

IFA 2007 – International Keynotes

A special highlight you cannot afford to miss:

The International Keynotes - exciting lectures featuring valuable information about product developments and industry trends - are presented to an exclusive audience (VIPs, journalists, IFA trade visitors and exhibitors) by international top managers of the CE industry.

Take advantage of this unique opportunity to meet the stars of the industry and receive first-hand information.

Time frame: 31 August – 2 September 2007

Morning Keynote: 9:45 – 10:30 a.m.

Afternoon Keynote: 3:00 – 3:45 p.m.

Morning Keynote

Afternoon Keynote

Admission VIPs + press: 9:15 a.m.*

Admission VIPs + press: 2:30 p.m.*

Official Admission: 9:30 a.m.*

Official Admission: 2:45 p.m.*

Start of the Keynote: 9:45 a.m.

Start of the Keynote: 3:00 p.m.

* Admission adapts to the principle „first-come-first-serve“!

Venues:

31 August 2007

Morning Keynote:

Hall 22, Philips booth

⇒ A shuttle bus service will guarantee easy transfer from Entrance South / International Trade Visitor Reception Area in hall 1.1 to hall 22.

Afternoon Keynote:

Hall 7.1a, IFA International Keynote Area

⇒ As well as in the morning a shuttle bus service from Entrance South / International Trade Visitor Reception Area in hall 1.1 to hall 7.1a is provided.

1 September 2007

Morning + Afternoon Keynote:

Hall 7.1a, IFA International Keynote Area

⇒ In the mornings as well as in the afternoons a shuttle bus service from Entrance South / International Trade Visitor Reception Area in Hall 1.1 to hall 7.1a is provided.

2 September 2007

Morning Keynote:

Hall 7.1a, IFA International Keynote Area

Speaker:

31.08.2007

9:45 – 10:30 a.m.: Rudy Provoost

Executive Vice President and Chief Executive Officer Philips Consumer Electronics

Venue: Hall 22, Philips booth

Title: **Sustainability**

31.08.2007

3:00 – 3:45 p.m.: Norio Niwa

Executive Vice President Seiko Epson Corporation

Venue: Hall 7.1a, IFA International Keynote Area

Title: **Imaging Vision**

01.09.2007

9:45 – 10:30 a.m.: Guerrino De Luca

President and Chief Executive Officer Logitech

Venue: Hall 7.1a, IFA International Keynote Area

Title: **Never the same again - how digital technology will change the face of consumer electronics and home entertainment**

01.09.2007

3:00 – 3:45 p.m.: **George Bailey**
General Manager, IBM Global Electronics Industry

Venue: Hall 7.1a, IFA International Keynote Area

Title: **POWERED by IBM - Innovative CE Business Models through Technology Collaboration**

02.09.2007

9:45 – 10:30 a.m.: **Andreas Westhoff**
Chief Sales Officer NAVIGON AG

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Venue: Hall 7.1a, IFA International Keynote Area

Title: **Connected Navigation: Access to the infinite mobile future**

We look forward to welcoming you at the IFA 2007 International Keynotes!
In case of further questions please do not hesitate to contact us.

With kind regards,
Your IFA Team