

At the **IFA Global Press Conference** held in Turkey (the largest one yet), analyst GfK presented some good news-- **the global CE market should return to growth in 2014 (1%) and 2015 (5%)** thanks to an improving world economy and returning TV and PC sales.



In our EMEA region, the bulk of such growth will come from MEA as Europe will make only a "minor contribution."

The improving market conditions explain why IFA exhibitor sales are a high level, even 4 months before the show.

**Dr. Christian Göke, Chief Executive Officer of Messe Berlin** says, "We are already eagerly awaiting IFA 2014, and for the first time we can offer an increased area in response to the continuing high level of demand from exhibitors. With the

### **CityCube Berlin**

we have not only gained 6000 sq. metres of urgently needed display space, but it also creates new opportunities for meeting exhibitors' additional requirements.

"This event will again provide the markets with an effective impetus," adds **gfu chairman Hans-Joachim Kamp**

. "With a new congress and its traditionally large number of new products on display, along with innovative solutions and unique new products making their world debut, IFA 2014 is again setting new standards."

Written by Marco Attard  
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2014 sees the launch of the "**IFA+ Summit**," an international forum bringing together top executives and minds from the technology and content fields, as well as discussion on new trends and ideas. Samsung president and CEO

**Bo**

**o-Keun Yoon**

will give the IFA 2014 opening keynote.



### Important changes on the fairgrounds

When visitors go to IFA on **5th-10th September 2014**, they'll notice big changes on the Berlin Exhibition Grounds. The Messe Süd entrance landscape will be dominated by the new

[CityCube](#)

*[shown in photo]*

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The multi-storey structure will be able to host events with up to 11,000 participants when it opens in May 2014. The venue also leads into Hall 7.

At the same time the iconic **ICC Berlin** (across from Halls 13-16 and the East Entrance) will terminate operations in order to undergo extensive restoration work.

## GfK Predicts Global Growth for CE

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