



We are looking for suitable candidates to work in our Guangzhou office as

Sales and Operations Manager

CE China to increase the domestic sales and brand awareness of the show, support the sales for IFA in Berlin and all respective global IFA activities and increase the visitors flow, especially but not limited for CE China.

Key responsibilities:

The Sales and Operations Manager CE China as member of the local CE China Team and therefore part of the global IFA network will be subordinated and therefore directly support and report to the General Manager BEG/ CE China and the CE China team leader in Berlin, including but not limited to:

- Close cooperation, co-work, coordination and support for/ with the CE China and IFA teams in Berlin
- Implementation of an operational structure for efficient and effective domestic sales support for CE China, based on existing IFA knowledge, experience and best practice
- Strategic integration, implementation and collaboration with existing representative offices in Hong Kong and Mainland China
- Creation of an acquisition and marketing plan for both exhibitor and visitor acquisition in line with the respective budget planning
- Planning, preparation and execution of the trade show needs and requirements, ensure a smooth operation throughout the event
- Support and execution: pre show-/ on-site-/ after show-activities
- Establish and maintain reliable partnerships with related organizations, such as government departments, associations, top retailer and buyer groups, venue management, travel agents, stand constructors and service suppliers
- Establish and maintain a database of existing clients and customers, data mining and acquisition of new data as target databases for exhibitors and trade visitors
- Monitoring of contacts, continuous market research, analysis and evaluation of trade show results and the competitive environment

Qualifications / Experience Required

- University graduate with proven working experience (at least 3 years) in trade fair/ event industry
- established network with consumer electronics or home appliances industry or retailers, associations is an advantage
- Fluency in written and spoken English as well as Mandarin, knowledge in Cantonese and German is an advantage
- Good organization skills and time management
- Effective crisis management
- Excellent sales and negotiation skills
- A passion for events and communication
- Ability to handle pressure, multi-task and work within tight deadlines
- Patient, flexible, attentive to details, disciplined
- Good team player with high sense of responsibility

Does this sound like the job for you? We'd love to hear from you soon!

Application ends **15 November 2018**

Please send your application with CV and references as well as salary expectations to:

homewood@messe-berlin.de

Immediate availability is an advantage.



广州市伯林展览有限公司

Berlin Exhibition Guangzhou