

## Blaupunkt at Hong Kong Fair

Blaupunkt Participates at Hong Kong Electronic Fair April 13<sup>th</sup> - 16<sup>th</sup>. Hong Kong Convention Center Hall of Fame - booth 1E C08

For the first time since its founding in 1923, Blaupunkt, the legendary German brand, world renowned for product quality, will participate in the Hong Kong Electronic Fair from April 13<sup>th</sup> through April 16<sup>th</sup>, as a complement to its presence at CES and IFA.

Now, through one of the most successful and comprehensive Brand Licensing programs, the Blaupunkt brand and identity is available on over 35 carefully selected brand licenses across a wide range of Consumer Electronics and Consumer Lifestyle product categories. The current range of Best-In-Class products from Blaupunkt licensees include Air Conditioning, Power Tools, Lawn and Garden Tools, LED Lighting, TV and Audio/Video as much more.

Those looking to add goods with one of the most established brand in Consumer Goods to their line, we invite you to visit Blaupunkt at stand 1E-C08 to find about our latest product developments and how they can increase your organization's profitability.

On the manufacturer/supplier side of the market, Blaupunkt executives will be on hand to explain how the Blaupunkt brand licensing program works, and how you might join the select group whose products carry the Blaupunkt name and "Blue Dot" that create an instant message of quality and confidence with retailers and consumers. Our complete Brand Licensing program is the perfect complement to category-leading products that will help them increase visibility and market share without the time and trouble of creating a new brand position and identity.

We welcome both buyers and manufacturers to meet with our experts during the Hong Kong Electronics Fair in stand 1E-C08 to learn more about how brand licensing works, to see live case-examples of how the Blaupunkt Global Licensing Program can improve and accelerate your go-to-market process and increase your bottom line profits.

To register in advance for a private appointment, or for more information, contact us at [www.blaupunkt-licensing.com](http://www.blaupunkt-licensing.com).