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**Daily Recap Day 2 - IFA 2020 Special Edition**

Berlin (ots) -

Day 2 is in full swing and we sure hope you swing with us! This daily summary informs you about what materials are already available in the newsroom for your coverage.

**Global Press Conference: Quotes and Videos**

You'll find all live streams and videos in the IFA Xtended Space in the ["Live & On Demand"](#) section

**LG**

"For us, this is a milestone of foundational significance because with this level of digital integration, we're really beginning to build an evolving, connected and open eco-system of smart products and services that can deliver so much more than the sum of its parts - going above and beyond device-level thinking to unlock a whole new world of potential at the system-level."

**Dr. IP Park, President & CTO, LG Electronics** ([Watch the summary of his speech.](#))

**BSH**

"We at BSH want to be the first company in our industry to neutralize the direct carbon dioxide emissions of all our locations worldwide."

**Matthias Ginthum, CMO BSH Hausgeräte** ([Watch the summary of his speech.](#))

**TCL**

"Our mission is to make life intelligent with innovative technology to make our customers' lives easier and smarter."

**Frederic Langin, Vice President of Sales and Marketing, TCL Europe** ([Watch the summary of his speech.](#))

**Haier**

"Haier will introduce new solutions based on an ecosystems built from the Internet of Things for turning the group vision of Smart Home and Smart Living into reality."

**Yannick Fierling, CEO Haier** ([Watch the summary of his speech.](#))

**Schneider electric**

"The need to start to make homes not only smart but also sustainable and the urgency of the same has increased with the current crisis. (...) We are now linking the electric world and the digital world. This is Wiser."

**Manish Pant, CEO & Executive Vice President Home & Distribution Division Schneider electric** ([Watch the summary of his speech.](#))

## Beurer

"Experience the power of the sea at home with maremed®. The patented technology creates a natural-identical seaside climate."

**Georg Walkenbach, Managing Director, Beurer GmbH** ([Watch the summary of his speech.](#))

## Messe Berlin & GfK Opening

"We really need to make sure we understand the shocks to come in this market. What are we going to do to be vigilant to understand the next wave and how we might react and how we are going to put our teams in a position where they can make better decisions."

**Sean O'Neill, Chief Product Officer at GfK** ([Watch the summary of his speech.](#))

## Miele

"The Miele Group has coped quite well with this challenging year so far. In fact, at the midpoint of the year our sales were actually almost 2 per cent higher than those in the first half of 2019."

**Dr Reinhard Zinkann, Executive Director and Co-Proprietor of the Miele Group** ([Watch the summary of his speech.](#))

## Hyundai

"You know we are making strategic investments in smaller fast-moving companies that will help Hyundai become more of a tech company rather than just a car company."

**Michael Cole, President and CEO Hyundai Motor Europe** ([Watch the summary of his speech.](#))

## HONOR

"Today, I am pleased to announce that we are bringing our all scenario smart life strategy to the next level. We will upgrade your productivity, creativity, connectivity and entertainment experiences, expand your smart life" and "From outdoor watches to all-rounder PCs, we are empowering young people to reinvent their smart life and expand the way they approach fitness, creativity, productivity and everyday entertainment"

**George Zhao, President of HONOR Global** ([Watch the summary of his speech](#))

## IFA Stories

### Home Appliances - a "sweet spot"

People have spent a much larger amount of their time at home this year than usual. We asked Roland Hagenbucher, Managing Director, Siemens Home Appliances, what impact this is having on demand for home appliances.

### Towards an electric future

### Opel CEO Michael Lohscheller addresses impending challenges at SHIFT Mobility

SHIFT Mobility this year is a forum for global insights and ideas on the future of mobility, both on site and via streaming and virtual events. Topping the list of speakers, Opel CEO, Michael Lohscheller, speaks about future challenges, such as global warming, shares insights into the exciting journey that his company has started and also talks about how they have successfully made a comeback as part of Groupe PSA. We asked him to tell us more.

### Beyond 2020 - a vision and commitment for Europe

### Exclusive Interview - Walter Ji - President of Huawei Consumer BG, Europe

Our commitment to innovation is demonstrated through our seamless, AI strategy and how it applies in Europe. It is also important to underline our commitment to our European operations, employees, relationships, designers, developers and other partners, as well as our commitment to the millions of European customers who choose and trust Huawei technology.

Read these and other "IFA Stories" [here](#).

## IFA Exhibitor News

Do you want to know what innovations exhibitors will be presenting at IFA 2020 Special Edition? Find current press releases [here](#).

## Global Broadcast Center

Are you a TV or online journalist? You can find footage material of IFA 2020 Special Edition [here](#).

## IFA Photos& Logos

Do you need photos or logos to illustrate your article? **Find them** [here](#).

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#### Medieninhalte



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