

Press release

November 2018

Systematic internationalisation strategy

METZ blue launches in Hong Kong and India

With the new brand “METZ blue”, which was introduced at IFA 2018, premium German TV manufacturer Metz is establishing itself globally and addressing a wider market segment. The long-established company has now realised the next step of its ambitious internationalisation strategy and, in conjunction with parent company Skyworth, has introduced the new brand to Hong Kong and India.

Growth-oriented market environments

Both India and Hong Kong are significant growth markets for the consumer electronics sector. In the young aspiring populations, there is a growing demand for well-equipped TV sets with smart solutions that bring content and entertainment into the living room. In conjunction with parent company Skyworth – the fifth biggest TV manufacturer worldwide – Metz has now introduced its new global brand METZ blue into these growth-oriented market landscapes. A total of four different models, in sizes of 32 to 65 inches, were presented for the local market at a press conference in New Delhi, India. The portfolio in Hong Kong has been limited to three models. These are the fully equipped 4K OLED TV M65S9A and the two UHD TVs M55G2/M50G2 and M43U2, which are all equipped with Android 8.0. Full HD models are also ready for these markets.

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The introduction of the new METZ blue brand is a central component of the internationalisation strategy of Metz and Skyworth. With the introduction of the brand to Hong Kong and India, the companies are realising the next step of their systematic strategy. The brand was presented at IFA 2018 and the products will be available in German-speaking countries from the end of November. Additional European countries (Spain, Italy, and some countries in Eastern Europe) will follow later in 2018.

With Android 8.0 and access to films, games and apps from Google Play Store as well as integrated speech control from Google Assistant, METZ blue TVs facilitate virtually unlimited entertainment and intuitive control.

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From left to right: Johnny Wang (General Manager Overseas Sales & Marketing of the TV Unit Skyworth Group) and Amitabh Tiwari (CEO Skyworth India Electronics) at the launch of METZ blue onto the Indian market.

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The METZ blue launch in Hong Kong (from left to right): Zhang Peng (Director of Skyworth Overseas ASEAN Business Unit & Global E-Commerce Overseas Department), Wang Zejun (Skyworth TV Business Unit Executive Vice President & Overseas Sales & Marketing Headquarter General Manager), Lin Chengcai (Director of Skyworth Group Financial Department), Li Qiang (Director of Skyworth Overseas Brand Management Department).