



Press release

IFA 2025 strengthens partnership with South Korea and focuses on innovation

Seoul, 26 June 2025 – At today's press conference in Seoul, IFA Berlin reaffirmed its continued collaboration with South Korea and its technology partners, while introducing new highlights and trends for the upcoming IFA 2025. As the world's leading platform for Home & Consumer Tech, IFA emphasizes South Korea's central role as a driving force of innovation and a key market for technological advancements.

South Korea as a key player in global innovation

The partnership between IFA and South Korean technology companies enables brands from the region to showcase their latest innovations to an international audience and enhance their presence in Europe and international markets. At IFA 2025, leading South Korean companies will once again exhibit across 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 site. This dedicated sourcing platform for Original Brand Manufacturers (OBMs), Original Equipment Manufacturers (OEMs), and Original Design Manufacturers (ODMs), offers a space for manufacturers, distributors, and retailers to establish new business connections. For South Korean exhibitors, the 'New and Emerging Brand Zone' will act as a launchpad for highly innovative brands with strong product quality and vision.

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

On Thursday, 4 September 2025, decision-makers and senior executives from global retail and the home and consumer tech sectors from the most important home and consumer tech companies as well as industry analysts and tech pioneers will meet at the IFA Retail Leaders Summit in Berlin. Alongside industry analysts and pioneers, participants will engage in dialogue on the future of international retail. The event fosters strategic exchange and reinforces IFA's role as a platform for innovation and industry collaboration.

New feature zones reflect consumer lifestyle trends

Based on extensive market research and input from exhibitors, IFA 2025 will introduce several new experience areas designed to engage visitors in meaningful ways:

- **Beauty Hub (Hall 17):** Integrated into the Fitness & Digital Health Show Area, the Beauty Hub focuses on connected beauty and self-care. Aimed at Gen Z, influencers and beauty-tech enthusiasts, it offers immersive brand worlds, interactive stations, and social-media-ready product experiences.
- **IFA Outdoor Cooking & Gardening (Sommergarten):** Highlighting the shift toward sustainable outdoor lifestyles, this new area combines live cooking demos, smart gardening, and wellness-focused innovations through hands-on activations.
- **The Track (between Halls 6 & 7):** Dedicated to urban mobility and personal electric transportation, this zone enables visitors to test e-scooters, e-bikes in a real-world outdoor setting.

Growing media impact and international presence

IFA 2024 achieved a notable increase in international media presence, with potential editorial reach in South Korea growing significantly by 281% and reaching over 5.19k mentions across national outlets. In 2025, IFA aims to build on this momentum, further strengthening its global reach and influence.

Strategic partnerships driving innovation

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.

“South Korea is a key location for technological innovation. With IFA 2025, we are continuing our commitment to a close partnership with South Korea and provide a platform where global brands, startups, and thought leaders connect directly with consumers – a unique feature of our event. Our mission is to strengthen IFA’s role as a central gathering point for the industry and to highlight the innovations that will shape our future”, 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.

Contact:

IFA Berlin PR team

Sonja May
Director PR & Corporate Communications
s.may@ifa-management.com
+49 1515 1577525

Gioia Zoli
Head of International PR
g.zoli@ifa-management.com
+49 (0) 30 3983099-501