

## Announcement

# GIP Development S.A.R.L, the brand owner of the iconic German trademark **BLAUPUNKT**, to present its brand licensing opportunities at the CES2023

5 January 2023

Leudelange, Luxembourg & Las Vegas, Nevada (January 5<sup>th</sup>, 2022)

The managing director Andrzej Cebrat and the Director of North America Frank Goergen will be at Booth 15943 in the Las Vegas Convention Center in Central Hall to explore potential licensing options for manufactures from around the globe who are looking for a licensing brand to get their products branded with.



GIP has teamed up with its licensee Technofashion, who distributes BLAUPUNKT licensed products to Turkey, the Middle East and parts of Africa, to showcase a part of its brand licensing portfolio that is sure to turn heads with its strong appeal to both consumers and potential business partners alike.

Visitors can discover a wide range of promising brand licensing opportunities including the major categories of Television and Audio for North America.

CES 2023 is an ideal platform for GIP to showcase their expertise in providing licensing opportunities for both established as well as upcoming industries. They are set to make a significant impact on the industry by offering valuable solutions for businesses looking to expand their reach into global markets.

GIP and the brand BLAUPUNKT's presence at CES 2023 is a testament to its commitment to facilitating growth for all its partners by harnessing the power of relationships between manufacturers, retailers, distributors, licensors and more. By making it easier than ever before for businesses to find success across multiple industries, GIP enables them to unlock new revenue streams while gaining access to premium marketing tools and resources.

It's essential now more than ever before that companies look outside traditional channels in order to maximize their profits – which is why GIP is leading the charge by connecting its licensees through innovative partnerships. GIP stands out thanks to its exclusive focus on the BLAUPUNKT brand as the only consumer brand, when it comes to delivering tangible results that are backed up with solid data analysis.

Do not miss out on this exclusive opportunity – visit GIP/BLAUPUNKT at the Technofashion booth, LVCC, Central Hall #15943 at CES 2023 where you can meet Andrzej Cebrat and Frank Goergen and the team portfolio managers Thorsten Gebhardt and Romain Peter, who will be available throughout the event.

GIP Development S.A.R.L  
Registered office: Leudelange,  
Luxembourg  
R.C.S. Luxembourg: B255677

Management:  
Andrzej Cebrat

Bank: BGL BNP PARIBAS  
LU58 0030 2046 6226 0000  
SWIFT/BIC: BGLLLULL

VAT.-ID: LU33259704



Global Intellectual Property  
Development  
**GIP** Development SARL  
2-4, rue du Chateau d'Eau  
L-3364 Leudelange  
Luxembourg  
T: +352 27 76 83 40  
F: +352 27 76 83 49

[www.gip-development.lu](http://www.gip-development.lu)

5 January 2023

#### About Blaupunkt

For almost a century, Blaupunkt and its blue dot symbol have been synonymous with German technology, innovation, and quality. Backed by decades of passion and expansion for consumer electronics, car multimedia, and related consumer lifestyle products, Blaupunkt is trusted for their comprehensive, global brand community program. With more than 40 partners around the world distributing Blaupunkt products, Blaupunkt is committed to serving as a valued partner to its proprietors. For more information, visit [blaupunkt.com](http://blaupunkt.com)

#### Press contact:

Norman Pralow  
Official Brand and Marketing Consultant  
Order of GIP Development SARL  
[norman.pralow@Blaupunkt.com](mailto:norman.pralow@Blaupunkt.com)  
+49 (0) 176 6190 5452

#### Company contact:

Frank Goergen  
GIP Development SARL  
2-4, rue du Chateau d'Eau  
L-3364 Leudelange – Luxembourg  
[frank.goergen@Blaupunkt.com](mailto:frank.goergen@Blaupunkt.com)



GIP Development SARL  
Registered office: Leudelange,  
Luxembourg  
R.C.S. Luxembourg: B255677

Management:  
Andrzej Cebrat

Bank: BGL BNP PARIBAS  
LU58 0030 2046 6226 0000  
SWIFT/BIC: BGLLLULL

VAT.-ID: LU33259704