

# **IFA 2019: Arçelik's IFA Keynote to Focus on the Company's Vision for Ensuring Wellbeing for All**

**For Arçelik's CEO Hakan Bulgurlu, technology and innovation are integral as the company strives for a more sustainable and efficient future for its consumers**

*Berlin, 24 July 2019* - Arçelik, parent company to 12 global brands including two of Europe's largest Beko and Grundig, is striving to shape technologies for the benefit of people and the environment in all 146 countries it operates in worldwide.

As part of the IFA Keynote, Hakan Bulgurlu, CEO of Arçelik, will present the company vision of "wellbeing for all." As a passionate industry leader, Bulgurlu will demonstrate his strong position on product and innovation as well as the importance of how products developed by Arçelik affect people's lives.

"Used in an innovative way, technology can help improve people's skills, and thus their everyday lives, and secure our future," says Arçelik CEO Hakan Bulgurlu.

Through continuous investment in R & D and product innovation, Arçelik and its more than 30,000 employees are focused on building a portfolio of leading brands.

## **All IFA Keynotes at a glance**

At the IFA Keynotes, international outstanding decision-makers from consumer electronics, home appliances and related industries communicate their personal visions. The IFA Keynote program will provide insights into current and future developments in all relevant areas: Lifestyle, Telecommunications & Infrastructure, TV & Entertainment and Home Appliances.

[www.ifa-berlin.com/IFAkeynotes](http://www.ifa-berlin.com/IFAkeynotes)

## **About IFA Berlin**

IFA is the world's most inspiring trade show for consumer electronics and home appliances. It will take place at the Berlin Exhibition Grounds (ExpoCenter City) from 6 to 11 September 2019. Alongside the event, IFA Global Markets takes place at STATION-Berlin from 8 to 11 September and is IFA's international sourcing platform for OEMs, ODMs, suppliers, component manufacturers and undiscovered brands from all over the world.

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