



**GLOBALFAIRS**  
Exhibitions for Future

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# From CeBIT to Brussels:

## Global Fairs' Vision for the Future of Tech Trade

There's no shortage of trade shows, but few create a genuine crossroads for business like Global Fairs. With a legacy stretching back to CeBIT's heyday, thousands of exhibitors have relied on Global Fairs' full-service approach to connect, trade, and grow. Today, that same spirit powers two major milestones: a bold move to Hub 27 at IFA Berlin's Reseller Park and the launch of TransformIT Europe, a green tech-focused event in Brussels.

At the heart of it all is Jan Nintemann, a veteran organiser with a clear mission - to make trade fairs easier, more meaningful, and firmly anchored in the urgent need for climate responsibility. We caught up with Jan to hear how Global Fairs is blending business, innovation and sustainability to build the trade fairs of tomorrow.



**Jan Nintemann**

### A New Chapter: Reseller Park Moves to Hub 27

This year marks a pivotal shift for the Reseller Park, with a move into Hub 27 - one of IFA Berlin's premier spaces. For exhibitors, it signals more than just a new address. "It shows where we're heading as an organisation," Jan says. "The Reseller Park has always been a place where serious business happens. Moving into Hub 27 reflects the scale and energy our exhibitors bring year after year."

With full-service stands, built-in sustainability, and proven networking know-how, the Reseller Park remains a trusted launchpad for mobile, accessories, and CE brands. "It's the concept plus the experience," Jan explains. "The right setup, yes, but also the confidence that you'll meet the right people -

existing contacts and future partners alike - and come away with opportunities that match today's market needs.."

## Why More Attendees Are Becoming Exhibitors

Global Fairs' appeal goes beyond logistics – it's about reducing risk and maximising return. "Our participants know that the Reseller Park guarantees high stand traffic - it's simply built into the DNA of the event," he says. "When you combine that with minimal organisational effort for the exhibitor, it becomes a very compelling proposition."

With travel budgets under pressure, Europe's largest B2B marketplace for mobiles, IT and smart home tech offers a chance to make valuable new connections in just a few days.

## Building a Climate-Conscious Marketplace

Sustainability at Global Fairs is a mission woven into every project. From reusable stand builds to the Green Tech and Refurbished Zones, Jan's passion is clear. "Climate change is real, and the science shows we're in a decade of tipping points," he says. "Everyone has a responsibility. For us, that means running trade fairs in a way that's as climate-friendly as possible."

Exhibitors benefit from this shift too. As Jan points out, European consumers and businesses increasingly demand climate-responsible solutions. Exhibitors gain a real advantage – in both reputation and relationships.

## A Partnership That Works

One of the enduring strengths behind the Reseller Park's success is the close collaboration between Global Fairs and IPT - the team behind ITC Malta and long-time supporters of Jan Nintemann's trade fair projects. "It's a partnership built on trust that's lasted more than 25 years," Jan explains. "While ITC Malta is the best networking event for mobile, electronics, and IT distribution, the Reseller Park is the largest B2B trade fair marketplace. Together, they cover the personal connections and high-volume opportunities that define the industry."

That synergy delivers serious results. With around 15,000 trade visitors expected at Hub 27 alone this year, Reseller Park exhibitors benefit from exposure not only to new contacts, but to high-quality business opportunities across the European distribution chain.

## TransformIT Europe: A New Force for Green Tech

May 2025 marked another milestone: the launch of TransformIT Europe in Brussels. Unlike typical tech shows, where green tech might be hidden among traditional players, TransformIT was created to give sustainability centre stage. "The technology for carbon zero exists - the challenge is deploying it across industries," Jan explains.

TransformIT brings together green tech providers to accelerate Europe's shift to a sustainable economy. "It's about removing green solutions from the sidelines and giving them the visibility and commercial muscle they deserve," he says.

For companies in the refurbishing sector, smart home, and low-energy hardware, the message is clear: now is the time to engage. "With EU regulations like ESG and CSRD ahead, businesses must adapt fast," says Jan. "TransformIT will help drive that shift through cross-industry collaboration."

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## Face-to-Face Still Matters

Despite the rise of digital communication, Jan is adamant that nothing replaces meeting face-to-face. "Video calls are great, but they can't replace the trust built when you shake hands and talk in person," he says. "Events like ITC Malta and the Reseller Park have become more vital, not less. They're the places where you renew trust, spot new trends, and shape next year's deals."

Back at CeBIT, up to 800,000 visitors would gather in Hanover, Jan smiles: "Good business still starts with good conversations."

## Building a Resilient Future

Jan's message is clear: invest in relationships. "A strong business network will carry you through tough times," he says. "Events like ITC Malta and the Reseller Park are where that network is built – and the advantage it gives you is indispensable."

With most stands already booked, the momentum is clear. As Jan says with a smile, **"If you haven't secured your space yet, move quickly. And if you want visibility, sponsoring the Reseller Park Party is the best place to start!"**