



**METZ**

**Press release**

**April 2019**

**300 journalists from over 50 countries**

## **Metz presents the details of its internationalisation strategy**

**At the annual IFA Global Press Conference, industry, media and innovators come together to provide an insight into trends in consumer electronics, and to set out the initial themes for IFA, the leading technology trade fair that takes place in September. Metz, a German manufacturer of premium televisions, took this opportunity to present the details of their progressive internationalisation strategy to an international audience for the first time – the primary element of this being the launch of Metz Classic in China.**

“Every brand needs a good story”. With these opening words, Metz CEO Dr Norbert Kotzbauer set the tone for the rest of his keynote speech at this year’s IFA Global Press Conference: in the following 15 minutes, Kotzbauer focused less upon products and far more on presenting the core strategy behind the new global brand METZ blue and its launch on the international TV market.

METZ blue has already been launched in DACH countries, other parts of Central Europe, Southeast Europe and India, Hong Kong and recently South Korea – with country-specific product lineups and features relevant to local requirements, positioned in the midrange segment of each market. More countries are to be added in 2019 and the long-term aim is for METZ blue to be available worldwide.

During his speech, Kotzbauer also stressed the central position of Metz Consumer Electronics: based in the Franconian town of Zirndorf, the company bears overall responsibility for the marketing of METZ blue in Europe. According to Kotzbauer, this strengthens both the company’s location and its future prospects. He went on to announce a milestone for the already established Metz Classic that should give the company and the brand additional impetus: Metz Classic will be launched in China in 2019. Thus, the highly specialised TV manufacturer is tapping into one of the world’s largest growth markets in the CE sector with its traditional brand.

Because product policies still have to be negotiated in the target market, details could not yet be made public. However, we can be sure that the final concept will be announced at IFA in September at the very latest.

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*Dr Norbert Kotzbauer at the IFA Global Press Conference 2019 “power briefing” on Metz’s international brand strategy.*

### **Further information**

METZ blue: <https://www.metzblue.com/en-INT/>

IFA Global Press Conference: <https://gpc.ifa-berlin.com/>



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