



Press Release

IFA 2025 strengthens partnership with Italy and focuses on innovation

Milan, 3 July 2025 – Today, IFA Berlin presented new impulses and trends for the upcoming IFA 2025 at a press lunch in Milan. As the world's leading platform for Home & Consumer Tech, IFA emphasizes Italy's role as a driving force in innovation and an important market for technological progress. Exhibitors are showing a high level of interest in IFA. The trade fair is already almost fully booked – proof of its global significance and the strong momentum in the entire technology industry.

Italy as a player for global innovation

The cooperation between IFA and Italian technology companies enables brands from the region to showcase their innovations to an international audience and expand their presence in European and international markets. In 2025, leading companies will once again exhibit at IFA, covering sectors such as 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. For Italian exhibitors, the 'New and Emerging Brand Zone' will 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.

New feature zones offer hands-on experiences for visitors

IFA 2025 will introduce several new curated areas inspired by market research and feedback from exhibitors, offering visitors even more immersive, lifestyle-focused experiences:

- **IFA Creator Hub**

The IFA Creator Hub is the central meeting place for influencers, content creators and their communities – with a creator stage, VIP area, live streaming stations, as well as podcast and streaming studios. Located in the Palais at Funkturm, the hub sets new standards for authentic, wide-reaching content and offers visitors insights into modern content production.

- **Beauty Hub**

The new 'Beauty Hub' will celebrate its premiere in 2025 as the highlight of the Fitness & Digital Health Area in Hall 17, showcasing smart beauty innovations in skincare, haircare and self-care. Interactive experiences, immersive brand worlds and hands-on stations make the area particularly attractive for Gen Z and beauty tech fans.

- **IFA Outdoor Cooking & Gardening**

In the summer garden, 'IFA Outdoor Cooking & Gardening' creates a new world of experience for outdoor enthusiasts – with innovative solutions for cooking, barbecuing and gardening. Live demonstrations and interactive product experiences turn the outdoor area into a stage for sustainable lifestyles and new business potential in the growing outdoor segment.

- **The Track**

With the special feature 'The Track', IFA brings mobility to the trade show – visitors can test e-bikes and e-scooters directly between Halls 6 and 7. The activation picks up on the growing interest in smart micro-mobility and offers an authentic product experience in a real-life application context.

Expanding media reach and growing global significance

The international media coverage surrounding IFA in September 2024 has grown significantly, with a notable 136% increase in the potential editorial reach within Italy, reaching over 3.54k mentions across national outlets. This trend is expected to continue in 2025, further amplifying the global impact of technological advancements showcased at IFA.

Strategic partnerships for the future

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.

“Italy 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, 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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