



Press Release

IFA 2025 strengthens partnership with Japan and focuses on innovation

Tokyo, 24 June 2025 – At today's press conference in Tokyo, IFA Berlin reaffirmed its continued partnership with Japan and its technology leaders, while also presenting new highlights and innovation trends for the upcoming IFA 2025. As the world's leading platform for Home & Consumer Tech, IFA underlines Japan's central role as a global innovation driver and an important market for technological progress.

Japan as a key player in global innovation

The close cooperation between IFA and Japan's technology companies enables brands from the region to present their latest innovations to an international audience and expand their presence in European and global markets. In 2025, leading companies from Japan will once again exhibit at IFA, covering a wide range of sectors including 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

IFA Global Markets will return from 7–9 September 2025 at the Messe Berlin exhibition grounds. This dedicated sourcing platform for Original Brand Manufacturers (OBMs), Original Equipment Manufacturers (OEMs), and Original Design Manufacturers (ODMs) offers manufacturers, distributors, and retailers the opportunity to connect and grow their businesses. For exhibitors from Japan, the 'New and Emerging Brand Zone' will act as a launchpad for high-quality, innovative up-and-coming brands.

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

On Thursday, 4 September 2025, decision-makers from international retail and senior executives from the most important home and consumer tech companies, as well as industry analysts and tech pioneers, will gather in Berlin for the IFA Retail Leaders Summit. This exclusive event fosters meaningful dialogue and strategic exchange – further strengthening IFA's role in driving innovation and industry-wide collaboration.

New feature zones reflect lifestyle and innovation trends

Informed by market research and exhibitor feedback, IFA 2025 will launch several new curated areas offering visitors immersive, experience-driven insights into key lifestyle trends:

- **Beauty Hub (Hall 17):** Integrated into the Fitness & Digital Health Show Area, the Beauty Hub focuses on connected beauty and self-care. Designed for Gen Z, influencers, and beauty-tech enthusiasts, it will feature immersive brand worlds, interactive product stations, and social-media-ready product experiences.
- **IFA Outdoor Cooking & Gardening:** This new area will take place in the Sommergarten and highlights outdoor lifestyle, sustainability, and well-being. Visitors will experience live cooking shows and smart gardening innovations through hands-on activations.
- **The Track (between Halls 6 & 7):** A dedicated area for personal electric transportation, showcasing e-scooters and e-bikes – with outdoor test rides in a real-world environment.

Expanding media reach and international relevance

IFA 2024 achieved a significant increase in international media visibility, with potential editorial reach in Japan growing by 202% and reaching over 1.53k national mentions. This upward trend is expected to continue in 2025, further strengthening IFA's global impact and visibility for consumer tech innovations.

Strategic partnerships shaping the future

IFA 2025 will continue to build and expand strategic partnerships – reinforcing its position as a key platform for advancing technological development and industry transformation.

“Japan is a key location for technological innovation. With IFA 2025, we are continuing our commitment to a close partnership and providing a platform where global brands, startups, and thought leaders connect directly with consumers – a unique feature of our event. Our goal is to further establish IFA as the central meeting point of the industry and to spotlight the innovations shaping tomorrow”, says Leif Lindner, CEO, IFA Management GmbH.

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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