



Press release

IFA 2025 strengthens partnership with Singapore

Singapore, 26 March 2025 – At today's press conference in Singapore, IFA Berlin highlighted the importance of Singapore as a key player in technological innovation while also presenting new impulses for the upcoming IFA 2025. As the world's leading platform for home and consumer tech, IFA emphasizes Singapore's role as both a driving force in innovation and a key market for technological progress.

Singapore as a major player in global innovation

The cooperation between IFA and Singapore 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 key 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 return from 7–9 September at the Messe Berlin exhibition site. This dedicated sourcing platform for Original Brand Manufacturers (OBMs), Original Equipment Manufacturers (OEMs) and Original Design Manufacturers (ODMs) provides manufacturers, distributors and retailers the opportunity to connect and expand their businesses.

Expanding media reach and growing global significance

The international media coverage surrounding IFA 2024 has grown significantly, with a notable 340% increase in visibility within Singapore, reaching over 730 mentions across national outlets. This trend is expected to continue in 2025, further amplifying the global impact of technological advancements showcased at IFA.

IFA Retail Leaders Summit – exclusive event for decision-makers in international retail

Another highlight this year will be the IFA Retail Leaders Summit. On Thursday, 4 September, decision-makers in international retail and senior executives from the world's most important home and consumer tech companies as well as industry analysts and tech pioneers will meet in Berlin to shape the future of international

retail. This exclusive summit creates a space for meaningful dialogue and strategic exchange – reinforcing IFA's role in driving innovation and industry collaboration.

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. "Singapore 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 of IFA Berlin.

Date announcement

IFA Retail Leaders Summit: 4 September 2025

IFA: 5–9 September 2025

IFA Global Markets: 7–9 September 2025

About IFA

IFA is the world's largest home and consumer tech platform. 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 everything from AI, smart home, audio, computing & gaming, photo, video & content creation as well as mobility and fitness & digital health.

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