer electronics ordering event - is going to be very well-attended. Or perhaps the economic challenge is the reason for this. Because how or where else other than here, at the world's largest market place for digital products, can trade visitors effectively and comprehensively explore - over a short time span and through many personal conversations - where their individual business direction is heading to in times of change? The abrupt end to CEBIT has also placed more emphasis on IFA Berlin - where else is the increasing digitalisation of our daily lives presented? The established IFA Reseller Park, which has meanwhile grown to a record number of 75 exhibitors, fills the whole of hall 11.1 - in immediate proximity to the Oktoberfest tent, Funkturm, IT hall 17 and the iZone, as well as large CE brands in the adjacent halls. Even global PC brand DELL has joined Reseller Park this year. Across all product segments of the IT, mobile, CE and home appliances world incl. household robots, hall 11.1 presents itself as an exquisite B2B market place with international distributors (Yukatel, ECOM (NEXOC), 2 direct (LogiLink) and many others. Particular attention should be paid to the SmartHome exhibitors (Center of SmartBuilding) and the daily workshop programme of the SmartHome Initiative Deutschland, where trade visitors can hear about the very latest in SmartHome and SmartBuilding technologies and business, presented by renowned professionals (including KNX, SYR).

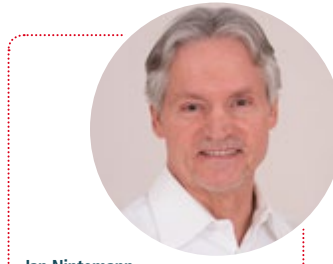
Berlin, the IFA, the IFA GLOBAL MARKETS (STATION-Berlin) and Reseller Park in Hall 11.1 are definitely worth a trip ...

Welcome!

Yours,

Jan Nintemann
GLOBAL FAIRS TT-MESSE
Organisator Reseller Park

HALL 11.1



Jan Nintemann,
Owner Global Fairs TT-Messe

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KNX Secure

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SMARTHOME FORUM AT IFA 2019

Smart technology has become a central component of our society. The benefits - namely more comfort, increased security at home as well as lower heating and cooling costs - are meanwhile generally well-known. Smart Home products and systems are affordable for everyone and can not only be included in a new building but also integrated into an existing dwelling. There is, however, a confusing number of systems and standards. The SmartHome Initiative Deutschland is providing information at the SmartHome Forum in Hall 11.1 on all IFA days.

Smart Home is booming. Consumer demand and turnover increase rates are growing rapidly. Yet SmartHome still requires explanations. Which system is suitable for which task? What can be combined? What can be done and what is one allowed to do in terms of DIY and what craftsman is required for which project? The SmartHome Initiative Deutschland e.V. is providing information at the Forum of the Center of Smart Building at Hall 11.1 with 30 minute presentations on all IFA days. Topics range from basic "SmartHome Ready" smart equipment to retrofitting of existing housing stock and from the in-teroperability of different systems to cybersecurity. The target groups for these presentations are traders, craftsmen, planners, architects and, of course, consumers. For IFA visitors admit-

tance to the SmartHome Forum at Hall 11.1. is free of charge. Presentations start daily at 10.30am. After the lunch break, Berlin-based actress Theres Eglinski will be introducing the afternoon sessions. Friday, 06 September, features a special event: The SmartHome Initiative Deutschland will be founding its Berlin-Brandenburg regional group. This regional group will be chaired by Professor Birgit Wilkes (TH Wildau) and supported in organisational matters by Berlin Partner. It is to support local and regional companies in networking and, by means of theme days and expert talks, provide professional development.

Another announcement underlines the consistent orientation of the Federal State of Berlin to become a Smart City. From 2020 on, within the scope of the "SmartHome Deutschland Award" of the SmartHome Initiative Deutschland, the Berlin senate - in addition to the established categories "best product", "best Start Up" and "best student achievement" - will present a special Berlin award for the "best Berlin SmartHome Project". The application process opens in January 2020, the award winning ceremony will be held in May 2020.

