

## **Press Release**

### **IFA 2025 strengthens partnership with China and focuses on innovation**

*Shanghai, 21 March 2025* - Today, IFA Berlin reaffirmed its close cooperation with China and its Chinese industry partners in Shanghai, while also presenting new impulses for the upcoming IFA 2025. As the world's leading trade fair for consumer and home technologies, IFA emphasizes China's central role as both a driving force of innovation and one of the most important markets for technological advancements.

### **China as a key market for global innovation**

The close partnership between IFA and Chinese companies enables brands from China to showcase their innovative products to an international audience and further expand their market position in Europe. Leading Chinese companies will once again partner with IFA in 2025, presenting their latest technologies in various fields, including but not limited to 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. Especially for Chinese exhibitors, the 'New and Emerging Brand Zone' will once again serve as a central hub for highly innovative and quality driven up-and-coming brands. IFA Global Markets will run 7-9 September 2025.

### **Successful media presence and increasing international relevance**

International coverage of IFA in September 2024 recorded strong growth compared to last year. In China, the visibility increased by more than 200%, with more than 8,180 mentions in Chinese media. IFA 2025 is also expected to have a significant reach, helping to make technological innovations visible worldwide.

### **Strategic partnerships and forward-looking trends**

In addition to increased cooperation with Chinese companies, IFA 2025 will once again focus on strategic partnerships. The aim is to present innovative solutions that drive technological progress and promote developments in the industry.

Shanghai is a key location for technological innovation. With IFA 2025, we are continuing our commitment to close partnerships with China and creating a platform where global brands, start-ups and innovators can network and engage 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 leading trade fair for consumer and home technologies. For over 100 years, IFA has been presenting ground-breaking innovations, connecting industry experts and providing international companies with access to new markets. The trade fair covers a variety of topics, including AI, smart home, audio, computing & gaming, photo and video technology as well as mobility and digital health.

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**Further information about IFA 2025 can be found at: [www.ifa-berlin.com](http://www.ifa-berlin.com)**