

## Reseller Park Gets Bigger at IFA 2019

Written by Alice Marshall  
03 September 2019

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Global Fairs announces 2019 is the biggest year yet for the Reseller Park as it takes over the entirety of Hall 11.1, allowing for more exhibitors and square metres than ever before.



The 2019 edition of the Reseller Park hosts over 70 exhibitors across a broad range of consumer technologies. Exhibitors get a business platform complete with hospitality area for business networking and aggressive international and German campaigns to alert trade visitors, while buyers get to check out the latest innovations. Exhibitors gather in specific "clusters," such as mobile communications and consumer IT.

In addition, Global Fairs has been aligned with SmartHome Initiative Deutschland since 2015, bringing products from the growing smart home category at the level of KNX, the favourite standard in Europe. Other product categories on show at the Reseller Park include wearables, IoT devices and gadgets, all in one place promising to recognise the importance of trade buyers.

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