

RESELLER PARK Open for Dealers at IFA

Written by Bob Snyder
10 August 2010

The 50th IFA is set to be the biggest and successful event to date, says Messe Berlin. That's also echoed by the organiser of the official Reseller Park at IFA, Jan Nintemann, MD of Global Fairs TT.



His turnkey trade-only platform now covers 1600 sq. metres of floor space, hosting 40 exhibitors including some exclusive brands.

Reseller Park is known as an affordable and less taxing way for vendors and distributors to participate at IFA as his company organizes all paperwork and provides support-- including a hospitality area where exhibitors can meet prospective buyers.

The **Reseller Park** has its own entrance to the trade fair grounds and will be in Hall 9 for the third straight year. Hall 9 features the mobile technology at IFA and has proved to be a big draw for resellers of all types (mass merchants, mobile specialists, and of course even the PC dealers that race to reflect the shift to smartphones, mobile devices and mobile accessories).

Originally the **Reseller Park** started to help PC vendors find the convergence with CE dealers. Nowadays, Nintemann is especially pleased **Sony Ericsson** has chosen the Reseller Park platform along with other big mobile names in Halle 9: **Brightpoint, MobileWorld Distribution (Phonehouse), ENO Telecom, Avenir Telecom, Komsa, Sagemcom** to name a few.

Western Digital, Antec and others will exhibit in the Reseller Park as well companies such as **Bandrige, Purelink** and **IT2U**.

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“All of these exhibitors have profited from the international contacts they have made at the **Reseller Park**

. The Business Lounge is perfect place to make old and new business acquaintances,” says Nintemann.

Nintemann reckons three 3 factors which will come together to boost IFA 2010:

1. New technology – in TV and gadgets, of course. But, above all, in the mobile devices industry. Apple’s development in communications and entertainment has increased the pace of and now everyone wants to take advantage of the need for accessory products. This trend will be most evident in Hall 9.

2. Improving Economy – After two years of financial crisis, the drop in consumption has finally hit bottom and is bouncing back up. Market research shows – at least in Germany – increase growth and an improvement in the mood of consumers to buy.

3. Good timing –The IFA event takes advantage of the upcoming Christmas season and the above points 1 and 2. The upturn is coming and that's why you'll see some companies strating to acquire and initiate projects again. Everyone wants to catch a rising tide.

Dealers are invited to stop by this trade-only zone.

Last minute exhibitors can contact Jan to explore the available options to join in without fuss, the turnkey way.

Either way, don't miss this 50th edition of IFA in Berlin.

Go [Turnkey Exhibiting at the official Reseller Park at IFA](#)