



Press release

IFA 2025 strengthens partnership with France

Paris, 27 March 2025 – At today's press conference in Paris, IFA Berlin highlighted the importance of France as a key player in technological innovation while also presenting new impulses for the upcoming IFA 2025.

As the world's leading event for Home & Consumer Tech, IFA emphasizes France's role as both a driving force in innovation and a key market for technological progress.

France as a major player in global innovation

The cooperation between IFA and French companies offers brands the opportunity to present their latest technological advancements on an international stage and further strengthen their presence in European and international markets. Once again in 2025, companies will showcase their newest innovations across various sectors, including but not limited to Artificial Intelligence, Home & Entertainment; Home Appliances; Smart Home; Communication & Connectivity; Audio; Computing & Gaming; Photo, Video & Content Creation; Fitness & Digital Health and Mobility.

IFA Global Markets – the international B2B platform

In addition to IFA, IFA Global Markets will also take place in 2025, again at the Messe Berlin exhibition site. This dedicated platform for Original Brand Manufacturers (OBMs), Original Equipment Manufacturers (OEMs) and Original Design Manufacturers (ODMs) provides manufacturers, distributors and retailers the opportunity to establish new business connections and expand their client base for innovative products. IFA Global Markets takes place from 7-9 September 2025.

Expanding media reach and growing global significance

The international media coverage surrounding IFA in September 2024 has grown significantly, with a notable 90% increase in visibility within France, reaching over 1,340 mentions across national outlets. This trend is expected to continue in 2025, further amplifying the global impact of technological advancements showcased at IFA.

Strategic alliances and emerging industry trends

IFA 2025 will continue fostering strategic partnerships, further strengthening its role in driving technological advancements and supporting industry transformation. These collaborations will help shape the future of consumer electronics and home technology.

“Paris remains a cornerstone of technological evolution. At IFA 2025, we are providing a stage where leading brands, startups, and industry pioneers can connect and interact directly with consumers – this is unique. Our goal is to further establish IFA as a central event for the industry and to make innovative ideas visible”, says Leif Lindner, CEO IFA Berlin.

Date announcement

IFA: 5–9 September 2025

IFA Global Markets: 7–9 September 2025

About IFA

IFA is the world's largest Home & Consumer Tech event. For over 100 years, IFA has been presenting groundbreaking innovations, connecting industry experts and providing international companies with access to new markets. The event covers a variety of topics, including AI, Smart Home, Audio, Computing & Gaming, Photo, Video & Content Creation as well as Mobility and Fitness & Digital Health.

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Further information about IFA 2025 can be found at: www.ifa-berlin.com