Facts:

- Location: Hall 11.1
- Start: daily 10.30am
- Online agenda: <https://bit.ly/2YTxl0>
- Free admittance



Günther Ohland
President of SmartHome Initiative Deutschland association



Scan QR Code for the complete Agenda

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06-11 September 2019
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BERLIN, 6-11 SEP 2019

Visit us: **Hall 11.1 • Booth 160**

CLIMATE CHANGE IS CHANGING THE ECONOMY AND SOCIETY ALL AROUND THE GLOBE

BREAKING NEW GROUND



SUSTAINABILITY FORUM FAIR ,ISP@IFA Global Markets' and SMART GREEN MARKEPLACE at STATION-Berlin within the scope of IFA (8 – 11 Sept. 2019)

Dear marketers & product managers of consumer and TEC products, decision makers in the building industry, event managers, trade fair managers and organisers as well as representatives of specialist media

You/all of us, by the way we act, influence how friendly or how harmful our business is to the environment. It is a shocking revelation that our daily business is still going on as usual and how little we are aware of its impact on climate. Personally, I have been active in the TEC industries for more than 30 years - but never before have I experienced such a fundamental and principal questioning of my private and business actions as this year. Something has changed.

Of course nothing is more constant than change - this has always been my motto. But this year things are different. The "genie of climate change" is out of the bottle - for good. We are hit with full force upon realising that climate change is not an invention by "spoilsports of the free market" - climate change is real. Here and there it has already become perceptible - scientists say these are only harbingers of things yet to come. Not in 100 years - according to scientific forecasts, but rather as soon as in 10,20,30 years habitats will have been destroyed in many places on this planet. At present, we are already experiencing forest diebacks and extinction of species and insects on a large scale, and a huge number of forest fires out of control here in Europe, too. Even water shortage has become an issue - here in Germany as well. Keep in mind: these are all just harbingers. They remind us that soon we will have reached the point of no return, when global warming has become unstoppable.

Can we afford to continue doing "business as usual", putting the future of the next generation at risk? No - we cannot do that. We need to break new ground. If we don't, the young generation, to whom we are trying to sell our products, will turn away. They want a future, too. Success of products should depend on how climate-friendly their production has been - and how sustainable they are.

All of us need to think about sustainable and climate-friendly business and action as soon as possible - and all of us, everyone according to his own means, needs to adjust his or her business and action to a "green lifestyle" as soon as possible, both professionally and in private. This requires TRYING TO GAIN KNOWLEDGE: WHAT DOES SUSTAINABLE BUSINESS ACTUALLY MEAN, this business that needs to leave its green niche and penetrate all areas of life everywhere on this planet - like water always seeping to a deeper spot?

SMARTBUILDING AGAINST GLOBAL WARMING
Trade fairs present the future - and this future can only be green and environmentally-friendly. Let's start at our own doorstep. Sustainability through digitalisation - new ways of life - smart buildings - climate-neutral trade fair halls with climate-neutral trade fair stands for exhibitors showcasing green products - which achieve the greatest economic success in the competition of the best green solutions - this is where we need to go. Knowledge of sustainability in a world of business and action at trade fairs presenting a smart and green future - this is the topic of the first sustainability conference fair organised by Global Fairs, with renowned experts from different relevant areas of expertise.



Jan Nintemann, Owner Global Fairs TT-Messe

Seats are limited at this sustainability conference with climate and environmental experts as well as decision makers from trade fair associations, commerce and industry. So please register now to visit the conference and the Smart Green marketplace special show (B2B trade visitors and media only). In case of free seats, tickets will also be available directly at the clearing entrance of STATION-Berlin, Luckenwalder Str. 4-6. Let's save our Planet – welcome to the Sustainability Conference!

Yours, Jan Nintemann

ISP@IFA
Global Markets
INTERNATIONAL SUSTAINABILITY PARK

SEP 08 – 11 2019

STATION BERLIN
Luckenwalder Str. 4-6
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Luckenwalder Straße 4 – 6
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(Showroom – direkt am Eingang rechts)

CLICK HERE: TO THE TICKET SHOP OF THE SUSTAINABILITY FORUM

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