



Press release

IFA 2025 strengthens partnership with Taiwan and focuses on innovation

Taipei, 23 May 2025 – Today, IFA Berlin reaffirmed its close cooperation with Taiwan and its technology partners in Taipei, while also presenting new impulses for the upcoming IFA 2025. As the world's leading platform for home and consumer tech, IFA emphasizes Taiwan's central role as both a driving force of innovation and one of the most important markets for technological advancements.

Taiwan as a key market for global innovation

Through IFA's close cooperation with Taiwan-based companies, innovative Taiwanese brands gain global exposure and strengthen their presence in the European market. Leading Taiwanese companies will once again partner with IFA in 2025, presenting their latest technologies 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. Especially for Taiwan exhibitors, the 'New and Emerging Brand Zone' will once again serve as a launchpad for highly innovative and quality driven up-and-coming brands.

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.

Successful media presence and growing international relevance

International media coverage of IFA 2024 grew significantly compared to the previous year. In Taiwan alone, the visibility surged by more than 590%, with a total potential editorial reach of 877 million in Taiwanese media. IFA 2025 is expected to build on this momentum, shining an even brighter spotlight on breakthrough technologies and global tech dialogue.

Strategic partnerships and forward-looking trends

Beyond its strengthened collaboration with Taiwan, IFA 2025 will once again champion on strategic partnerships that showcase meaningful solutions and drive tech progress

“Taiwan is a key location for technological innovation. With IFA 2025, we are continuing our commitment to a close partnership with Taiwan and creating a platform where global brands, startups and innovators can network and engage directly with consumers – this makes IFA 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 leading platform for home and consumer tech. For over 100 years, IFA has been presenting ground-breaking 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 digital health.

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