



Press release

IFA Berlin launches IFA Innovation Awards – Spotlighting breakthrough innovations

Berlin, 24 June 2025 – IFA Berlin, the world's largest home & consumer tech event, is launching a new global awards program: the IFA Innovation Awards. Designed to highlight outstanding innovation, design excellence and market impact, the awards will premiere during IFA 2025 in Berlin – marking a bold new chapter in IFA's legacy as the industry's global stage.

"The IFA Innovation Awards will recognise the Best of IFA, rewarding the incredible progress being made in home and consumer technology. By highlighting best-in-class products from our 1,800+ exhibitors, IFA will help retailers, buyers, consumers, press and media identify the brands that are truly shaping how we live, work and play. We're excited to highlight the companies that are implementing AI and designing sustainable and accessible solutions for all," says James McGough, Managing Director at Clarion Events.

IFA is part of the IFA Management GmbH which is a joint venture of the Clarion Events Group of companies (Clarion) and GFU Consumer & Home Electronics GmbH.

"The IFA Innovation Awards represent the natural evolution of IFA's century-long commitment to showcasing the technologies that transform how we live, work, and connect," says Helena Stone, Editor-in-chief at GEEKSPIN and judge at the IFA Innovation Awards. She adds, *"As IFA enters its second century, these awards will spotlight the innovations that define the future of consumer technology."*

Celebrating a century of innovation excellence

Following the milestone of IFA's 100th anniversary in 2024 – with over 215,000 visitors from 138 countries and more than 1,800 exhibitors – the launch of the IFA Innovation Awards sets the tone for the new era. The IFA Innovation Awards will recognize products that demonstrate exceptional innovation, design excellence and market impact in the home and consumer technology space.

Comprehensive recognition program

The IFA Innovation Awards will spotlight innovations from all areas of home and consumer technologies, including smart home and IoT innovation, sustainable technology, health and wellness tech, gaming and entertainment, mobile communication, audio-visual excellence, kitchen and home appliances and emerging technologies.

Winners will receive either the official IFA "Best of category" or "Innovation Award" certification, representing the highest-rated products with prestigious industry recognition. Additional benefits include full licensing rights to use the IFA Innovation Awards logo, an

exclusive showcase opportunity at IFA 2026's Innovation Gallery, featured placement across IFA's global media channels and coverage in official IFA publications and social media.

Global industry recognition

"The IFA Innovation Awards will become the gold standard for consumer technology recognition in Europe and beyond. Our international jury of technology experts, industry analysts, and innovation specialists will ensure that winners represent truly groundbreaking achievements," says Helena Stone, judge at the IFA Innovation Awards.

The award program is open to manufacturers, designers, engineers, startups and technology companies worldwide. Eligible products must be innovative consumer technology or home appliance solutions commercially launched between 1 February 2025, and 30 April 2026, with availability in European markets.

Application process and timeline

Applications for the inaugural IFA Innovation Awards are [now open](#). The evaluation process will be conducted by an independent panel of worldwide technology experts, industry analysts and innovation specialists.

About IFA Berlin

IFA Berlin stands as the world's most prestigious consumer technology and home appliances trade event, celebrating over a century of innovation excellence. Since 1924, IFA has been the premier global platform where technology leaders, innovators and industry professionals gather to showcase breakthrough products and shape the future of consumer technology. The event takes place annually in Berlin, Germany.

For more information about the IFA Innovation Awards, including application guidelines and category specifications, visit ifa-berlin.com/innovation-awards or contact awards@ifa-berlin-awards.com

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