



Press release

Top international speakers and visionary topics at IFA 2025

Berlin, 29 July 2025 – IFA Berlin, the world's largest event for home and consumer tech, presents an international programme of top-class speakers for forward-looking keynotes and panels. The trade fair underscores its role as a central platform for innovation, exchange and inspiration.

Shaping innovation together

From 6–9 September, the Innovation Stage, Dream Stage and Creator Stage will become venues for discussing the four main topics: Future of Intelligence, Future of Smart Society, Future of Connectivity and Future of Sustainability.

'Precisely because topics such as artificial intelligence, digitalisation and sustainability are developing so rapidly, we need platforms like IFA where innovations can be showcased and further developed. Tech is diverse and this is reflected in our programme: with top speakers from around the world and a strong focus on socially relevant issues,' says Leif Lindner, CEO of IFA Management GmbH.

A bold opening from true pioneers: Keynotes kick off with powerful voices

As IFA marks its 101st edition, it continues to shape the global tech conversation and this year begins with impact. The exclusive keynotes open with two pioneering voices from the industry, offering perspectives that go far beyond the here and now – sparking new thinking, bold ideas and meaningful action.

Sustainability in the spotlight – keynote speech by Yannick Fierling, Electrolux Group

Yannick Fierling, President and CEO of Electrolux Group, sends a strong message in his opening keynote speech.

In his keynote speech, *'Serving the Consumer by Preserving the Planet,'* he talks about how sustainable innovation, circular business models and a focus on consumers are the key drivers for the future of the home and consumer tech industry. From resource-efficient manufacturing to responsible end-of-life management, sustainable progress can only be achieved through cross-industry collaboration.

A voice with weight – Dr. Markus Miele talks about AI and innovation

One further highlight will be the keynote speech by Dr. Markus Miele, Managing Partner of Miele & Cie. KG.

Under the title *‘From “future dreams” to “the new normal”’: How AI and smart home appliances are changing our homes,* Dr. Miele will show how artificial intelligence and smart technologies are changing our homes for the long term and how German engineering goes hand in hand with digital innovation.

Stage for the future: IFA as a global meeting place

Further insights of international significance will come from Bastian Raschke, Group Director DACH at Meta, on topics such as e-commerce and DTC. Techniker Krankenkasse will present the potential of ‘Games for Health’ and digital health applications in its own programme block.

Whether smart homes, AI, retail strategies or health – the IFA 2025 programme combines technological excellence with social impact. With speakers from business, science, politics and civil society, IFA offers a broad spectrum.

Further information on speakers: <https://www.ifa-berlin.com/speakers>

Further information on keynotes: <https://www.ifa-berlin.com/stages-themes> and <https://www.ifa-berlin.com/programme>

About IFA Berlin

IFA Berlin is the world's leading event for home and consumer technologies and celebrates over a century of innovation. Since 1924, IFA Berlin has been the leading global platform where technology leaders, innovators and industry experts come together to showcase groundbreaking products and shape the future of consumer electronics. The event takes place every year in September in Berlin.

Further information on IFA Berlin 2025: www.ifa-berlin.com

Contact

IFA Berlin press team
press@ifa-management.com

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