



Jan Nintemann
organiser of B2B business pavilions
for more than 20 years

▼ He shares here his views on the significance of CE China for the European CE and HA industry

EUROPEAN PAVILION

European Brands Export To China

Personal letter to my colleagues in the sector

China and Europe are moving closer together. The political landscape is changing at the present – and, consequently, so too are the economic relationships and interconnections between continents and nation states.

SO WHAT HAS CHANGED?

At breathtaking speed, China has worked its way up – within just 1-2 generations – from a developing country to the world's largest economic nation.

300 million well-off Chinese consumers now want access to international living standards. And they also want to buy the Western lifestyle products.

Wages are steadily rising in China, pushing living standards higher and higher for more Chinese people – and that means a corresponding rise in consumer demands. And a big sales opportunity for you.

Now is the time to export your consumer products from Europe to China and Asia.

THE OPPORTUNITY TO CHALLENGE THE STATUS QUO

Your production costs usually decrease significantly as your unit sales volumes rise. This is an important competitive factor that help those companies that do sell more. But in the more mature markets of the Western markets, our young European brands can find it difficult to raise their sales volumes against incumbents.

China offers a new hunting ground for your business.

THE SOLUTION

Typically Europeans have more experience in managing a brand and Chinese partners and consumers respect this know-how. The new and emerging Chinese (and Asian) consumer markets allow European makers an opportunity for exponential growth, something they can't necessarily get by staying home.

Also European products enjoy greater popularity for image reasons--because the Chinese consumers know that these products fulfil the strict European licensing conditions and the high standards of European product audit controls and legal provisions concerning quality, guarantee, protection against health risks, sustainable environment protection, safety, etc.

Additional sales turnover from China will make it possible for you to be more competitive in the domestic market as well as on the global market. European companies, even if their European products are manufactured in China, now realise that Chinese consumers are willing to pay a higher price for quality products 'made in Germany' or 'controlled in Europe'. For example, the German and European automotive industry has led the way. It is due to the Chinese production and sales markets that the German automotive industry has succeeded in always remaining right at the forefront of the world market.

Now the time has come also for European CE and HA suppliers to enter China and the Asian market...



CE CHINA IS YOUR BEST OPPORTUNITY TO GET INTO CHINA AND ASIA

The principle of simple and easy business between European and Chinese companies which has guided IFA right from the beginning, is also seen in the Messe Berlin concept of CE China (started two years ago in Shenzhen, the largest CE manufacturing site in the world).

Participation in the exhibition in **our new EUROPEAN PAVILION at CE China** is (almost) as **easy** as participation in our established B2B parks in Germany (e.g. at the Reseller Park at IFA).

As we do at our exhibition platforms in Germany, also in China we ensure your exhibition participation by means of our full service packages. We minimise the work – as well as the risk – on your part.

In collaboration with IFA we help your ‚return on investment‘ by, for example, ensuring that all our pavilion exhibitors are visited by the most important and official strategic CE China partners including the two most important retail companies in China:

1. **Suning** – largest Chinese offline retailer with more than 4,000 stores in China, Hong Kong and Japan. Turnover over \$20bn per annum. Strategic partner of CE China for the next 3 years – offers extensive support for import to the Chinese market (logistics, customs, sales, marketing)
2. **JD.com** – largest Chinese online retailer with approximately 270m active users, over 35bn turnover per annum. It has a service chain for import similar to that of Suning.

4000 stores! 270 million users! When you think about doing business in China, you have to think in terms of volume – more like the big USA market than our daisy chain of European markets.

Almost 12,000 trade visitors from 38 countries visited the 2nd CE China in 2017.

To reach your company sales destiny in China, you can now rely upon two important German partners: Messe Berlin with **CE China** and Global Fairs TT-Messe with the new **EUROPEAN PAVILION**.

At our **EUROPEAN PAVILION at CE China** in Shenzhen we now offer our full services which have been developed and become renowned over 20 years such as stand construction, catering, promotion via media partnerships also in China, information about flights, hotels, etc.

CHINA HAS NEVER BEEN WITHIN SUCH CLOSE REACH – COME ABOARD AND ENTER THE MOST IMPORTANT FUTURE MARKET OF THE WORLD – with us as your partners, it’s easier than you think!

Kind regards

Your



Jan Nintemann

You can find detailed information on our website www.tt-messe.de.

If you are interested, please feel free to contact us beforehand:



GLOBAL FAIRS
TT-MESSE.DE

Global Fairs TT-Messe
Bohmter Strasse 40
49074 Osnabrück / Germany

Phone +49 541 97126-0 / Fax -66

Mobile +49 160 213 4660

www.tt-messe.de