



September 4 – 9, 2009, Berlin



Invitation

GfK Office
Etalize Office



The GfK/Etilize Office
Grosser Stern, VIP-Room 2
(in direction of hall 12 – 17)
Please use the elevator to the 2nd floor.



Phone GfK IFA Office: +49 (0)30-303 88 40 00

For further information please contact:

Petra Merk
GfK Retail and Technology
Nordwestring 101
90419 Nürnberg
Germany
Phone: +49 (0) 911-395 37 90
Fax: +49 (0) 911-395 40 19
e-mail: petra.merk@gfk.com
www.gfkr.com

Please visit us on the Virtual Market Place:
www.virtualmarket.ifa-berlin.de

Please see next page
for further information



GfK Retail and Technology

GfK Retail and Technology is the world's leading market researcher in tracking Point-of-Sale (POS) data in technical consumer goods and entertainment media markets.

In the IFA office GfK presents all services as for example:

- Monthly Retail Panels
- Weekly Monitor
- Eco Reporting
- Digital Convergence Information System
- Retail Analytics
- GfK Startrack Portal – 24/7 online access to market information
- Several studies of specific interest (TV Consumer, Successful Retailers, Retailer Satisfaction, GPS Usage Survey)
- New countries in Eastern Europe, Africa, Middle East, and South America

International representatives will be available at the GfK office.

If you would like to meet an expert from a particular country we kindly ask you to contact us in advance:

Phone: +49 (0) 911-395 37 90

Fax: +49 (0) 911-395 40 19



Etilize Product Catalogue

Etilize is the world's largest source of product information for technical consumer goods with aggregated data on over 7 million products from 20,000 manufacturers in 30 countries and in 20 languages.

We provide product data solutions for a wide range of customers from global leaders in retailing and manufacturing to start-ups with new and innovating business models. Our customer segments span multiple industries:

- Consumer Electronics
- Information Technology
- Household Appliances
- Photography
- Do-It-Yourself / Gardening
- Telecommunications
- Data Capture & Point of Sale
- Custom SKU Development to fit individual needs

Etilize serves more customers in more countries with Spex, our data subscription service, than any other product data provider of office and technology products.

We also develop custom product data solutions and value-added product content to meet the specific demands of our customers.

You would like to have further information about Etilize or meet one of our consultants? Don't hesitate to visit us at IFA 2009.

