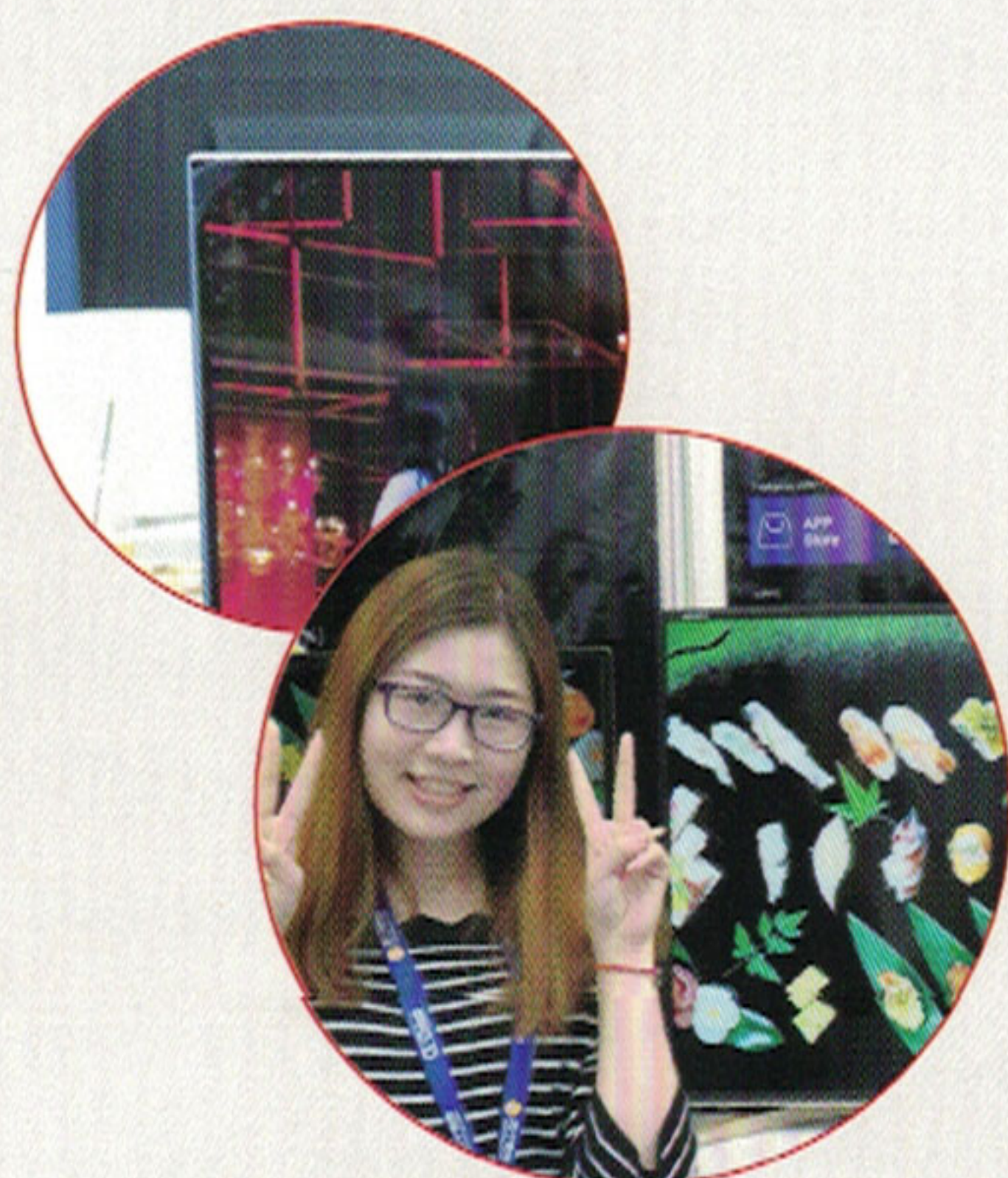


BUYERS' GUIDE

TVs



GOOOOOOOAL!!!

The Soccer World Cup is set to drive the market for 4K TV throughout Asia-Pacific and indeed the world, resulting in very healthy sales this year. Find out what key innovations you should be looking for in TVs today in our buyers' guide.

Read page 7

CE China: Innovation Drives Market

New product ideas meet new retail strategies in a heady cocktail for success



Orient Zhu
Vice-President, IDG China

Read page 5

With the greater part of all the world's most spectacular innovations in the field of technical consumer goods having been announced over the past decades at IFA Berlin, CE China is following suit with its own share of "smart" solutions.

As a meeting of minds, it has yet again become clear this year that the key to success in this business, just like many others, lies in innovating, and having the right contacts to get to market. It's as simple as that.

Analysts have underlined the fact that today more than ever, innovation is what drives markets, and never before has this been more the case in

**“ WHEN
TIMELY
PRODUCTS
MEET CLEVER
DISTRIBUTION,
THAT'S
CALLED CE
CHINA!**

the field of retail as well. Working as a catalyst in this field is a specialty not only of organisers Messe Berlin, but also of their key partner on this event, IDG (see our exclusive interview, page 5).

When timely products meet clever distribution, that's called CE China!

TRADE TALK

Sophia Tsao

Vice President,
Newegg Global
Marketplace



“ Chinese consumers heavily utilize mobile shopping through chat applications and prefer very content-rich product pages. (...) Considering these and other elements, Newegg has developed a truly native mobile app tailored for the Chinese consumer.

» Read page 4

HOME ENTERTAINMENT

Thomas Ruff

Managing Director,
Intepas, German
distribution agency
of YAMAZOKI



“ We want to activate more senses than just hearing (...) That's the way the company has developed wireless, mobile speakers which are unique, high-quality, easy to handle, sexy, and that can be described by a single word: lifestyle!

» Read page 6



Thomas Ruff, Managing Director, Intepas, demonstrating the MOKTAK Bluetooth speakers at CE China.

YAMAZOKI MEETS POTENTIAL CHINESE PARTNERS @ CE CHINA

Hot on the heels of an announcement that the brand is henceforth distributed in Iran, YAMAZOKi and their MOKTAK PRO are at CE China this year talking to potential partners in this part of the world.

YAMAZOKi is a German company founded in 2014, developing mobile Bluetooth speakers which fit perfectly into modern stylish life and ambiance. YAMAZOKi develops products with a pure focus on individual design, unique pleasure of music and high operator convenience, aiming to bring even more colour into everybody's life.

YAMAZOKi's MOKTAK - mighty speakers like no other – portable, foldable, stylish and with stunning sound reproduction, connecting to all devices via Bluetooth – were originally launched in 2014, and immediately gained a lot of attention with the mobile and trendy younger generation, all around the globe. The unique design, influenced by the wooden percussion instruments of Buddhist monks, and the brilliant colours are eye-catching and have supported the international sales success in a very competitive market.

In September 2015, the MOKTAK Pro was unveiled during IFA show in Berlin, with the same stylish

appeal but with clearly enhanced performance. Amazing stereo sound reproduced everywhere with impressive bass, on the go, during sports activities or in leisure times. The foldable speakers consist of two hemispheres which close to a well-protected ball via magnetic clips, easy to transport. The bendable bar between the two sound speakers serves as a handle.

"We want to activate more senses than just hearing", said Thomas Ruff, Managing Director of German distribution agency Intepas, adding, "Through the remarkable design and pleasurable feel of the surface, for example, the MOKTAK Bluetooth Speaker activates the senses hearing, touch and sight. That's the way the company has developed wireless, mobile speakers which are unique, high-quality, easy to handle, sexy, and that can be described by a single word: lifestyle!" ■

» **STAND 9A03**